



## **REQUEST FOR QUALIFICATIONS (RFQ)**

**PANGBORN MEMORIAL AIRPORT**

**AIRLINE SERVICE DEVELOPMENT  
CONSULTANT SERVICES**

**Request for Qualifications Due:** December 29, 2017 by 2:00 p.m. (Local Time)

Pangborn Memorial Airport  
One Pangborn Drive  
East Wenatchee, WA 98802

**Attention:** Trent Moyers  
Airport Director

**THREE (3) HARD COPIES AND ONE (1) ELECTRONIC PDF  
COPY REQUIRED, NOT EXCEEDING TWENTY-FIVE (25)  
SINGLE SIDED PAGES**

## **GENERAL**

The Pangborn Memorial Airport, East Wenatchee, Washington, is requesting statements of interest and qualifications from professional firms experienced in the retention and development of commercial airline air service for Pangborn Memorial Airport (EAT).

Statements of qualifications should be delivered electronically in PDF along with three (3) additional copies delivered to the address below. Qualifications will only be accepted from professional firms that can demonstrate having had a broad background and extensive experience in the field of commercial airline air service development.

Request for Qualifications (RFQ) submittals should be marked “**EAT Air Service Development**”. The deadline for proposal submittals is **2:00 P.M. PST, Friday, December 29, 2017**. Direct RFQ inquiries to [trent@flyeat.org](mailto:trent@flyeat.org). Provide three (3) hard copies of the submittal and one electronic pdf, not exceeding 25 single sided pages to:

Trent Moyers, Airport Director  
One Pangborn Drive  
East Wenatchee, WA 98802

The Pangborn Memorial Airport reserves the right to reject any and all proposals submitted. Responses received after the closing date/time will not be included the selection and will be considered as non-responsive.

## **ADDITIONAL INFORMATION**

**No cost or fee schedules shall be submitted.** Cost and fee information shall be presented during contract negotiations after the selection of the most qualified consultant with which to negotiate has been determined by the Pangborn Memorial Airport.

## **BACKGROUND**

The Ports of Chelan and Douglas Counties own and operate EAT which is a small non-hub airport serving Chelan, Douglas, Grant and Okanogan Counties. EAT serves a market catchment of more than 186,000 potential customers within a 90 minute drive.

Wenatchee is located in the heart of Washington, and is known as the “apple capital of the world,” because of its huge orchards lining the Columbia River. Wenatchee is exceptionally isolated, with the Cascade Mountains separating it from Seattle/Tacoma. While by air Wenatchee is just 91 miles from Seattle, it is a 160 mile drive crossing two mountain passes.

Though Wenatchee’s economy has traditionally be agricultural, the region has become a hub for the “new economy.” Nearby Quincy is one of the nation’s leading cities for data centers, hosting facilities from companies such as Yahoo!, Intuit, Sabey and Microsoft. EAT is currently served by Horizon Air, with three daily flights (two on Saturdays).

In 2016, the Airport completed a \$30 million dollar runway extension project. Future projects include additional commercial aircraft parking, Taxiway rehabilitation, a new ARFF facility and terminal building expansion.

Annual enplanement history for EAT over the last 7 years ending 2016, is as follows:

2010	46,824
2011	50,920
2012	51,325
2013	51,972
2014	56,572
2015	62,317
2016	60,062

The purpose of this invitation is to provide commercial air service retention, recovery and development services for EAT. The successful consultant firm will be required to update and implement programs and strategies to respond to changing market conditions to:

- 1) Retain current levels of airline service,
- 2) Recover and expand the levels of service provided by the carrier, and
- 3) Attract new additional air service to the airport.

To this end, the consultant shall review and develop effective market analytics for EAT, recommend routes, destinations and carriers for expanding service by the current carrier and draw new carriers and new service to markets that can be competitively and sustainably served by EAT and develop and lead marketing strategies. Initiate airline site visits and meetings and accompanying the Airport's representatives to meetings in support of the Airport's efforts to draw new carriers to EAT and improve and expand service with the existing airline.

### **SCOPE OF SERVICES**

The types of service to be provided by the consultant shall include items such as the following:

1. Analysis of current traffic data, load factors and catchment area to develop strategies for retaining current levels of airline service.
2. Monitor traffic data and possible passenger leakage to other airports in EAT's catchment area in an effort to identify current airline schedule deficiencies for upgraded service.
3. Provide information on air carriers' route strategies and objectives.
4. Attract service to routes identified as important to EAT.
5. Profitability projections on proposed routes.
6. Integration studies of proposed routes into subject air carrier's existing schedules.
7. Provide information regarding additional qualified and appropriate carriers to serve the Central Washington market.
8. Provide information regarding the cost structure and economic objectives of additional qualified carriers.

9. Provide recommendations for overall air service improvement.
10. Provide assistance with the development of long-term air service development programs.
11. Develop air service proposals and presentations to target airlines.
12. Participate in air service development presentations to targeted airlines, as requested.
13. Serve as the point of contact with airlines for network planning and meetings at corporate headquarters.
14. Participate in conference calls/meetings related to the air service initiative as requested.
15. Provide monthly progress/achievement reports to EAT.
16. Attend a minimum of one (1) air service development conference per year on behalf of EAT.
17. Create an airport marketing campaign/plan to promote EAT and its airline(s).
  - a. Develop a marketing plan for target markets and carriers.
  - b. Identify marketing and promotional strategies.
  - c. Work with EAT's targeted airlines to create promotional messages and materials needed to grow air service.

