



# PRE-PROPOSAL MEETING: Graphic Design, Public Relations, Marketing, and Advertising

Solicitation number: FY24-805-06



# AGENDA

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## ☐ Overview of RFP

- Services Procured
- Proposal Instructions
- Proposal Schedule
- Proposal Scoring

## ☐ Proposal Submission Guidelines

## ☐ Proposal Scoring



# HOUSEKEEPING

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- ❑ **Full RFP is published on the Airport website under the “Doing Business with MHT” tab on the left side of the website and then under the "Procurement Opportunities" tab:**
  - <https://www.flymanchester.com/doing-business-with-mht/procurement-opportunities/>
- ❑ **This presentation will be placed on the website with all other procurement documentation.**
- ❑ **Verbal responses provided by any of the Airport’s representatives during our session today are not formal and are not binding on the Airport.**







# RFP OVERVIEW

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*Echo Lake in the White Mountains of New Hampshire*  
Photo Credit: VisitNH



# REASON FOR RFP

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- ❑ **This procurement action is required by City of Manchester procurement policy and adheres to FAA and NH Department of Transportation, Bureau of Aeronautics guidelines.**
- ❑ **Procurement action follows guidance in AC 150/5100-14E**
- ❑ **Required for the Airport to receive funding from the FAA through the AIP and from the State.**



# CONTRACT TERM

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- ❑ **Five (5) year initial contract with options for two (2), two-year and one (1) one-year options. Potential ten (10) year agreement in total.**
- ❑ **Option years are exercised at the discretion of the Airport.**
- ❑ **Airport has undergone significant efforts to reduce our Cost Per Enplanement in order to better position the Airport for growth.**
  - Restructuring our debt, modeling of CIP, and employment levels against a constrained rates and charges model.
  - Lower operating costs better position the Airport for future airline, cargo and private investment.
- ❑ **One firm will be selected as part of this RFP process. However, the Airport reserves the right to solicit other related services.**



# ANTICIPATED PROJECTS

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## Projects may include, but are not limited to:

- ☐ Strategic analysis
- ☐ Air service and other presentations
- ☐ Strategic marketing plans;
- ☐ Website design and development
- ☐ Travel industry initiatives
- ☐ Website maintenance
- ☐ Newsletters
- ☐ Customer loyalty programs
- ☐ Print advertisements
- ☐ Community engagement
- ☐ Brochures
- ☐ Media buying
- ☐ Electronic and direct mail campaigns
- ☐ Crisis communications
- ☐ Special events and announcements
- ☐ Public relations
- ☐ Social media support and initiatives
- ☐ Industry liaison
- ☐ Customer relationship management
- ☐ Annual reports



# ANTICIPATED SERVICES

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## **Contractor shall also be expected to:**

- ☐ Provide “turnkey” graphic design and printing services, in addition to media buying services.
- ☐ Deliver high quality electronic files or printed materials, whichever is required, on time and within the established budget.
- ☐ Be knowledgeable about, and prepared to utilize, new and emerging technologies, including artificial intelligence.





# FEDERAL CERTIFICATIONS

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- ❑ **Sign and notarize all certifications provided in the RFP and any Addenda and include in your Proposal.**
- ❑ **There are four (4) certifications:**
  - Minimum Qualifications
  - Non-Collusive Proposal
  - Debarment
  - Tax Delinquency and Felony Convictions

***Failure to include signed and notarized certifications will result in the Proposal being non-responsive.***



# PROPOSAL EVALUATION

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- ❑ **Proposals should clearly exhibit the knowledge, skills, and abilities listed in the RFP.**
  
- ❑ **Review and Scoring Criteria:**
  - General Corporate Overview and Capabilities: 15 points
  - Past Performance and Industry Experience: 25 points
  - Proposed Concepts and Commitment to New and Emerging Technology: 20 points
  - Fee Structure: 25 points
  - References: 15 points
  - TOTAL MAXIMUM SCORE: 100 points





# CRITERION 1: GENERAL CORPORATE OVERVIEW

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## ❑ Proposal shall include:

- Letter of Submittal signed by a duly authorized representative that introduces team, organization of the team, and general workload for each firm on the team.
- Broadly describe capabilities of each firm included on the team.
- Include individual qualifications of all team members that will make a significant contribution under the Agreement. **No “bait-and-switch” of key personnel.** Who you propose is who you will use should you be the successful proposer.
- Current audited financial statement for the PRIME consultant ONLY.

