

BUAA Airport Marketing Vendor Solicitation

4/27/2015

The Buckhannon Upshur Airport Authority (BUAA) seeks to identify and select a qualified vendor to assist it in planning and executing a new business marketing effort designed to a) market current Upshur County Regional Airport services (aviation rental space and aviation fuel sales) to individuals and businesses, b) promote growth of the Airport consistent with its newly-completed Airport Master Plan, and c) promote general awareness of the Airport and its benefits to community members of the region it serves.

Background:

BUAA is a municipal corporation authorized under [Chapter 8, Article 29](#) of the West Virginia Code to operate Upshur County Regional Airport (airport designator W22) in Upshur County for the benefit of citizens in its defined region, which includes Upshur and Lewis counties. Its local sponsors include Upshur and Lewis County Commissions, and the City of Buckhannon, who appoint citizens to serve as volunteers on the Authority. Funding for its operations comes from a variety of state and federal grant sources matched as necessary by contributions from its sponsoring entities, plus revenue from services (hangar and ground lease, and fuel sales).

W22 is a general aviation facility with a single runway 4200' long x 75' wide, with facilities which enable aircraft operations in instrument meteorological conditions. Its inventory of space available for lease includes one commercial box hangar, 100' x 100', heated, with flight line access. Part of a second hangar, similarly sized and equipped but located off the flight line, is also available. Its Airport Master Plan, funded by the FAA and finalized in early 2015, provides the potential to build up to 75,000 square feet of additional facilities for aviation-related purposes.

BUAA offers both 100LL and Jet A fuel service at competitive rates. It seeks to attract companies interested in establishing FBO or SASO operations at W22, to offer aircraft and avionics maintenance, sales, charter, air freight, flight instruction, and other aviation-related commercial services.

BUAA currently maintains (via volunteer effort) a web site, www.flyw22.com. This site, and a presence on Facebook, are the only ongoing marketing-related activities. BUAA has no extant marketing collateral material.

Identified marketing needs:

BUAA's needs for marketing assistance include (in order of priority):

1. Assistance in identifying leads for individuals or businesses with potential to locate at BUAA and lease available commercial hangar space for aircraft storage and/or to provide aviation-related commercial services.
2. Assistance in promoting services available at the Airport to increase fuel sales.
3. Assistance in developing a go-to-market plan for implementing aspects of the Airport Master Plan to accelerate the Airport's growth.
4. Assistance in establishing an effective communications strategy and capability to promote awareness of the facilities and benefits of the Airport.

Desired attributes of the vendor to be selected:

- Experience (with references) in transportation-related market development
- Demonstrated understanding of BUAA's marketing needs
- Ability and willingness to guide BUAA in conducting appropriate research and polling to ensure its strategic and tactical marketing decisions are informed by solid data
- Capability to establish a cost-effective blend of marketing functions and collateral via web-based and traditional media
- Full array of creative public relations and communications services that BUAA may leverage for best effect
- Ready access to staff for meetings and informal communications

Vendor selection process:

BUAA will accept proposals for engagement of vendors until 2:00 pm, May 20, 2015. Proposals shall be submitted by mail to BUAA, PO Box 1042, Buckhannon, WV 26201, or delivered by hand to Richard Clemens, Buckhannon City Hall, 70 East Main Street, Buckhannon, WV 26201. **BUAA will not consider proposals received after 2:00 pm, May 20, 2015.** Questions regarding this solicitation may be directed to Richard Clemens at the above address, or by phone via 304-439-8421.

Vendor proposals should be no longer than 10 pages, and should include enough information to evaluate the vendor's potential to serve the marketing needs of the Authority as described above. BUAA may request an oral presentation and interview with one or more vendors if needed to finalize its decision. BUAA reserves the right to make its selection based exclusively on the information provided in the proposal for engagement.

The selected vendor will then be asked to prepare a detailed plan (in collaboration with the Authority) with costs for initial services to address the Authority's marketing needs. In the event that a satisfactory plan cannot be negotiated successfully, the Authority reserves the right to terminate the vendor relationship and re-select a vendor from those originally submitting proposals for engagement, or re-open the vendor solicitation process.