



4550 TERMINAL ROAD • SUITE 102 • RAPID CITY • SOUTH DAKOTA 57703-8706 • 605-394-4195^{office} • 605-394-6190^{fax}

RAPID CITY REGIONAL AIRPORT REQUEST FOR PROPOSALS

For Marketing and Branding Services

Sealed Proposals will be accepted until October 10, 2025, at 2:00 PM, MT, by the Rapid City Regional Airport (Airport), 4550 Terminal Road, Suite 102, Rapid City, SD 57703, to provide the Airport with Marketing Services in accordance with the conditions stated in the RFP package.

RFP documents may be obtained from Megan Johnson, Marketing, Communications and Air Service Development Manager, by email at megan.johnson@rcgov.org or RAPairport.com/rfp-marketing-and-branding-services/

The Airport reserves the right to reject any and all proposals, award multiple contracts to more than one Proposer, to waive any minor irregularities in the process, to negotiate with any Proposers, and to accept the proposal considered in the best interest of the Airport.

The Rapid City Regional Airport, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 USC §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders or offerors that it will affirmatively ensure that for any contract entered into pursuant to this advertisement will be afforded full and fair opportunity to submit bids in response to this invitation and no businesses will be discriminated against on the grounds of race, color, national origin (including limited English proficiency), creed, sex, age, or disability in consideration for an award.

Publication Dates: August 30, 2025, September 2, 2025



Rapid City Regional Airport
4550 Terminal Road, Suite 102
Rapid City, SD 57703

TO: Prospective Marketing and Branding Services Proposer
FROM: Patrick Dame, CM, Executive Director
DATE: August 30, 2025
SUBJECT: Marketing and Branding Services Request for Proposals

Thank you for reviewing this Request for Proposals. We appreciate your interest in providing Marketing and Branding Services for Rapid City Regional Airport.

Please read the information in this packet thoroughly. Proposals may be disqualified because they do not comply with all of the requirements of the Airport's Request for Qualifications process. We want your proposal to be evaluated on its merits, and not be deemed non-responsive.

The proposed time schedule as related to this procurement is as follows:

August 29, 2025	RFP Released
September 18, 2025	Written Questions Due
September 25, 2025	Responses/Addenda posted
October 10, 2025	Proposals due
October 20-22 2025	Interviews (if needed)
November 18, 2025	Recommendation to Airport Board
January 1, 2026	Anticipated Start of Contract Date



Written questions regarding this RFP may be emailed to megan.johnson@rcgov.org by September 18, 2025 at 2:00 PM MT.

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1. INTRODUCTION

The City of Rapid City, through its Rapid City Regional Airport ("Airport"), is seeking proposals from qualified marketing agencies to provide comprehensive marketing services and lead a brand redevelopment initiative. The selected firm will become the Airport's agency of record, be responsible for creating a refreshed visual identity, new messaging and tone guidelines, and strategic marketing campaigns to enhance regional, national, and digital engagement.

This brand redevelopment effort aims to modernize the Airport's public image to better reflect its growth, increased passenger traffic, and evolving regional role since its last

branding update in 2012. The updated brand should resonate with a diverse audience including travelers, business partners, community stakeholders, and airline partners.

The Airport reserves the right to accept or reject any or all Proposals, negotiate with any Proposer, award multiple contracts to more than one Proposer, to waive any informalities and irregularities in the Proposal submission process, to extend the date for submittal of responses, to request additional information from any or all Proposers, to supplement, amend or otherwise modify the RFP prior to the closing date and time, to cancel this request with or without the substitution of another RFP, to re-solicit or cancel the procurement process, and to accept a Proposal which is considered to be in the best interest of the Airport.

This RFP does not obligate the Airport to enter into a Contract or pay any costs incurred in the preparation of a Proposal pursuant to this RFP or incurred in subsequent negotiations. It is the intention of the Airport to negotiate a Contract with the Proposer it deems most beneficial to the Airport. During the Proposal evaluation process, the Airport may request additional information or clarification from Proposers.

1.1 Equal Employment Opportunity

Airport is an Equal Employment Opportunity (EEO) organization, which does not discriminate on the basis of race, religion, color, sex, age, marital status, national origin, or the presence of any sensory, mental or physical disability in consideration of a contract award. The successful Proposer will be required to comply with all federal, state, and local laws and regulations.

