



## **Roanoke Regional Airport Commission**

5202 AVIATION DRIVE, N.W.

ROANOKE, VA 24012

PHONE: (540) 362-1999

**ISSUE DATE: MARCH 25, 2024**

**REQUEST FOR PROPOSAL # 24-003**

**FOR**

**MARKETING SERVICES**

**SEALED PROPOSALS DUE:**

**APRIL 25, 2024**

**ON OR BEFORE**

**3:00 P.M. (LOCAL TIME)**

**ALL INFORMATION AND CLARIFICATION INQUIRIES MUST BE SUBMITTED IN WRITING TO:**

**TROY PHILPOTT, PROCUREMENT AND CONTRACTS MANAGER,**

**AT [PROCUREMENT@FLYROA.COM](mailto:PROCUREMENT@FLYROA.COM)**

**BY 5:00 P.M. ON WEDNESDAY, APRIL 17, 2024**

The Roanoke Regional Airport Commission (the Commission) is soliciting proposals from qualified agencies to deliver marketing services for the Roanoke-Blacksburg Regional Airport.

All questions must be submitted by **5:00 p.m., Wednesday, April 17, 2024**. If necessary, an addendum will be issued and emailed to all Offerors who were emailed the original RFP. Any such addenda shall become a part of the solicitation documents, must be addressed in the proposal, if applicable, and shall become a Contract Document. The Commission accepts no liability for late or non-receipt of addenda.

Proposals shall be received by Troy Philpott of the Roanoke Regional Airport Commission, 5202 Aviation Drive N.W., Roanoke, VA 24012 by **3:00 p.m., April 25, 2024**. Offerors shall submit one (1) original copy and one (1) electronic copy on a flash drive (PDF) of their proposal in a sealed envelope clearly marked on the outside with the company's name and "Attn: Troy Philpott - RFP # 24-003 – Marketing Services". Any proposals received after the mentioned time and date will be returned to the Offeror unopened.

**Faxed or emailed proposals will not be accepted.**

As this is a Request for Proposal, an evaluation committee will be established to review and evaluate all responses. No information regarding the identity of either the Offerors or the contents will be released until after the negotiation process. Once an award has been made, all proposals will become public information. If your proposal contains proprietary information, please make note of such on the form attached (Attachment D - Proprietary Information Form).

The Commission reserves the right to cancel this RFP and/or reject any or all proposals and to waive any informalities or irregularities in any proposal.

This section must be completed by the Offerors and must be returned with the proposal. In compliance with this RFP and to all the terms and conditions imposed herein and hereby incorporated by reference, the undersigned offers and agrees to furnish the services and/or items in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

**OFFEROR DATA/SIGNATURE SHEET**

**LEGAL NAME AND ADDRESS:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**DATE:** \_\_\_\_\_

**BY:** \_\_\_\_\_

**NAME:** \_\_\_\_\_  
*(SIGNATURE IN INK)*

**ZIP CODE:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**PHONE: ( )** \_\_\_\_\_

**FAX: ( )** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**BUSINESS LICENSE #:** \_\_\_\_\_

**VIRGINIA STATE CORPORATION COMMISSION IDENTIFICATION NUMBER:** \_\_\_\_\_

**I. PURPOSE**

The Roanoke Regional Airport Commission is soliciting proposals from qualified agencies to deliver marketing services for the Roanoke-Blacksburg Regional Airport.

**II. CONTRACT SCOPE**

The contract period is for 3 years with the option for (5) 1-year extensions. The selected agency must have the availability and capacity to provide services throughout the duration of this timeframe.

**III. PROJECT SCHEDULE**

<b>Activity</b>	<b>Date</b>
Release RFP	March 25, 2024
Deadline for Submission of Questions – 5:00 p.m.	April 17, 2024
Deadline for Submission of Proposals – 3:00 p.m.	April 25, 2024
Evaluation of Responses	April 26-May 7, 2024
Notice of Oral/On-site Presentations (If Applicable)	May 8, 2024
Finalist Oral/On-site Presentations (If Applicable)	May 13-May 31, 2024
Presentation Evaluation	June 3-7, 2024
Present for Commission Approval, Award Contract, Effective Date of Contract	June 18-July 15, 2024

*The Commission reserves the right to modify the proposed project schedule as it deems in the best interest of the Commission.*

**IV. SCOPE OF WORK**

**A. BACKGROUND**

The Roanoke Regional Airport Commission is responsible for the management of the Roanoke-Blacksburg Regional Airport, located in Roanoke, Virginia. Roanoke-Blacksburg Regional Airport offers nonstop service to eight destinations (Atlanta, Charlotte, Chicago, Orlando-Sanford, Philadelphia, New York City – LaGuardia, St. Pete/Clearwater, and Washington, D.C. - Dulles) on four carriers (Allegiant, American, Delta, and United). The Airport has approximately 15-20 daily departing flights.

