



Request for Proposal for Air Service Development and Marketing Consultant

Invitation

The Lewiston-Nez Perce County Regional Airport (LWS) invites qualified air service consultant firms to submit a proposal to provide Air Service Development and Marketing for a contracted period of one-year with the optional second year based on performance. Submissions are due **Tuesday, August 18, 2020 at 12:00 p.m. (noon)** in the Airport Administration Office of the Lewiston-Nez Perce County Regional Airport. Questions may be submitted directly to misaacs@golws.com.

Ideal consulting firm shall have:

- A. Experience working for airlines equal to a planner level minimum,
- B. Demonstrated familiarity with network airline planners and dynamics impacting regional air service,
- C. Close relationships with multiple airlines and very close relations with SkyWest Airlines
- D. Cutting edge advertising and marketing,
- E. Demonstrated successful “boots on the ground” sales strategies to bolster community support.

Scope of Services

A. Air Service Analysis and Presentation Preparation

1. **Market Definition and Analysis:** The Offeror shall be able to define and analyze the LWS air service trade area in multiple ways, including but not limited to, a thorough demographic review of the area, including the ability to obtain employment, level of interest, and travel information from the local business community.
The study will include, but is not limited to:
 - a) Identification of LWS catchment area
 - b) Demographics of market users
 - c) Leakage to competing airports and destination that leakage is flying to
 - d) Travelers who drove to LWS after arriving at another airport
 - e) Passenger potential by market
 - f) Airfares at LWS compared to competing airports
 - g) Comparison of air service at LWS to competing airports
 - h) Underserved markets
 - i) Top destinations
 - j) Seat capacity analysis
 - k) Domestic and international traffic demand trends
2. **Route Analysis:** The Offeror shall be able to analyze route performance and recommend airlines and routes that would be financially viable, which analysis shall be based on, but not limited to, the following list of considerations:
 - a) Analysis of a carrier’s strengths, weaknesses, opportunities, and threats regarding their current or possible activity.
 - b) Historic and forecast traffic volumes, service patterns, and seasons.
 - c) Economic profile of historic and/or current commercial aviation services.
 - d) Traffic and revenue forecasts for new operations including

total passengers, projected, load factors, yield analysis, passenger revenue potential, estimated operating costs and potential route profitability.

- e) Historic and forecast comparative data and analysis showing why the Airport represents a strong opportunity for a targeted carrier to provide service on a specific route.

Note: The results of Route Analysis will be summarized and presented in the Air Service Development Presentations described below.

3. **Air Service Presentation Preparation:** The consultant shall develop customizable presentations and messaging materials in various formats for a variety of audiences, including airline planners, airline leadership, community business groups and others and may be required to attend and participate in meetings.
4. **Presentation Support:** The consultant should expect to prepare three to seven presentations for up to two air service development conferences. The consultant may be asked to accompany Airport staff to airline headquarter meetings on occasion to assist in making presentations. Travel will be reimbursed at cost for these engagements and is expected to be shared if the consultant is representing multiple airports at a conference or other meetings.

B. **Marketing**

1. Consultant shall provide:
 - a) Digital advertising approved for use with affiliate mainline air carrier(s).
 - b) Cost estimates for specific campaigns targeting web based platforms such as social media, web tv, and google ads.
 - c) Example advertisements.
 - d) Analytics for advertisements.

C. **On-Call Services**

The consultant may be called upon to complete specific air service related tasks. A scope and fee will be agreed to prior to the consultant initializing work on these tasks.

1. **Incentive program:** The consultant may be asked to develop specific incentive proposals that are tailored to the airline and specific route being pursued. These incentives should include both suggested sponsor contributions and requests from local community groups.
2. **Small Community Air Service Development Program Grant Analysis and Proposals:** The consultant shall identify and analyze targeted routes for Small Community Air Service Development Program Grant (“SCASD” Grant) applications. Consultant may be tasked to prepare relevant proposals and applications for SCASD Grants. Consultant shall support Airport personnel in relevant discussions with the airlines.
3. **Ongoing Data and Analysis:** The consultant may be called on to provide a scope of services for periodic air service analysis

including monitoring current service, benchmarking LWS against similar airports, identifying changes in flight schedules, analyzing changes in the airline industry, marketing ideas, etc.

- D. **Community Relations:** On occasion, the consultant may be asked to provide presentations directly to the LC Valley community groups to garner support for incentives. Travel will be reimbursed at cost for these engagements.

Proposal Criteria

Each Request for Proposal (RFP) will be evaluated according to the following criteria:

- 25% The Company's success in securing new air service for its clients. Applicants should include examples of successful presentations that resulted in new air service.
- 25% Experience and qualifications of the Company in providing air service development at similar size airports. Provide examples of SCASD work if available.
- 25% Hourly fees and estimates per meeting and per conference to include all registration fees, travel-related expenses and related incidentals, OR bundle it as a yearly fee, inclusive of all conference fees, travel-related expenses and related incidentals.
- 25% Airport / Airline marketing expertise in digital advertising.

Please send an original, six (6) copies and an electronic version in a SEALED, opaque envelope or carton, marked, "**RFP Air Service Development and Marketing; DO NOT OPEN**" to:

Mike Isaacs, Airport Director
Lewiston-Nez Perce County Regional Airport Authority
3632 Stearman Street
Lewiston, Idaho 83501

All documents submitted in connection with this Request for Proposals will remain the property of the Airport Authority.

Note: Supplemental information may be requested and an interview may be required at the discretion of the Airport Authority.

Paying for your Services

Payment will be made within 30 days to the successful proposer upon completion of all services and receipt by the Airport Authority of a proper invoice containing a description of all work performed during the billing period and delivered to: of a proper invoice containing a description of all work performed during the billing period and delivered via email to bookkeeper1@golws.com or to:

Lewiston-Nez Perce County Regional Airport Authority
3632 Stearman Street
Lewiston, Idaho 83501

Note: The Airport Authority is exempt from State and Federal taxes.

Proposal Limitations

- This RFP is not intended to be an offer, order or contract and should not be regarded as such.

General Terms and Conditions

- The Airport Authority reserves the right to reject any or all proposals, to waive any informality in the proposals, and unless otherwise specified by the proposer, to accept any item, items or services in the

proposals should it be in the best interest of the Airport Authority to do so.

Disclosure of Information

- Pursuant to Idaho Statute, all information contained in any submitted bid, request for proposal, or request for qualifications document to the Airport Authority will be available for public review upon Freedom of Information Act (FOIA) request.

hereby advised that any information that they consider to be confidential or proprietary and would give a competitive advantage if disclosed, should be identified, along with a statement as to whether or not a claim of confidential or proprietary privilege is being asserted. If such information is later sought by a FOIA request, the Respondent will be allowed to justify its claim of privilege and the Airport Authority will assess the validity of said claim in advance of any release.