

Pinal County Airports

PUBLIC NOTICE

REQUEST FOR QUALIFICATIONS (RFQ) for MARKETING, MARKETING DEVELOPMENT AND PUBLIC RELATIONS SERVICES

Statements Due: August 14, 2015

The County of Pinal, is seeking a qualified marketing firm to provide marketing, branding, and public relations development for the two airports that Pinal County sponsors (Pinal Airpark and San Manuel Airport). This will be a five (5) year contract (One (1) year initial period with four (4) one (1) year extensions) for on call services.

Request for Qualifications (RFQ) packages will be available by visiting the Pinal County Public Works web page at <http://pinalcountyz.gov/PublicWorks/BidsSolicitations/Pages/home.aspx> or by contacting Gloria Bean Pinal County Contracts Supervisor at 520-866-6009 or email at Gloria.Bean@pinalcountyz.gov

Statements of Qualifications must be received at the following address no later than 4:30 P.M. Arizona Local Time, Friday August 14, 2015:

**Gloria Bean
P.O. Box 1348 or
31 N. Pinal Street Bldg. "A" Second Floor
Florence, Arizona 85132**

SUBMITTAL INSTRUCTIONS

Five (5) bound copies of the Statements of Qualifications (SOQ) shall be submitted. Submittals must be in the actual possession at the location indicated above on or prior to the exact time and date indicated above. Statements of Qualifications submitted after the time and date specified herein will not be accepted. Pinal County reserves the right to accept or reject any or all SOQs or to waive any irregularities or informalities therein. Any incomplete, false or misleading information provided by or through the consultant shall be grounds for non-consideration. Pinal County is an equal opportunity employer.

Pinal County reserves the right to make changes to this Request for Qualifications. Changes will be made by written addendum, which will be issued to those firms that have requested this Request for Statement of Qualifications and Experience, and firms shall acknowledge receipt of any addendums that may be necessary.

Questions regarding this RFQ must be submitted in writing to Gloria Bean by FAX at (520) 866-6899 or via e-mail at gloria.bean@pinalcountyz.gov no later than Friday, July 24, 2015 by 12:00 P.M., Arizona Local Time.

CONSULTANT SERVICES

The airport consultant services required for typical airport marketing projects involves services generally of a marketing, public relations, and web design nature. The basic services that will be required are the following:

1. Marketing. These services involve brand development and strategies for deploying that brand and image. Some examples of activities within this phase of a project include:
 - a. Development of a logo and branding for use with the airports.
 - b. Developing a website and social media strategies for the airports
 - c. Developing a sign and font scheme that will be used for signage efforts at the airport.
2. Public Relations. These services include activities and efforts that interface with the public and news media. Some examples include:
 - a. Holding and conducting outreach events in conjunction with various events at the airport such as planning meetings and public participation meetings.
 - b. Develop and maintain a press kit and public relations kit.
 - c. Interface with news media as needed.

STATEMENT OF QUALIFICATIONS SUBMITTAL REQUIREMENTS

All copies of the Statement of Qualifications will be retained by Pinal County and will not be returned. The Statement of Qualifications shall include at a minimum the following:

1. Front Cover
2. Cover Letter
3. Background and Information on Firm
 - a. Include company organization structure, company history and background, size of company, recent experience in airport projects, experience and familiarity with projects at general aviation airports. Also, include name, address and telephone number of person or persons in your organization authorized to negotiate contract terms and render binding decisions.
 - b. Identify other firms that you plan to subcontract or joint venture with, if any, for this contract and identify work items for which they will be responsible.
 - c. Detail your knowledge, experience and capability to successfully perform and/or administer the two main basic services described above (Marketing and Public relations).
 - d. Provide a list of references from other airports or firms (include contact person, contact title, contact address, phone numbers, e-mail and a brief description of the project(s) you have worked together on).
4. Qualifications and Information on Key Personnel
 - a. Explain who will be the main direct contact for Pinal County to interface with. Explain what other airports and what other projects this person is responsible for. Provide 3-5 professional references for this individual. Include a resume for this individual.
 - b. Provide information on other key personnel that will be involved with this contract. Explain how they will be involved in projects, their backgrounds, their experience and whom they report. Include resumes for the personnel.
 - c. Provide information on who would provide presentations to the public and conduct public meetings if required.
 - d. Organizational Chart
5. Provide samples where applicable of past marketing and public relations efforts
6. Detail your firms and key personnel's experiences and relationships with other airports or public entities.
7. Provide evidence of general liability and professional liability insurance for the firm(s).
8. Any additional information.

STATEMENT OF QUALIFICATIONS/ SELECTION PROCESS

The County will initiate a consultant selection committee that will review all submitted Statements of Qualifications and will evaluate using the following criteria:

1. Qualifications of Consultant, including experience and background of firm and key management personnel with experience on project types similar to those listed above (25%)
2. Samples of PR campaigns or branding efforts (25%)
3. Demonstrated capability to meet schedules and deadlines without delays, manage budgets (15%)
4. Recent experience with airports or public jurisdictions similar to Pinal County. (15%)
5. Capability to perform all aspects of project (10%)
6. Interest shown (5%)
7. Reputation (5%)

The committee members may create a short list of at least two (2) interested consultants, unless otherwise determined by the County, based on the submitted documents. The committee may choose to conduct discussions with the short listed consultants regarding the submitted Statement of Qualifications and the anticipated Scope of Services or may choose to enter directly into negotiations with the highest qualified consultant as determined by the selection committee. If the County is unable to negotiate a fair and reasonable fee as determined by the County, the County will terminate the negotiations. The County may choose to begin negotiations with the next most qualified consultant from the short list or may choose to re-initiate the selection process.