



July 27, 2015

The purpose of this document is to publish Frequently Asked Questions (FAQ's) regarding the:

"Request for Statement of Qualifications for Pinal County Airports Marketing, Marketing Development & Public Relations Services".

- Q. Are the public relations services sought with this RFQ for promotional purposes only?
No. There are possibilities of other situations where public relations will be needed or desired.
- Q. Is the intent for the selected consultant staff to be the Pinal County Airports spokesperson or will a representative from Pinal County be assigned to be the spokesperson?
The position will be back up to the Public Information Officer (PIO). For the most part however, there may be instances the PIO will defer to the selected consultant
- Q. Who is the target audience Pinal County Airports are aiming to reach with the marketing and public relation services that will be utilized under this on-call contract? (i.e. public or aviation industry?)
Both. We want to market ourselves to the aviation industry but also want to establish a dialogue with the public.
- Q. What to you feel are your greatest challenges or misperceptions regarding the airports?
The history of the airport with FAA non-compliance and its lack of "open-ness".
- Q. What are the segments of the market or specific interests that you are most interested in reaching and engaging?
Maintenance Repair & Operations (MRO) companies and the general public.
- Q. Are there any pending plans or deadlines for facilities or services that are driving the need for improved branding and marketing now?
None that are solid.
- Q. Is there a budget established for the services described, and if so what is it?
Initial is around \$45,000 but that is flexible depending on the program.