



Texarkana Regional Airport

On-Call Marketing and Advertising Services Request
for Qualifications Issued: January 26, 2024
Proposals Due: March 1, 2024

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SECTION 1 SOLICITATION OF QUALIFICATIONS

In accordance with the policies and procedures of the Texarkana Regional Airport (TXK), Notice is hereby given that a Request for Qualifications (RFQ) for marketing and advertising services is requested from agencies to render services required at Texarkana Regional Airport (TXK). The airport is opening a new terminal and is working to capture greater market share in order to attract new airlines and reduce leakage. It is the intent of TXK to select and negotiate with one agency for a five (5) year term, with a base term of three (3) years and two, one (1) year optional extensions.

Budget will be set at the beginning of each year, after the airport has established how much additional funding it can receive from the local Advertising and Promotion Commission.

All statements must be received at the address below no later than local time 3:00 p.m. March 1, 2024. All proposals must be addressed to:

Texarkana Regional Airport
Attn: Paul Mehrlich
201 Airport Drive
Texarkana AR 71854

All statements must be submitted in a sealed envelope clearly marked with RFQ Texarkana Regional Airport. All submittals shall include one (1) complete, original statement marked "ORIGINAL"; five (5) complete copies of the original statement; and other related documentation required by this RFQ as well as one (1) electronic copy (USB drive.). Any RFQ submittal not received by the deadline may not be considered.

All questions concerning this RFQ shall be submitted to Mr. Paul Mehrlich via email on or before February 14th, 2024. Mr. Mehrlich will respond to all parties who attended the pre-bid no later than February 19th, 2024.

Mr. Paul Mehrlich
Executive Director director@txkairport.com

The proposed timeline schedule as related to this procurement is as follows:

January 26, 2024	RFQ Released
February 9, 2024	Non-Mandatory (In-Person or Virtual) Pre-Bid Meeting
February 14, 2024	Written Questions Due
February 19, 2024	Responses/Addenda posted
March 1, 2024	Qualifications due
Week of March 11, 2024	Interviews (if needed)
March 28, 2024	Recommendation to Airport Board
March 29, 2024	Agreement – Effective

****Mandatory (In-person or Virtual) Pre-Bid Meeting**

Virtual:

*To be sent the link to participate in the virtual Pre-bid meeting please email Paul Mehrlich with your interest to attend at director@txkairport.com prior to February 9th, 2024.

In-person:

Texarkana Regional Airport Administration Building – Conference Room on February 9th at 11am CST

SECTION 2 INFORMATION REQUIRED

Specific categories for marketing and advertising services include but are not limited to:

1. Marketing Plan Development
2. Advertising and Marketing Services
3. Creative Development
4. Campaign Management, Metrics and Reporting

Agencies are invited to provide a Statement of Qualifications for the categories listed above. All agencies are responsible for costs associated with the preparation of materials in response to this RFQ, and TXK assumes no responsibility for any such costs.

Upon the final decision of the selected agency, contract negotiations for a Marketing Services Agreement will be initiated. Negotiating individual project contracts and associated fees shall occur when those services are needed for a project.

The Airport is an Equal Employment Opportunity (EEO) organization and does not discriminate based on race, religion, color, sex, age, marital status, national origin, sexual orientation, or the presence of any sensory, mental, or physical disability in consideration of a contract award. The successful Proposer will be required to comply with all federal, state, and local laws and regulations.

The format for the SOQ shall be as follows:

- A. Cover Letter: Provide the main point of contact with their telephone number and email. The letter should include a statement of interest in performing services outlined within the scope of work.

- B. Executive Summary: This shall contain an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in marketing services with the Airport.
- Describe why your agency is the best fit for TXK, why your agency is the best qualified, why you are passionate about promoting air commerce in our region, and what sets you apart from other marketing agencies seeking our work. • Demonstrate a capable working knowledge of TXK.
- C. Agency and team history: Include names and qualifications of the team members assigned who will perform requested services.
- D. Services: Please provide the types of services offered by your agency
- Demonstrate experience and describe the approach your agency takes with the development and execution of data-driven strategic marketing plans.
 - Describe your agency's digital marketing experience and capabilities. Please use specific examples when describing strategies and capabilities.
 - Describe your agency's video, print, audio, and out-of-home (OOH) experience and capabilities. Please use specific examples when describing strategies and capabilities.
- E. Sections (SOQs) that will address each of the categories of airport marketing services listed above.
- Include examples of previous relevant work for similarly situated clients.
 - Any additional information the agency wishes the selection committee to review may be included herein.
 - If an agency is not interested in proposing for one of the specific categories, then a single page stating this should be included for the excluded section.
- F. For each portion of the proposed services to be received by an agency, the SOQ must include the identification of the functions to be provided by the agency and the related qualifications and experience of the agency.

Minimum Qualifications

To be considered a qualified response and be included in the final selection process, proposers must meet and demonstrate in their proposal the following minimum qualifications:

1. Experience within the last five (5) years in marketing and design for at least one (1) commercial service airport in the United States of America.

SECTION 3 SCOPE OF WORK

The scope of services will be performed as requested by the Airport at various times throughout the duration of our partnership. The scope of services will include but is not limited to the following:

A. Marketing Plan Development

- An overview of the Airport's current identity and position in the local community.
- Target audiences, the message to be communicated, and measurable goals to be achieved within the specified timeframe.
- Assist in the development of digital and traditional media strategies.