***Failure to provide signed letter from a duly authorized representative AND/OR failure to provide audited financial statement will result in the Proposal being non-responsive.***



# CRITERION 2: PAST PERFORMANCE AND INDUSTRY EXPERIENCE

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- ☐ Section should describe previous experience and the organization of the team by services procured (e.g., Graphic Design, Public Relations, etc.).
- ☐ Section shall include examples of press releases and media responses, strategic marketing and communication initiatives, print and electronic graphic design work, successful marketing campaigns, successful graphic design projects, and successful public relations work
- ☐ Use this section to demonstrate a high level of experience and a proven track record of success





# CRITERION 3: PROPOSED CONCEPTS AND COMMITMENT TO NEW AND EMERGING TECHNOLOGY

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- ❑ **Section should include an outline of the approach to be followed and how the objectives of the RFP will be met.**
  - Coordination of work between team members to ensure deliverables meet the scope of projects and Airport requirements;
  - Discuss how your organization embraces technology and how new and emerging technology will be used in the future.

***Answer how the TEAM will accomplish this, not just the Prime...  
and be sure to not put the “k” in quality!***



# CRITERION 4: FEE STRUCTURE

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**Section should include:**

- ☐ **Hourly fees**
- ☐ **Hourly rates for proposed team members**
- ☐ **All other anticipated costs**
- ☐ **All other estimated expenses**





# CRITERION 5: REFERENCES

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- ☐ Provide at least three (3) professional references for whom the Respondent has provided relevant services or who can act as a source of information relating to the Respondent's past performance.
- ☐ Each reference shall include contact names, titles, telephone numbers, and email addresses.



# SCHEDULE

Solicitation Step	COMPLETION DATE	SATUS
Advertise RFP	July 28, 2023	POSTED
Pre-Proposal Meeting	August 16, 2023	ON-TIME
<b>Deadline for Questions</b>	<b>August 17, 2023 by 2:00 p.m.</b>	UPDATED
Addendum Acknowledgement Form	August 21, 2023	ON-TIME
<b>RFP Submission Deadline</b>	<b>September 1, 2023 @ 2:00 pm</b>	ON-TIME
Evaluation Committee Meeting	September 6, 2023	ON-TIME
Interviews (if needed)	September 19, 2023	ON-TIME
Notification of Intent to Award	September 22, 2023	ON-TIME
Operating Agreement Executed	October 6, 2023	ON-TIME
NTP Issued	October 6, 2023	ON-TIME







# PROPOSAL

Crawford Notch, New Hampshire  
Photo Credit: VisitNH



# PROPOSAL ORGANIZATION

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- ❑ Organize your Proposal in sections with tabs that refer to the review criteria included in the RFP.
- ❑ Proposals are limited to **50 single-sided pages** in length, excluding letter of interest, audited financial statements, federal certifications, and addendum acknowledgement form.
- ❑ Can be either 8.5" x 11" or 11" x 17" paper size, but entire proposal must use the same page size.

***Any information outside of these guidelines will not be reviewed by the Evaluation Committee.***





# PROPOSAL SUBMISSION

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- ❑ **Submit five (5) hard copies of the Proposal to:**

*Procurement  
Properties and Contracts  
Manchester-Boston Regional Airport  
1 Airport Drive, Suite 300  
Manchester, New Hampshire 03103*

**Mark the box/envelope containing your Proposals with:**

***“Graphic Design, Public Relations, Marketing and Advertising  
Services RFP FY24-805-06”***



# TWO PHASES TO SELECTION

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## ❑ **Phase I: Evaluation Committee Scoring**

- Completed independently, committee will convene to tally scoring and discuss proposals. Recommend shortlist to Director.

## ❑ **Phase II: Interviews**

- Will be held if deemed necessary.
- Evaluation criteria will be issued as part of short-list notification.

## ❑ **Award will be to the Proposal with the highest combined total score.**



# ADDENDUMS

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- ❑ Addendums will be posted to the Airport's website – Procurement tab.
- ❑ An Addendum Acknowledgement Form is included as part of this RFP and must be ***signed and included*** in your statement. This form will state that you have read, understood, and incorporated any information contained in addendums into your proposal.





# POINT OF CONTACT

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- ❑ **Submit all questions to:**

Procurement  
[procurement@flymanchester.com](mailto:procurement@flymanchester.com)

***No contact shall be made with Airport Staff, Evaluation Committee, or any other person with interest in the airport for purposes of discussing this procurement action.***







# THANK YOU





DATE: Wednesday, August 16, 2023

MEETING: RFP FY24-805-06  
Graphic Design, Public Relations, Marketing and  
Advertising Services

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