



**Roanoke Regional Airport Commission
RFP # 24-003
Marketing Services**

**Addendum #1
April 12, 2024**

The contents of this addendum represent solicitation questions and answers, notes, changes, additions or clarifications to the specifications. A conformed copy of the RFP reflecting all changes from Addendum #1 is also included as a separate attachment if needed.

I. Questions and Answers:

Q1. Will companies from outside the United States be allowed to submit a proposal? Will the awarded company be required to attend on-site meetings?

A1. Yes and yes. While some of the work can be performed remotely, the contract will require periodic on-site meetings and on-site content generation. Please refer to section IV-B of the RFP.

Q2. Can proposals be submitted via email?

A2. No. One original and one electronic version must be submitted in a sealed envelope to the Commission Office, as required in the RFP.

Q3. Who is the current firm providing marketing services?

A3. AccessU (701 Patterson Ave. SW, Roanoke, VA 24016).

Q4. What is the current budget for marketing services?

A4. Airport finances fluctuate on an annual basis based on airport revenue. Budgets, spending, and fees will be fine-tuned as respondents provide their fee structure frameworks and as the scope of work is developed in collaboration with the selected agency.
Past budgets may not be reflective of the anticipated budget for this RFP and are subject to change. Media/advertising spend has historically been in the \$110,000

– \$160,000 range, annually. This is separate from agency fees, sponsorships, and air service development.

The anticipated agency budget will be based upon the fee structure and expense information provided by the selected agency. The anticipated website redevelopment budget will be based upon the fee structure and expense information provided by the selected agency.

Q5. Is there a proposed budget for the solicitation?

A5. Please see A4.

Q6. Is there expected to be more than one firm chosen to provide marketing services?

A6. The Commission intends to award one non-exclusive contract as a result of this RFP, however, reserves the right to solicit or otherwise utilize services of additional firms as is in the best interest of the Commission. Federal Aviation Administration grant requirements do not permit airports to award exclusive contracts, and there is thus the possibility that additional marketing firms could be selected for marketing services.

Q7. Are interested parties required to meet all requirements or can they submit an RFP only for their applicable areas?

A7. RFP responses must comprehensively address all requirements, or they will be deemed nonresponsive. Bidders are welcome to partner with subcontractors, identified in the Bid, to provide comprehensive services.

Q8. New Airport website: Could you tell us the existing website CMS platform? Is there a preferred platform to work within for the Commission staff web editors?

A8. The current platform is Drupal. We do not have a preferred platform in mind. Web editors have used multiple platforms in prior roles, including Adobe Experience Manager and WordPress.

Q9. Would you be open to switching CMS platforms – for example: switching to WordPress?

A9. Yes.

Q10. Is there an identified budget for this contract? If not, is there a range for a budget that bidders should stay within in proposing investments?

A10. Please refer to A4. There is no specific budget range or number respondents must stay within when proposing investments.

Q11. In-Person Services: Is the airport open to working with an agency outside of the greater Roanoke, VA area?

A11. Yes. While some of the work can be performed remotely, the contract will require periodic on-site meetings and on-site content generation. Please refer to section IV-B of the RFP for more details.

Q12. Would you be open to working with an aviation-specific marketing agency headquartered outside of Roanoke, VA and able to travel into the market when needed?

A12. Yes. Please refer to section IV-B of the RFP for more details.

Q13. How often do you attend ASD conferences? And have you ever had a marketing partner attend those meetings with you?

A13. The Commission and its contracted air service development firm attend ASD conferences multiple times throughout the year. The marketing agency has not previously attended.

Q14. What ASD firm are you currently working with?

A14. Campbell-Hill Aviation Group (8609 Westwood Center Drive #110, Vienna, VA 22182).

Q15. What digital marketing efforts have you implemented previously that you've seen success with and subsequently what you haven't seen success with?

A15. We have deployed display, social media, and streaming ads. Over the past year, an organic social media strategy has been built from the ground-up with monthly content reaching about 250,000 users and monthly engagement at around 7,000 users. In the past year, we saw particular success with Facebook advertising related to promotion of a specific route. We recently started growing an opt-in email listserv through events and sweepstakes with around 2,000 emails.

Considerable opportunities exist to develop the marketing program, with special emphasis on digital, from the ground-up. Along with current digital tactics, we are open to exploring a blend of tactics recommended by the agency not implemented in recent years like SEO, search engine marketing, influencer marketing, geo/mobile-targeting, and more.

As we do not sell airline seats directly, we are always open to pursuing new ways to assess marketing efforts to better understand ROI, especially in the digital realm. We are exploring airline booking/affiliate platforms that offer substantial conversion analytics and landing page capabilities.

Q16. Which event sponsorships are you currently contracted with and are those investments included within this contract?

A16. Event sponsorships are outside the investments included in this contract. The Airport has an annual sponsorship agreement with Local Colors of Western Virginia through early 2025. The Airport will also sponsor Black Dog Salvage's Dog Bowl concert series through the end of summer 2024. Other existing 2024 event and sports sponsorships will be completed or will require renegotiation by the anticipated time this contract will be executed.

Q17. What percentage of this campaign, if any, should be focused on inbound marketing vs outbound marketing?

A17. There are no set requirements for an advertising framework. We will look to the agency for recommendations. We are open to implementing a blend of inbound and outbound marketing tactics. Historic investment has primarily been in outbound marketing (social media, radio, TV, billboards, display).

On the inbound marketing side, there are opportunities to explore tactics the Airport is not currently engaging, such as email marketing, SEO, retargeting, a reservation booking agent/affiliate programs, videos, blogs, and more.

In terms of inbound/outbound passenger marketing, as highlighted in the RFP, advertising focus has primarily centered on increasing Airport use among outbound travelers. We are interested in exploring marketing to inbound passengers in select cities to support air service goals as they are collectively determined.

Q18. The goals communicated through the RFP are broadly defined which ultimately affects the planning and development of marketing activities as well as the resources spent throughout the campaign. Is this something we need to be addressing or highlighting or will it count against us?

A18. The selected agency will play a key role in establishing the Airport marketing strategy from the ground up. Highlighting opportunities where the Airport should dive deeper on the front-end into planning and budgeting with the selected agency to maximize impact and resource allocation are welcomed as part of respondents' Approach sections. These opportunities and suggestions will not "count against" respondents. Quantitative data — airport leakage data, survey data from the business community, advertising analytics — will be made available to the selected agency to support planning and execution.

End of Addendum #1