1.2 Disadvantaged Business Enterprise (DBE) Eligibility

DBE firms are encouraged to submit a Proposal. Firms who propose to participate as a DBE must meet the experience and economic guidelines as set forth in 49 CFR Part 23 and 26 and should submit their DBE Plan and the DBE firms that will participate in this service.

1.3 Prohibited Entity Certification

The Proposer must submit a Certification of Prohibited Entity Status (Attachment A) with its Proposal that certifies that the Proposer is not a Prohibited Entity as defined in SDCL 5-18A-1(19A), defined as a company or organization which is ultimately owned or controlled by a foreign parent entity or the government of the People's Republic of China, the Republic of Cuba, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Russian Federation, or the Bolivarian Republic of Venezuela. This Certification shall be provided in a form acceptable to the Board. A Proposer shall provide any information requested by the

Board to verify the certification, upon request; however, the Board may rely on the certification without conducting any further investigative research or inquiry.

2. SUBMITTING YOUR PROPOSAL

Sealed proposals shall be submitted by 2:00 PM, MT, October 10, 2025, and delivered to:

Attn: Megan Johnson
Rapid City Regional Airport
4550 Terminal Road, Suite 102
Rapid City, SD 57703

Limit your proposal content to 26 pages. (Thirteen (13) physical pages duplexed for a total of 26 pages of content.) This shall include the cover transmittal letter and table of contents. Sections 2.1 C. Key Personnel, 2.1 D. Account Executive, and 2.1 F. Agency Qualifications, Experience and References may be added as Exhibits in addition to the 26 pages. Submit one (1) original proposal along with three (3) paper copies of the proposal and one (1) electronic PDF file containing the proposal on a compact disk (CD) or Universal Serial Bus portable flash memory card (USB flash drive) in an envelope that is completely sealed. In bold lettering, mark the sealed envelope with the following words: "MARKETING AND BRANDING SERVICES RFP." The original proposal must be signed, in ink, by an officer of the Proposer who is legally authorized to bind the Proposer to the proposal.

Faxed or emailed copies will not be accepted. All responsive Proposals become the property of the Airport and must be provided without cost to the Airport. Except as otherwise provided for herein, Proposals which are incomplete or which are not in conformance with the law, may be rejected as non-responsive. All Proposals will be time-stamped upon receipt and any Proposals received after the time specified above will be returned unopened.

Submission of a Proposal shall constitute an acknowledgment that the Proposer has thoroughly examined and is familiar with this RFP and any Addendum which may be issued. The failure or neglect of a Proposer to receive or examine any RFP documents or Addendum shall in no way relieve Proposer from any obligation with respect to the Proposal or the obligations that result from submitting a successful Proposal. No claim based upon lack of knowledge or understanding of this RFP or its contents shall be

allowed. The provisions and terms of the Contract may be revised or adjusted by the Airport prior to final execution.

Proposer shall assume full responsibility to review and evaluate the entirety of this RFP, the appendices hereto and any Addendum which may be issued, and to become fully informed of the detailed instructions and requirements of this RFP and the future Contract expectations. Each Proposer shall judge for itself all conditions and circumstances within this solicitation having relationship to its respective Proposal.

2.1 Proposal Contents

RFP responses must be completed and prepared in a form that provides an insightful, straightforward and concise overview of the capabilities of your Agency. Additional facts and information other than those listed below may be included if it will help to highlight your Agency's qualifications and experience.

A. Cover Transmittal Letter – Cover Letter shall include the legal name of the Proposer, office and email address, telephone and fax numbers, and the name, title and signature of the person authorized to submit the proposal on behalf of the Company. The Cover Letter should also acknowledge that the Proposer will comply with all the terms and conditions set forth in the Request for Proposal, unless otherwise agreed by the Airport.

B. Agency History and Facts – Provide the following:

- Ownership structure, names, titles, and length of service of the Agency principals.
- The size of the Agency in number of employees.
- Type and number of years of experience providing marketing services.
- A brief description of vendors, partners or subcontractors, if applicable, to be involved and their relationship to the services to be provided.
- All current and/or former travel and tourism industry accounts/clients signed with your Agency as well as contact information for each.

