

PIEDMONT TRIAD AIRPORT AUTHORITY

REQUEST FOR QUALIFICATIONS (RFQ)

for

AIRPORT BRANDING AND NAMING SERVICES

at the

PIEDMONT TRIAD INTERNATIONAL AIRPORT

The Piedmont Triad Airport Authority (PTAA or the “Authority”) will receive Statements of Qualifications from interested firms for the services described in this Request for Qualifications (RFQ).

It is possible that PTAA will then review the submittals received for this work and shortlist 2-3 firms. Interviews may be conducted with each of the shortlisted firms.

PROJECT DESCRIPTION

The Authority is seeking a Branding Agency/Consultant to assist in developing and implementing a new brand for the airport that meets particular criteria established by the Authority. The Agency/Consultant will conduct research, suggest airport names for consideration, recommend a brand position, create a brand design and design standards and assist the airport with a tactical plan for implementation of the new brand.

AIRPORT DESCRIPTION AND BACKGROUND

The Piedmont Triad International Airport (GSO) serves a region of 12 counties and three primary cities in central North Carolina. The airport was formerly known as the Greensboro High Point Winston Salem Regional Airport. In 1987, the airport was renamed to the Piedmont Triad International Airport in an effort to regionalize the airport’s identity and to coincide with the development of a regional identity for the 12 counties and three cities that the airport serves. International was added to the name to reflect the airport’s then new ability to support international passenger and cargo flights.

The airport has two primary missions: 1) to provide the best possible service and customer experience to passengers; and 2) to act as an employment center in the aerospace industry. The airport has been successful in both missions. The airport is well regarded by people who use it. The airport has also attracted international tenants including FedEx, Honda Aircraft Company, HAECO Americas and Cessna. Airport tenants employ more than 5,000 workers and the airport contributes approximately \$2 billion annually to the local economy.

The airport serves the third largest metro area in the state of North Carolina, and competes for passengers with the Raleigh-Durham International Airport to the east and with the Charlotte Douglas International Airport to the southwest. Each of these airports is located less than 90 miles away and they serve the two largest metro areas in the state. Passenger service at Piedmont Triad International Airport is growing at a modest pace.

The airport is a serious competitor for large aerospace economic development projects. It has attracted large global employers and investment that totals in the billions. In recent years, the Authority has concentrated on adding land and infrastructure to support even more growth. The airport now has over 1,000 acres of available land, parallel runways and other airfield infrastructure to support further development.

Unfortunately, the airport's current name, Piedmont Triad International Airport, is not well known or recognized outside of North Carolina and is unfamiliar to potential industrial recruits in the global market. This renaming/rebranding of the airport is being considered to address this challenge.

SUMMARY OF QUALIFICATIONS

The successful team will demonstrate the following:

- Demonstrated ability to gather and analyze research data;
- The ability to convert research into a logical brand position and plan;
- Talent to envision and create a look and feel that reflects the brand;
- Experience with the unique issues involved in the branding of airports, regions, and/or other public entities to position them for economic development success;
- Experience involving the public as a stakeholder;
- Ability to evaluate airline service decisions in response to a name change;
- Ability to evaluate passenger demand response to a name change;
- Experience involving other key stakeholders in the process;
- The ability to communicate brand position and value to the media and the public.

Teaming is encouraged, but will be limited to two (2) firms, and is limited only to marketing companies with considerable experience in branding, with preference to those agencies with experience branding a public entity and/or region. Only experience in the last five (5) years will be considered, and such experience must be with public entities that serve a substantial population and/or a commercial service airport. Experience at airports similar in size and function to Piedmont Triad International Airport would be positive.

A team that combines national experience in the branding of airports, or large corporate developments, along with a local firm that understands the region served by the airport would also be a plus.

Disadvantaged Business Enterprises (DBE) Participation:

The firm will be expected to participate in meeting PTAA's DBE participation goals. These goals will be defined at a later date.

1. DBE goals may be established for this project. Firms need not identify DBE subconsultants at this time. However, firms should provide brief evidence of willingness and history of working with airports to meet DBE goals.
2. It is the policy of PTAA that Disadvantaged Business Enterprises (DBE) as defined in 49 CFR Part 26, shall have the maximum opportunity to participate in the performance of this work. The successful firm will be required to comply with the DBE program established and adopted by PTAA.