Along with passenger airlines, ROA serves cargo carriers and general aviation, corporate travel, and charter operators, and military aircraft through its fixed base operation.

Approximately 1.5 million people reside in the Airport's service area within a two-hour radius. Leakage airports include any other airport a passenger from the service area drives to use. Post-pandemic, the Roanoke-Blacksburg Regional Airport continues to build back passenger traffic and maintain and grow air service. In 2023, the Airport had approximately 342,000 enplanements and roughly 300,000 enplanements in 2022.

Airport growth opportunities include air service to new destinations, increasing existing air service with additional flights, up gauging aircraft, increasing seating capacity, and introducing service from new airlines.

The Commission strives to implement a coordinated and comprehensive marketing and communications program to grow Airport utilization, raise awareness of and affinity for the Airport's value, bolster community education and engagement, and enhance the Airport's brand identity. The selected agency will play a significant role in developing and executing marketing strategies and outputs to advance the Airport's marketing goals.

Advertising focus has primarily centered on increasing Airport utilization among outbound travelers – both leisure and business – and highlighting the Airport's service offerings, convenience factor, and other elements of the Airport's brand proposition. Reinvigorating the airport's fly local campaign will be key to the future advertising strategy, including enhancing awareness of the Airport's important role as a regional economic driver.

Current advertising includes a mix of TV, radio, print, digital, and sports venue advertising across the Airport's service area and regional event sponsorships. Marketing impact has been measured by such factors as enplanements, passenger load factors, impressions, website analytics, and social media follower growth and engagements.

Opportunities also exist to strengthen the Airport's brand identity to improve brand recognition and positive association. Exploring modernization of the Airport's logo, in use for over 20 years, to more closely connect the Airport brand to the region's physical landscape and a forward-facing outlook, could be a potential component in these branding efforts.

The Airport Marketing and Communications Department is staffed by the PR, Marketing, and Media Manager, reporting to the Executive Director and the Roanoke Regional Airport Commission. The PR, Marketing, and Media Manager will serve as the primary agency contact and will continue to lead day-to-day public relations, media relations, social media, email marketing, community relations, and event planning activities.

The Commission currently has an incumbent marketing agency that is operating on a month-to-month basis pending the outcome of the Marketing Services RFP.

The Commission has the following strategic marketing and communications goals in 2024-25:

1. Build Airport brand identity to bolster brand recognition, affinity, and awareness:
  - a. Develop and launch new website;

- b. Evaluate existing assets and conduct market research to gauge whether a branding redesign would support marketing goals and strengthen brand identity;
  - c. Deliver graphic and creative assets, including a potential logo redesign pending evaluation;
  - d. Evaluate and refresh existing messaging; and
  - e. Develop an Airport style guide
2. Develop and launch a comprehensive advertising strategy to increase Airport utilization and reduce passenger leakage among defined audiences; advance awareness of the importance of flying local and the Airport's value; and promote utilization of specific routes and new service should it be announced:
    - a. Develop and deploy annual advertising strategy
    - b. Leverage a host of advertising channels to support advertising goals
  3. Maximize Airport brand reach to engage widest audience through a range of owned and earned media strategies:
    - a. Engage in ongoing media relations opportunities through interviews, pitching, and relationship-building with local media;
    - b. Develop and deploy social media strategy;
    - c. Update website content on an ongoing basis;
    - d. Engage in regional collaborations that advance Airport public awareness;
    - e. And more
  4. Bolster Airport community relations and education efforts:
    - a. Engage and educate the regional business community through presentations, advisory and focus groups, and email communications;
    - b. Identify and steward key regional leaders as Airport champions;
    - c. Develop and deploy annual regional event sponsorship strategy; and
    - d. Host select community and educational events at the Airport throughout the year and participate in regional community events

## **B. SERVICES TO BE PROVIDED BY AGENCY**

Services to be provided by the agency – in close collaboration with Airport staff – will include the following outputs, reflective of the marketing goals included in Section IV-A:

### **1. Brand identity efforts:**

- a. **New Airport website.** With the existing Airport website content management system nearing its end of life capacity, the Airport aims to launch a new website as part of the agency contract. The new website should be optimized for user experience, mobile devices, and search engines. It should meet all website accessibility standards and support future integration of air travel booking applications, emerging technologies like AI-powered customer service chat bots, and other applications. It should also offer ease-of-use for Commission staff web editors who will manage day-to-day content updates.