C. Key Personnel – Provide the following:

- A list of all key personnel who will have direct and significant responsibilities for providing the work/services, and a listing of other accounts to which they are currently assigned.
- The Agency must provide an "Account Executive" that will be the day-to-day contact person for the Airport. The "Account Executive" should have at least five (5) years of experience in professional marketing services and consultation. Include name of

representative(s), titles, licenses, certificates, and fields of expertise. Attach resume as an Exhibit to the proposal.

D. Executive Summary – The Executive Summary should contain an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in a professional service relationship with the Airport.

- Describe why your Agency is the best fit for Rapid City Regional Airport, why your firm is the best qualified to do the work laid out in this RFP, why you are passionate about promoting the Black Hills, and, finally, what sets you apart from other marketing agencies seeking our work.
- Demonstrate a capable working knowledge of the Rapid City Regional Airport.
- Briefly describe what your Agency's philosophy is when it comes to tourism-specific advertising and marketing.
- Briefly describe your Agency's philosophy/approach on the role you think the client should play in the development of effective advertising and marketing.

E. Agency Qualifications, Experience and References – The successful Agency must have at least seven (7) years of experience in the field of developing and implementing professional marketing strategies and providing marketing consultation.

- Describe your Agency's experience working with other clients involving the size and level of the complexity of the proposed Scope of Services.
- Include past (relevant) experience and at least three client references, with contact names and information.

F. Services – Provide comprehensive details of the types of services offered by your Agency.

- Demonstrate your Agency's experience with development and execution of marketing strategy plans.
- From a creative standpoint, describe TWO (2) campaigns your Agency has created and worked on that you are proud of.
- Describe your Agency's video (broadcast, cable satellite, and alternative), print, audio, direct mail, and out-of-home (OOH) experience and capabilities. Please use specific examples when describing your strategies and capabilities.
- Describe your Agency's digital marketing experience and capabilities including display, native, rich media, paid social and paid search. Please use specific examples

when describing your strategies and capabilities. Explain how you measure and define the success of campaigns.

- List campaign data sources/partnerships.
- Describe your agency's methodology for tracking, analyzing, and reporting marketing campaign performance, including how insights are used to refine strategy. Specify the project management and reporting tools your team will use, and outline how these will be made accessible to the Airport for real-time visibility and collaboration.
- Provide, at minimum, (3) three examples of past brand overhauls or launches and outcomes.

G. Additional Data – Provide additional information about the Agency as it may relate to this RFP.

H. Fee for Services – Provide an hourly fee structure for the Scope of Services outlined in Section 6 of this RFP. Identify all costs including estimated expenses to be charged for performing the services necessary to accomplish the objectives of the Contract. Submit a fully detailed annual budget including staff costs, hourly rates for all proposed team members, any expenses necessary to accomplish the tasks and to produce the deliverables under the Contract.

2.2 Modification or Withdrawal of Proposals

Proposals shall not be returned unless a written request to withdraw is received prior to 2:00 PM, MT, on October 10, 2025. Any Proposal submitted will be deemed to be valid for a period of up to 90 days following the closing date of the RFP. Timely Proposals received shall be subject to applicable laws and regulations governing public disclosure. Submission of a Proposal indicates acceptance by the Proposer of the conditions contained in this RFP, and the intent to enter into a Contract with the Airport. No oral, telephonic, or electronic responses or modifications to a Proposal will be considered.

2.3 Proprietary Information

All materials submitted in response to this RFP shall become the property of the Airport and shall be considered a part of the public record of the Airport except for any proprietary financial information that should be clearly marked as confidential. Information that is considered by a Proposer to be proprietary is still subject to release as a component of an open records request subject to review by the City Attorney. Proprietary information should be clearly marked as “confidential” or “proprietary” on each page on which the information appears. Proposers should not expect the Airport to seek confidentiality

protection for any claimed privileged or proprietary information in the written Proposal just because the material is marked "confidential" or "proprietary." For any essential information that the Proposer reasonably believes can be defended as being exempt from disclosure under South Dakota's Open Records Laws, SDCL Chapter 1-27, the information must be capable of being separated or redacted from the Proposal, and should be clearly and specifically marked.