SCOPE OF WORK

The Scope of Work will be developed in conjunction with the selected firm. The scope will generally include, but will not be limited to the following:

- Inventory and assessment of the current brand, including review of existing studies, existing public comment, and existing market research;
- Develop and implement a plan for public and key stakeholder involvement;
- Recommendations for needed studies or other information vital to building the brand;
- Creation of a summary report of findings and a brand position based on this research;
- Definition of a set of brand standards, development of a logo, signage, look, airport terminal features and brand design that reflects those standards.

EVALUATION CRITERIA

Each proposal will be evaluated to determine overall responsiveness and qualifications under the RFQ and will be based on the following considerations and their respective weights:

1. Qualifications and Experience of Staff Assigned to this Project	35%
2. Firm Qualifications and Experience Related to the Scope of this Project	35%
3. Project Approach including Schedule	20%
4. Experience at Other Airports and/or Experience in the Local Market	10%

SUBMITTAL REQUIREMENTS

FORMAT:

All Statements of Qualifications are limited to 10 (ten) pages exclusive of cover sheet and appendices, and shall be delivered on sheets of no more than 8 ½ by 11 inches in either landscape or portrait format, with simple, readable font with graphics limited to those necessary to demonstrate experience, skill and capability. Up to five (5) single page resumes for key staff that will be assigned to this project may be included in an appendix in addition to the 10 (ten) page Statements of Qualifications. In order to reduce costs and to facilitate recycling, plastic covers, binders, dividers, tabs, etc., are prohibited. One (1) staple in the upper left-hand corner is preferred. In addition, each Respondent shall submit one (1) copy of the Statements of Qualifications on a USB flash drive in a portable document format (PDF). PTAA reserves the right to reject Statements of Qualifications that do not meet these requirements.

COVER/INTRODUCTORY LETTER:

The introductory letter should be addressed to Mr. Kevin Baker, P.E., Executive Director. This letter is limited to one (1) page and should include contact person for this project, including address, telephone and email address.

TIMELINE:

RFQ KEY ITEMS	DATE
Advertisement of RFQ	Thursday, March 1, 2018
Deadline to be Added to Distribution List	Thursday, March 15, 2018
Deadline for Questions	Thursday, March 15, 2018
RFQ Submission Deadline	Friday, March 30, 2018

Interested firms should submit eight (8) copies of its Statement of Qualifications, on or before 11:00 A.M. EST, Friday, March 30, 2018, to PTAA, c/o Mr. Kevin Baker, P.E., 1000A Ted Johnson Parkway, Greensboro, NC 27409, in a sealed envelope, box or package, and clearly marked on the outside with the following: “GSO AIRPORT BRANDING AND NAMING SERVICES RFQ RESPONSE ENCLOSED”, Respondent's firm name, address, phone and primary contact person. Proposals received after the above date and time will not be considered and will be returned unopened.

PTAA reserves the right to request clarifications to resolve minor questions and to conduct discussions, either oral or written, with firms as determined by PTAA to be reasonably viable for selection for award of contract. PTAA reserves the right to waive any informalities or irregularities in any Statement of Qualifications, to accept or reject any Statement of Qualifications, or to reject all Statements of Qualifications, if determined to be in its best interest.

PTAA board and staff will not discuss this project with any individual or firm prior to evaluations and final selection by the Selection Committee. Questions or information requests should be submitted via email to Ms. Kimberly Hodges, hodgesk@gsoair.org, prior to 5:00 P.M. EST, Thursday, March 15, 2018. Firms are advised that any information given or questions asked will be provided via addendum to all interested firms.

Interested firms should email Ms. Kimberly Hodges, hodgesk@gsoair.org, prior to 5:00 P.M. EST, Thursday, March 15, 2018, to be added to the distribution list to receive any RFQ information. Please note that it is the responsibility of each proposer to verify receipt of any and all addenda issued for this RFQ.

Information related to this RFQ, including any addenda, will be posted to the airport's website under “Airport Operations”, which can be found at <http://flyfrompti.com>.

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