Services to be provided by the agency are anticipated to include website strategy development, review of existing web assets, market research, design, preliminary

content migration, testing, launch promotion, hosting, ongoing cybersecurity audits, and 24/7 training, technical, and cybersecurity support.

- b. Logo and creative asset redesign.** With the development of a new Airport website and comprehensive advertising strategy, the Commission is interested in exploring a potential update of its logo and related creative assets. Services to be provided are anticipated to include evaluation, audit of existing branded assets, market research, production. Should the Commission decide to move forward with a creative redesign, updating existing branded assets would be included.
- c. Messaging.** With the development of a new Airport website and ongoing development of a comprehensive advertising strategy, the Commission is interested in reviewing and potentially refreshing existing messaging to ensure a consistent and strong brand voice and narrative. Particular focus will be lent to fly local messaging. Services anticipated to be provided will include strategy development, audit of existing messaging, market research, copywriting, and marketing materials integration.

## **2. Advertising strategy and deployment:**

- a. Annual advertising strategy.** Development and deployment of an annual paid advertising strategy — in accordance with all Federal Aviation Administration and Virginia Department of Aviation guidelines — to drive Airport utilization and raise awareness of Airport offerings and the Airport's value as key regional asset.
- b. Campaign-specific advertising strategies.** Development and deployment of campaign-specific campaigns which will fluctuate based on emerging needs. They may include promotion of specific routes, promotion among targeted audiences, advertising using mobile and behavior targeting, and more.
- c. Media buying.** Media buying across a host of advertising mediums including TV, radio digital, paid search, and out-of-home. Media buying may also be conducted in partnership with destination marketing organizations as co-op advertising opportunities arise.
- d. Creative asset production.** Creative asset production for advertising, including graphic design, videography, photography, and copywriting. The agency will be able to leverage existing Airport-owned assets.
- e. Measurement.** Development of key performance indicators to measure the success of campaigns, advertising reporting, and ongoing analytics monitoring. Explore potential implementation of emerging technologies, in particular, online booking aggregators, to measure conversions

## **3. On-demand support upon request:**

- a.** Graphic design: Content generation across range of digital and print formats
- b.** Photography and videography

- c. Social media: Consulting, monitoring, giveaways support, moderation, content generation
- d. Crisis communications: Consulting, monitoring media mentions, press conference management
- e. Media relations: Consulting, press releases, monitoring
- f. Special events: Media relations, promotion, event staffing
- g. Other duties as requested

At present, the Airport in-terminal display advertising concession is not part of this RFP scope.

The Commission reserves the right to revise the scope of services of this contract on an ongoing basis.

The agency must be available to deliver in-person services in the greater Roanoke, Virginia area (content generation, photography, videography, brainstorming sessions, and more) for the contract on a regular basis and participate in-person meetings and sessions as needed on a 24-hour notice. The agency will be expected to pay for any travel.

## V. **PROPOSAL CONTENT REQUIREMENTS**

- A. Proposals must be submitted on 8-1/2" x 11" paper limited to 50 pages in a PDF format and saved on a USB drive. Portrait or landscape formatting, or a combination of both, is permitted.
- B. One (1) original copy and (1) electronic copy on a flash drive (PDF) of your proposal document are required. The Commission will not assume responsibility for reproduction if an insufficient number of copies have been supplied and failure to comply with this or any other requirement of this Request for Proposal may result in rejection of the proposal. **Fax or emailed submission of proposals are not acceptable and any such proposals shall not be considered.**
- C. Proposals must be submitted via mail or in-person no later than **3:00 p.m. on April 25, 2024** to:

Roanoke Regional Airport Commission  
5202 Aviation Drive NW  
Roanoke, VA 24012

- D. Proposals should be completed and prepared clearly and concisely, incorporating the following elements to provide an overview of the capabilities of your agency:

<b>Component</b>	<b>Description</b>
<b>Executive Summary</b>	<p>The Executive Summary should contain a high-level overview that highlights your agency's strengths and experiences in delivering services that advance the marketing goals outlined in Section IV-B above.</p> <p>Please also briefly describe your agency's philosophy on the role the marketing of an airport can play in advancing economic development, tourism, and community engagement on a regional and statewide scale.</p>
<b>Agency Background and Qualifications</b>	<p>The agency must have at least five (5) years of experience in developing and implementing professional marketing and communications strategies.</p> <p>Please include the following agency information:</p> <ul style="list-style-type: none"> <li>• Contact information</li> <li>• Mission and vision</li> <li>• History and length of service</li> <li>• Size (number of employees)</li> <li>• Employees and roles</li> <li>• Key staff proposed for the contract and a brief overview of their professional background</li> <li>• In-house services offered</li> <li>• Usage of any emerging technologies in rendering client services</li> <li>• Brief description of vendors, partners, and/or subcontractors and the services they would provide</li> </ul>
<b>Relevant Experience</b>	<p>Please describe relevant experience from the last 5-7 years:</p> <ul style="list-style-type: none"> <li>• Delivering the marketing services and outputs outlined in the scope of services in Section IV-A and B. Please describe the types of services delivered and provide an overview of any associated goals or key performance indicators.</li> <li>• Delivering marketing services to current and/or former clients in the following arenas: Airports, travel, tourism, economic development, and/or government. Please describe the types of services delivered and provide an overview of any associated goals or key performance indicators.</li> </ul>
<b>Relevant Portfolio of Work</b>	<p>Please provide a list of at least three (3) client project examples from your agency's portfolio of work</p>



	<p>complementary to the scope of services requested outlined in Section IV-B. Particular emphasis should be made on visual work examples.</p>
<p><b>Approach/Methodology to Delivering Scope of Services</b></p>	<p>Please describe how your agency would approach delivering each of the requested services below, highlighting elements like agency staffing, conceptualization, research, creative production, tactics, measuring success, and collaboration:</p> <ul style="list-style-type: none"> <li>• Advertising strategy: Please describe your agency's approach to developing and deploying a Roanoke-Blacksburg Regional Airport annual advertising strategy and campaign-specific advertising strategies from the ground up in collaboration with Airport staff and other stakeholders</li> <li>• Website redesign: Please provide a proposed production plan, schedule, and other related components for the Airport website redesign project</li> <li>• Branding: Please provide a proposed production plan for all elements of an Airport branding redesign</li> </ul>
<p><b>Quote for Services</b></p>	<p>Please submit the following quotes and/or billing structures. The billing structure should reflect the cost for agency support, production, and coordination, not necessarily funds for the actual media buys.</p> <p>Please submit a proposed annual billing structure and estimated budget for the marketing services contract reflective of the scope of the services requested in the RFP to include:</p> <ul style="list-style-type: none"> <li>• Hourly rates for all proposed team members by position</li> <li>• Any expenses or fees necessary to accomplish the requested services</li> <li>• Estimated hours required to achieve key initiatives, including advertising strategy and deployment, website development, and branding refresh</li> </ul>
<p><b>References</b></p>	<p>Please provide a list of three (3) client references who could attest to the agency's experience and services on similar projects. Include entity name, contact person, phone number, email address, and other information required for all references on the sheet provided (Attachment A - Reference Form).</p>

	References may or may not be reviewed or contacted at the discretion of the Commission. Typically, only references of the top ranked, short-listed agencies are contacted. The Commission reserves the right to contact references other than, and/or in addition to, those furnished by an Offeror.
<b>Supplemental Attachments and/or Information</b>	Supplemental attachments and information maybe be attached at the end of the proposal. Supplemental content counts toward total page count.

**VI. EVALUATION CRITERIA**

Proposals meeting the services and capabilities requested in the RFP will be scored based on a 100-point scale.

