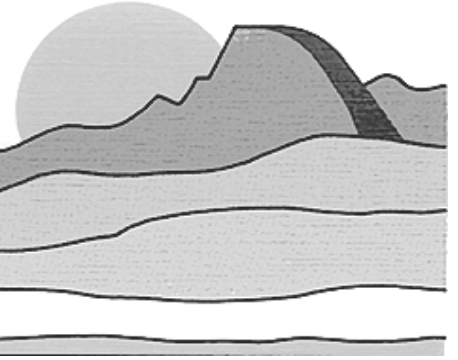


# CITY OF MERCED

"Gateway to Yosemite"



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*Merced Municipal Airport*

*Telephone 209/385-6873*

*Efax 209/388-8994*

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DATE: October 27, 2008  
TO: Marketing and Advertising Consultants  
FROM: Ronald K. Elliott, Airport Superintendent  
**SUBJECT: OPPORTUNITY TO PROPOSE FOR AIRPORT MARKETING AND  
ADVERTISING PACKAGE**

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The City of Merced invites your interest in proposing services for an airport marketing and advertising package. Merced Municipal Airport has been awarded the 2008 Small Community Air Service Program Grant by the Department of Transportation (DOT). In addition, DOT has designated Merced Municipal Airport as an Air Service Development Zone.

You are encouraged to contact the Airport Superintendent in advance of submitting a proposal. Airport staff can make available additional information regarding both the Grant and airport property. In addition, the Airport Superintendent is available to give access to the Airport for inspection.

Proposals are due not later than 5:00 p.m. on Wednesday, November 26, 2008. Brief proposals are encouraged. Proposals should be submitted electronically in .pdf format, as well as in hard copy. The Air Service Development Partnership Committee may reject all proposals, waive irregularities in proposals, and request additional information from proposers.

Thank you for your interest.

Ronald K. Elliott  
Airport Superintendent  
(209) 385-6873

# Merced Municipal Airport

## REQUEST FOR PROPOSALS

**Proposals due November 26, 2008**

***For Airport Marketing and Advertising Package***

The City of Merced will accept proposals for an Airport Marketing and Advertising Package for the Merced Municipal Airport. Proposals will be accepted in the Airport Administration office, 20 Macready Drive, Merced, California until **5:00 p.m. on Wednesday, November 26, 2008.**

### **CITY OF MERCED**

**Community description:** Merced is the county seat of Merced County. The City, located in the heart of the San Joaquin Valley approximately 110 miles southeast of San Francisco and 310 miles northwest of Los Angeles, is about 20 square miles in size. The City of Merced is a dynamic community of about 80,608 people with friendly small town living in a mid-size city.

The City was incorporated in 1889, and operates as a charter city. The City Operates under the Council-Manager form of government, with six City Council members elected-at-large for staggered four-year terms. The City has over 550 employees and a FY2008-09 budget of over \$253 million.

Within the City structure, the Airport is a department with the Assistant City Manager as the Department Head. The Airport Superintendent carries out daily airport management.

An active Airport Authority meets monthly and is comprised of seven persons appointed by the City Council to oversee and advise in Airport matters.

In 1940, the present site of the Merced Municipal Airport, located two miles southwest of Merced near Grogan and West Avenue, was acquired from the delinquent tax rolls. That year, the City Council approved a Works Project Administration construction program, consisting of grading, leveling, drainage, and developing access roads.

On January 15, 1946, a lease with United Airlines was signed, beginning air service.

### **Merced Municipal Airport's Position, Efforts and Trends:**

#### **Existing Passenger Air Service**

The Merced Municipal Airport (MCE) is operated by the City of Merced. It is a commercial air service (part 139) airport with scheduled air service through Great Lakes Airlines with two flights daily to Ontario, CA.

#### **The Target Market**

The Airport's core market area includes a large and growing population living in Merced County, portions of south Stanislaus County, portions of North Fresno County and Tuolumne and Mariposa Counties. There are eight airports that provide general aviation services in this area, with only one other certificated for Part 139 commercial service, but no commercial service operates there as of the date of this RFP. The market has been defined geographically by two earlier studies, both completed within the past four years.

### **BUDGET AND FUNDING**

The total project budget is \$125,000 over the 36-month period.

### **SCOPE OF CONSULTANT SERVICES**

#### **Goals and Objectives of the Project**

- Goal 1: Increase awareness of the Merced Airport throughout the market area.  
Measurable objective: Increased level of knowledge of Merced Airport services through the market area, as measured by survey.
- Goal 2: Achieve increased ridership from the Merced Municipal Airport.  
Measurable objective: Observe increases in Merced enplanement data.
- Goal 3: Achieve additional air service.  
Measurable objective: By the end of the grant period, achieve additional lift capacity supplied by airlines serving Merced

#### **Scope of Services**

The marketing consultant will develop and implement a marketing plan, including evaluation techniques for determining the level of market awareness pre- and post- campaign. The media campaign itself will be three years in duration but will have a lasting impact on the promotion of the airport. Required elements of the media campaign that will be incorporated:

- Emphasis upon media to reach the complete market area, not simply Merced city residents.
- Incorporation of a long-term lease billboard strategy, so that billboard agreements are executed during the term of the grant, but provide for longer-term promotion.
- Incorporation of enhanced graphics and signage (probably banners on light poles) for the Airport, to increase visibility on a permanent basis. These shall be located both on and off-site, in public rights of way.