The consultant should expect to assign specific individuals to the Airport in order to assure that the Airport will be working with someone who is knowledgeable about the Airport and its issues and objectives. Continuity is crucially important. Technical knowledge of air service development is only part of the requirement to be an effective partner with the airport. It is imperative that the firm commit to developing an understanding of the Airport and the business/political environment in which it operates.

The Air Service Development Firm understands and agrees that it shall be bound by a restrictive covenant not to compete and exclusivity of services for Pangborn Memorial Airport, which shall forbid it from accepting similar airport air service development contracts with other competing airports within the Pangborn Memorial Airport region.

**The term of the contract shall be for a period of five (5) years. The duration of this contract is from February 1, 2018 through January 31, 2023.**

**PROPOSAL SUBMISSIONS:**

All submissions become property of the Airport and will not be returned. All conditions contained in this RFQ are considered accepted by the Proposer in any proposal submitted. This proposal will become part of the formal Agreement and included as an attachment to the Agreement. Proposals with any erasures or corrections thereon may be rejected unless explained or noted over the signature of the proposer. Proposers shall submit signed proposals on company letterhead. Proposals by a Partnership should be signed with the partnership name by one of the members of the partnership or by an authorized representative, followed in either case by the signature and title of the person signing. Proposals by corporations must be signed with the name of the corporation, followed by the signature and designation of the president, vice president, or other person authorized to legally bind the corporation to a contract. By signing this Proposal, the undersigned hereby acknowledge that they are authorized and duly bound to execute this document on behalf of the Proposer and that his or her signature is binding upon the Proposer.

Proposals should be marked: **EAT Air Service Development**

## **SUBMITTAL REQUIREMENTS**

Responses will be evaluated by the below-listed criteria. They should be organized and identified in the same order. Submittals shall be limited to 25 single sided pages. Section tabs and a table of contents will not count towards the page limit, however, items such as resumes will count. Submittals exceeding the 25 single sided pages limit will be deemed “non-responsive” and will not be considered. Font size should be no smaller than twelve (12) with standard margins.

1. Brief narrative about your firm’s capability and experience to perform all or most aspects of air service retention and development for EAT.
2. Provide information on the size of the firm, staff resources, its principals and the number of personnel. Identify number of full-time employees and services that can be performed by these employees. Identify which services are provided by outside vendors or contractors.
3. Identify the project manager and the extent of the person’s involvement with and availability during the term of the contract.
4. Include resumes of personnel who will be assigned to provide services and their experience with air service development.
5. Provide descriptions of current and past accounts at which similar services are or have been provided, with a focus on Small Community Air Service Development Grant process and airport marketing assistance.
6. Provide detailed descriptions of service provided at airports with characteristics similar to EAT, including:
  - a. U.S. Airports attracting similar % of traffic to EAT from large metropolitan areas.
  - b. U.S. Airports proximate to large U.S. major airline hubs.
7. Provide information on the current workload of the firm and the current workload of the personnel proposed for this account.
8. Provide at least three (3) references for similar assignments or accounts.
9. Indication as whether or not the firm is a certified small, disadvantaged or minority business enterprise.

## **EVALUATION OF SUBMITTALS**

The Pangborn Memorial Airport shall evaluate the submittals of interested firms using the following criteria.

1. Ability and experience of the firm
  - a. Previous experience with air service development
  - b. Domestic air service experience with airports
  - c. Experience with airports of similar characteristics to EAT
  - d. Size of firm
  - e. Ability to meet work schedules and budget
2. Qualifications and experience of proposed staff
  - a. Qualifications and experience of project team in stated disciplines
3. MBE/DBE/SBE Certification of the firm or its partners

The Airport selection committee will rank the written submittals using the above criteria. The top three to five firms based upon the written submittals may be interviewed or asked to make oral presentations. The Airport will select the best and most qualified firm and conduct negotiations with that firm.

The Airport reserves the right to negotiate with and/or award a contract to other consultants sequentially ranked behind the selected consultant in the event that the Airport and the selected consultant negotiate but are unable to agree upon a detailed scope of work or cost of contract.

The Airport reserves the right, if it deems such action to be in the best interest of the Airport, to reject any and all submittals or to waive any irregularities or informalities therein. Any incomplete, false or misleading information provided by or through the Consultant shall be grounds for non-consideration. If submittals are rejected, the Airport further reserves the right to investigate and negotiate with the next ranked consultant in order of ranking, or reject all consultants and re-solicit for additional consulting firms.

## **AMENDMENTS**

The Airport may amend, in whole or in part, any terms or provisions of the RFQ prior to its closing time. All Amendments will be posted on the RFQ webpage <https://www.flywenatchee.com/business-development-opportunities>. It is the responsibility of Proposers to check this site for any Amendments. Any agreement is subject to prior approval by the Airport Governing Board.

**The Airport reserves the right to reject all proposals at its sole discretion.**