<b><u>CRITERIA</u></b>	<b><u>POINTS</u></b>
Relevant Experience Delivering the Scope of Services	25
Approach/Methodology to Delivering Scope of Services	25
Quote for services	20
Relevant portfolio of Work	15
Agency Background and Qualifications	15

**VI. GENERAL INFORMATION**

- A. There is a strong likelihood finalists will be asked to deliver an oral or on-site presentation. Further details would be shared with finalists.
- B. Proposals having any erasures or corrections must be initialed by the Offeror in ink. Proposals must be signed, in ink, by an authorized officer of the firm.
- C. Proposals received after the set time for receipt shall not be considered and shall be returned unopened to the Offeror.
- D. Each Offeror may have different needs for information, it is incumbent on each Offeror to make whatever inquires it deems necessary in order to respond to the RFP. The

Commission assumes no responsibility for oral instructions, suggestions or interpretations. All inquiries concerning this proposal should be submitted prior to **5:00 p.m., on Wednesday, April 17, 2024**. If necessary, an addendum will be issued and emailed to all Offerors who were emailed the original RFP. For questions regarding this proposal, please contact:

Troy Philpott, Procurement and Contracts Manager  
5202 Aviation Drive  
Roanoke VA 24012  
Phone: (540) 362-1999 ext. 283  
[procurement@flyroa.gov](mailto:procurement@flyroa.gov)

- E. No proposal may be withdrawn after opening except for clerical errors, as set forth in Section 2.2-4330 of the Virginia Code. Bidder must give the Commission a notice in writing of the request to withdraw a bid within two (2) business days after conclusion of opening.
- F. The Roanoke Regional Airport Commission is not responsible for any costs incurred with the development and delivery of the proposal. It is the sole responsibility of the Offeror.

#### **VII. METHOD OF AWARD**

Once proposals have been evaluated, selection shall be made based on the factors as stated in this RFP. In-person interviews may then be conducted with those selected. If one Offeror is clearly more highly qualified and suitable than the others under consideration, a Contract may be awarded to that Offeror without an interview process.

If multiple finalists are selected, Offerors may be asked to deliver Roanoke-Blacksburg Regional Airport-specific work samples and/or concept proofs as part of the interview/selection process.

Information and/or factors gathered during interviews, negotiations and any reference checks, in addition to the evaluation criteria stated in the RFP, including resumes of qualified employees, and any other information or factors deemed relevant by the RRAC, shall be utilized in the final award.

#### **VIII. RELEASE OF INFORMATION AND AWARD ANNOUNCEMENT**

As this is a Request for Proposal, no information regarding the identity of the Offeror nor the contents of the proposal submittal will be released until after the negotiation process. If your proposal contains information of a proprietary nature, the information must be noted and an explanation submitted on Attachment B - Proprietary Information Form.

Upon the award or the announcement of the decision to award, the Commission will notify all Offerors, in writing, that submitted a proposal. All materials submitted in response to this RFP become the property of the Roanoke Regional Airport Commission upon delivery to the RRAC and are subject to public inspection in accordance with the Virginia Freedom of Information Act.

#### **IX. REJECTION AND AWARD OF PROPOSAL**

The Roanoke Regional Airport Commission reserves the right to cancel this RFP and to reject any or all proposals. The Commission also reserves the right to waive any informality or irregularity in any proposal received and to award to the Offeror whose proposal is, in the opinion of the Commission, in its best interest.

X. **GENERAL TERMS AND CONDITIONS**

Please reference Exhibit A

XI. **FEDERAL TERMS AND CONDITIONS**

Please reference Exhibit B

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**ATTACHMENT A**  
**REFERENCE FORM**

Name of Entity: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Length of Business Relationship: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Services Performed: \_\_\_\_\_

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Name of Entity: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Length of Business Relationship: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Services Performed: \_\_\_\_\_

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Name of Entity: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Length of Business Relationship: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Services Performed: \_\_\_\_\_

**ATTACHMENT B**  
**PROPRIETARY INFORMATION FORM**

Identify the data or other materials to be protected and state the reasons below. Indicate the specific words, figures, or paragraphs that constitute trade secrets or proprietary materials. The classification of an entire bid or proposal document, line item prices, and/or total bid or proposal prices as proprietary or trade secret is not acceptable and will result in rejection of the proposal.

*Confidentiality Reference Protection in accordance with the Code of Virginia, Section 2.2-4342.*

Section/Title: \_\_\_\_\_ Page(s) #: \_\_\_\_\_

Reason(s) for Withholding from Disclosure: \_\_\_\_\_

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**END OF RFP # 24-003**