B. Advertising and Marketing Services

- Develop data-driven strategic traditional and digital campaigns in collaboration with TXK to reach the target market accurately.
- Develop programs and strategies in collaboration with TXK to ensure effective, accurate and consistent communication with community stakeholders, tenants, users, industry partners, employees and others.
- Assist with special events and promotions planning and coordination.

C. Creative Development

- Assist in writing copy, blog posts, articles, and press releases on a variety of Airport events, projects, and activities.
- Provide creative development of collateral pieces, such as newsletters, annual reports, or similar written compilations, as directed by the Authority.
- Develop traditional and digital advertisements as directed by the Airport.

D. Campaign Management and Reporting

- Manage, monitor, and adjust campaigns to ensure target audiences are being reached.
- Track campaigns, provide analytics and recommend opportunities for improvement based on data collected.

E. Types of Marketing

- Traditional Media
 - Video / TV media
 - Over-the-top (OTT)
- Multi-Channel Digital Campaign
 - Digital Media
 - Leakage Retargeting
 - Targeted Display & Video

SECTION 4 EVALUATION CRITERIA

All qualification statements shall be limited to 60 single-sided pages (or 30 double-sided pages). Statements submitted by the established deadline will be evaluated based on the following criteria.

Item	Element	Weighting Factor	Raw Score	Weighted Overall Score
1	<p><u>Experience</u></p> <ul style="list-style-type: none"> • Firm qualifications and relevant experience • Recent projects of similar nature and scope • Ability to work within a team framework – this project requires close coordination with the Authority • Qualifications and experience of personnel 	4	(1-5)	Max (20)
2	<p><u>Concepts</u></p> <ul style="list-style-type: none"> • Quality of proposer’s recommendations for increasing enplanements and reducing leakage. • Execution plan for proposed services Estimated schedule 	4	(1-5)	Max (20)
3	<p><u>Capability</u></p> <ul style="list-style-type: none"> • List key project personnel’s professional background, experience, and workload. • Ability to perform the service desired within an acceptable time frame. 	4	(1-5)	Max (20)
4	<p><u>Airport Familiarity</u></p> <ul style="list-style-type: none"> • Indicate non-hub and small-hub commercial airports that company has worked with. • Provide examples of projects, and their success metrics. 	3	(1-5)	Max (15)
5	<p><u>Design</u></p> <ul style="list-style-type: none"> • Clearly demonstrate the creative capabilities of the agency, relating to the development of marketing strategies to achieve desired strategic goals. 	3	(1-5)	Max (15)
6	<p><u>Proposed Fee for Services</u></p> <ul style="list-style-type: none"> • Detailed, line-item breakdown of all service costs. 	2	(1-5)	Max (10)
<p>Raw Scoring</p> <p>5 = Outstanding, 4 = Very Good, 3 = Satisfactory, 2 = Barely Acceptable, 1 = Unacceptable</p>				(Max 100)

Following the submittal, the Statement of Qualifications will be reviewed and evaluated. Based on written submissions in response to this RFQ, the TXK will rank the firms in each criterion that it feels are most qualified to provide the requested services. **At its sole discretion, the TXK may interview up to 3 top-ranked proposers, or make its final selection based entirely upon the written response to the RFQ.** If the TXK elects to invite an agency or agencies, to make a personal presentation, a minimum of two weeks will be allowed for the preparation of the presentation.

SECTION 5 MANDATORY DISCLOSURES

By submitting a proposal, each Bidder understands, represents, and acknowledges that:

- A. Their proposal has been developed by the proposer independently and has been submitted without collusion with and without agreement, understanding, or planned common course of action with any other vendor or suppliers of materials, supplies, equipment, or services described in the Request for Proposals, designed to limit independent bidding or competition, and that the contents of the proposal have not been communicated by the Bidder or its employees or agents to any person not an employee or agent of the Bidder.
- B. There is no conflict of interest. A conflict of interest exists if a Bidder has any interest that would conflict, or has the appearance of conflicting, in any manner or degree with the performance of work on the project. If there are potential conflicts, identify the municipalities, developers, and other public or private entities with whom your company is currently, or has been, employed and which may be affected.
- C. It is not currently under suspension or debarment by the State of Arkansas, any other state or the federal government. The company is either organized under Arkansas law or has a Certificate of Authority from the Arkansas Secretary of State to do business in Arkansas.

General Civil Rights Clause

The Authority, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all proposers that it will affirmatively ensure that any contract entered pursuant to this RFQ solicitation shall ensure no person, on the grounds of race, color, creed, sex, age, national origin or handicap, shall be excluded from participation, denied the benefits of or be otherwise subjected to discrimination in the performance of services. Disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Non-Discrimination Clause

Pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation-Effectuation of Title VI the Civil Rights Act of 1964; the Restoration Action of 1987, and as said regulations may be amended, the Contractor/Consultant must assure that “no person in the United States shall on the basis of race, color, national origin, sex, creed or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity,” and in the selection and retention of subcontractors/subconsultants, including procurements of materials and leases of equipment. The contractor/consultant will not participate directly or indirectly in the discrimination prohibited by the Acts and the Regulations, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR Part 21.

TXK reserves the right to reject any and all Statement of Qualifications or to re-advertise for additional Statement of Qualifications.