### Specifics

Consultant shall not devote a majority of resources to a marketing plan. It is expected that 90% or more of the budget resources shall be devoted to actual implementation measures, including but not limited to:

1. Billboards
2. Banners/signs
3. Media purchases
4. Other long term promotional items

Consultants shall not expend resources on television media, development of a logo, or other short-term media events.

### Extra Services

Consultant should identify which other services they will need to complete the project and identify the associated cost.

### **CITY OF MERCED MUNICIPAL AIRPORT'S RESPONSIBILITIES**

1. The City of Merced shall provide the consultant with any information in the Airport's possession concerning requirements for the project. These will include at a minimum: established logo in electronic form, demographic and market statistics, maps and physical descriptions, information on businesses operating at the airport, and listings of promotional events.
2. The City of Merced shall designate a representative authorized to act in its behalf with respect to the project. The Airport representative shall be responsible for scheduling and coordinating meetings of the Marketing Committee.
3. The City of Merced shall furnish required information, to include original City tower logo in electronic form, as expeditiously as necessary for the orderly progress of the work.

### **METHOD OF COMPENSATION**

The consultant is to identify an hourly rate of compensation, cost by task, and a "not to exceed" figure for the project. Progress payments, upon invoice, will be made monthly based on actual hours worked applied to the agreed upon hourly rates of compensation. The Consultant must also identify any reimbursable expenses and give a "not-to-exceed" total for reimbursables. Any necessary services outside the scope of the work must also be identified.

### **TIME OF COMPLETION**

It is anticipated that the marketing plan shall be completed by March 2009, and implemented through December 2010. Anticipate award of contract in December 2008.

This schedule is based upon milestones agreed upon when awarded the Grant from DOT.

### **OTHER REQUIREMENTS**

**Ownership of Work Product:** The Airport shall receive the plan as the Airport's property following completion. Consultant shall not have exclusive rights to the work, copyright it, or charge licensing or use fees of any kind. Consultant may use the work product after completion.

**Workers' Compensation.** The Consultant shall comply with Sections 3700 et seq. of labor code of the State of California, requiring every employer to be insured against liability for worker's compensations. The Consultant shall also provide liability insurance.

**Local Business Enterprise Policy.** The City Council has adopted a Local Business Enterprise policy requiring service providers to make a good faith effort to include local businesses in their contract with the City. This may include offering an opportunity through subcontracting, if any. Proposers must respond to this policy in their proposal. The full policy is an Attachment to this RFP.

**Conflicts of Interest.** The Developer must be aware of and comply with conflict of interest rules included in the California Political Reform Act, and Section 1090 et. seq. of the Government Code. The Political Reform Act requires City/Agency officers and committee members to file statements of interest and abide by a Conflict of Interest Code. Section 1090 limits or prohibits a public official from contracting with a body of which an official is a member. Section 1090 applies even where the officer only reviews the contract for the approving body.

If the proposer holds no City/Agency committee appointment or other relationship, the proposal should simply state that in response to this item.

### **FORM AND CONTENTS OF FULL PROPOSAL**

Each Consultant proposal shall include:

- a. Statement of present workload and ability to meet the project schedule;
- b. Number of qualified personnel and their resumes, including Project Manager;
- c. Extent of subcontracting of work, identity and qualifications of subcontractors;
- d. Previous experience, including related or similar projects;
- e. Number of meetings proposed for each task and breakdown of potential costs for additional meetings;
- f. Three (3) references for other related or similar projects;
- g. Fee proposals conforming to items listed under "Method of Compensation" in this RFP.

All proposals shall be submitted in writing and electronic .pdf and shall outline the compensation desired to perform the services outlined herein. Any exceptions to the requirements stated herein shall be clearly stated in the proposal. The consultant shall sign the proposal. In addition to the electronic copy please send **three (3)** hard copies of the proposal to:

CONTACT PERSON: Ronald K. Elliott, Airport Superintendent  
City of Merced Municipal Airport  
20 Macready Drive  
Merced, CA 95341  
(209) 385-6873  
elliotttr@cityofmerced.org

Incomplete proposals may be rejected as non-responsive. The Air Service Development Partnership Committee reserves the right to waive any irregularities in the proposals.

### **SELECTION PROCEDURE**

The Air Service Development Partnership Committee representatives will review proposals submitted for completeness and qualifications. The selection process may include an interview before Air Service Development Partnership Committee representatives, as well as other City Staff. The Air Service Development Partnership Committee representatives will negotiate with the most qualified Consultant to determine the final award.

Criteria for selection includes but is not limited to:

- a. Experience;
- b. Previous work quality;
- c. References;
- d. Responsiveness; and
- e. Budget proposal.

*Attachments:*

1. *Proposal Under the Small Community Air Service Development Program*
2. *Order awarding Grant*
3. *LBE Policy*