



**Date:** June 20, 2017

**To:** Prospective Proposers

**From:** Jason Burch, Director of Air Service & Marketing  
Charlottesville-Albemarle Airport Authority

**Subject:** ADDENDUM #1  
Request for Proposals: Creative Marketing and Website Services

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- 1. Q: What is your budget?**  
A: To give you an idea of our budget, we have spent approximately \$800,000 in the past three years. We estimate approximately \$200,000 - \$300,000 per year.
- 2. Q: Does this include website services?**  
A: Yes, we have spent no more than \$100,000 per year on contracted (advertising) services. However, we have a little bit of flexibility on additional spending for website services (if a new site was being developed, etc....)
- 3. Q: Does the website have to have a flight tracker?**  
A: A flight tracker is already established on our website, and we contract with OAG to supply the data. The successful bidder may be required to support it.
- 4. Q: What is the importance of location to the agency?**  
A: Location of the agency is not an issue. Locality is a plus, but qualifications are the most important factors.
- 5. Q: Is there a predisposition to an agency already?**  
A: We've had good successes with previous agencies, but there are no predispositions to them.
- 6. Q: Is CHO Airport interested in the sharing of data relating to marketing/for example: open to James Madison University?**  
A: Yes
- 7. Q: Are Coop/Funds ever available for air service joint effort?**  
A: Yes. Air Service incentive, strong involvement with CACVB/Tourism, government grants/SCASD have all been used in the past and may be considered in the future.
- 8. Q: Do you have any small business goals?**  
A: None have been established. However, small business participation is encouraged.

9. **Q: Is there an incumbent to rebid?**  
A: The incumbent and all other qualified proposers are encouraged to rebid.
10. **Q: Do you have a general aviation section like Richmond International Airport?**  
A: Yes, Signature Flight Support is our fixed base operator and handles all of our general aviation needs.
11. **Q: What key business objectives is the airport working towards?**  
A: We determine growth by the amount of weekly seat departures. We also gauge our overall health as an airport by the amount of seats filled on each flight.
12. **Q: In terms of marketing, what are your greatest needs in order to reach these objectives?**  
A: We market CHO in 10 counties. This is based on the local interstate system and a 45 to 60 minute drive time. Our greatest needs or “challenges” are to:
- A. Continue to promote CHO Airport and educate our traveling community on our services in surrounding markets (60 minute + drive time)
  - B. Promote growth in digital marketing
13. **Q: Are there specific KPIs you are measuring in your pursuit of key marketing objectives?**  
A. The amount of weekly seats offered at CHO, the amount of passengers using those seats and the growth comparison of that data compared to airports in the region.
14. **Q: What specific challenges have you defined that must be overcome?**  
A. The continue education of our strong traveling community on the benefits of choosing CHO while addressing and reversing the number of local passengers that are utilizing competing airports.
15. **Q: Aside from a slight decline in 2013 (which seems like it was a difficult year for everyone), enplanements at CHO have increased significantly – a growth of 52.3% between 2009 and 2015, significantly outpacing growth within the non-hub category. Do you attribute this growth to the recent capital improvements?**  
A: While ongoing improvements of CHO’s infrastructure have been well received, this airport’s strong passenger market has been the driving force in CHO’s growth. As the airlines have added seats/service, the market has responded.
16. **Q: Richmond International has also experienced growth, but at a more limited scale (5.5%). Are the increased enplanements due to general growth in demand or another factor?**  
A: See Question 15.
17. **Q: We understand that the intent is to identify a partner who will work on an as-needed basis. To help BCF gauge our potential effectiveness for CHO could you share a general budget range that you foresee investing with the chosen partner?**  
A: See Question 1.
18. **Q: Is printing of brochures and other collateral paid for outside of the creative services budget allocation?**  
A: Yes

**19. Also, you mentioned in the pre-bid that you spend around \$300K per year on marketing and the breakdown is media placement and the UVA partnership is approx \$200K and the creative services would be approx \$100K? Can you please confirm?**

A: See Question 1.

**20. May the contract be divided between us and a web development company? The airport would select a web development company separate and independent of 300m. So, 300m would bid only on the creative portion of the contract; that is, we can do all of the content, design and branding updates for all materials including the website, but cannot do the development/coding/maintenance for the website. This is a role we've performed many times and we can do an exemplary job in the creative and branding area, and leave the web development to the technical pros.**

A: The RFP was designed to allow bidders creative liberty over all aspects of their proposal, so we don't expect all proposals to be designed the same way. As we stated before, qualifications are the most important factors. We are open to everyone's ideas.

**21. Q: If not, is it acceptable for us to sub-contract that role to an outside source whom we would monitor to ensure it performs well?**

A: Our preference is for one company to handle all aspects of the RFP's scope of the work. However, we are open to all proposals.

**22. Q: The RFP states you want assistance on event marketing support. Approximately how many such events do you stage annually and what sort of assistance do you expect to need? This will help in budgeting.**

A: We average about 10-15 events a year. The marketing support from the contracted agency could consist of event print, digital, display, layout designs or similar services.

**23. Q: Is there any chance you could email us the Power Point presentation?**

A: The "CHO Airport Overview" is used for many intro presentations and is currently available on our website under Reports and Statistics.