3. ADDITIONAL REQUIREMENTS

3.1 Insurance

The Proposer shall, during the whole of the term and during such other time as the Proposer occupies the premises, take out and maintain insurance, in such form and with such companies as the Airport may reasonably approve. Insurance coverage and endorsements will be addressed in the Contract with evidence of insurance provided to the Airport upon execution of the Contract.

3.2 Disclaimer

It is the responsibility of each Proposer to investigate and be satisfied as to the facts and conditions prior to submitting a Proposal. The Airport makes no representation or warranties and accepts no responsibility for the accuracy or completeness of any information supplied. Proposers are responsible for obtaining their own independent financial, legal, accounting, and technical advice on all proposal matters. Any failure to become fully knowledgeable shall be at the Proposer's sole risk. The Airport assumes no responsibility for any interpretations made by Proposers on the basis of information provided in this RFP or through any other source.

3.3 Assets

All airport-related products, data, content, and materials created, developed, or acquired by the selected Proposer or its subcontractors, including but not limited to creative assets, branding materials, campaign content, reports, strategic plans, working files, and multimedia, shall be considered "works for hire" and will become the sole and exclusive property of the Rapid City Regional Airport ("Airport") upon creation.

The Proposer shall maintain all records, working files, and other supporting materials related to the Scope of Services for a minimum period of three (3) years following the date of final project completion, during which time said records shall be made available for inspection by the Airport or its designee upon reasonable notice.

The Proposer further agrees to the following with respect to digital platforms, content, and system access:

- The Airport shall be granted full administrative rights and unfettered access to all digital platforms utilized under this Contract, including but not limited to: social media accounts, website content management systems, project management tools, advertising platforms, and analytics dashboards.
- All digital accounts shall be created in the name of, and owned by, the Airport. If any account is created on behalf of the Airport by the Proposer, administrative ownership and all login credentials shall be transferred to the Airport immediately upon creation.
- The Proposer shall not restrict, delay, or deny the Airport access to any digital property, data, platform, or account related to the services provided.
- The Proposer shall provide all login credentials and access information for all platforms and tools used on the Airport's behalf, and shall provide such information to the Airport in a secure manner as directed.

3.4 Personnel Management

The selected Proposer shall agree and understand that Rapid City Regional Airport shall have the right to approve or disapprove of any of the selected Proposer's personnel assigned to the account. Furthermore, the selected Proposer must obtain the verbal and/or written approval prior to replacement of any previously approved account team member. The selected Proposer shall agree and understand that Rapid City Regional Airport shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the selected Proposer's assigned personnel requires immediate replacement, the Proposer shall be allowed at least fourteen calendar days after notification to replace the account team member.

3.5 Contract Duration

A sample Marketing Services Contract (Contract) is included in this solicitation as Exhibit A. The initial term of the Contract is anticipated to be three years from January 1, 2026 through December 31, 2028.

The engagement is expected to proceed in phases:

Year One (2026): The selected agency will lead the execution of peak seasonal marketing campaigns and begin strategic planning for brand redevelopment.

Year Two (2027): The agency will oversee a full-scale brand redevelopment, including the creation of a new visual identity, messaging framework, and strategic rollout plan. In addition, the agency will manage the placement of paid advertising in support of key marketing initiatives.

Year Three (2028): The Agency will continue implementation, performance analysis, and brand maintenance, while supporting strategic marketing efforts.

No price escalation will be allowed during the initial term of the Contract. If it is mutually decided to renew beyond the initial period and the selected Proposer requests a price increase, they shall provide sufficient written certification and documentation to substantiate the request. Documentation shall include, but not be limited to: actual materials invoices, copies of commercial price lists, provision of appropriate indices, etc. which reflect said increases. The Airport reserves the right to accept or reject price increases, to negotiate more favorable terms or to terminate (without cost) the future performance of the Contract.

3.6 Prohibition Against Lobbying

Proposers shall not lobby, either on an individual or collective basis, the Airport (its associated City employees, board members, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal.

Proposers, Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport (its associated City employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process.

Violation of this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

By submittal of a Proposal pursuant to this RFP, the Proposer certifies that no fee or commission, or any other thing of value, has been paid or agreed to be paid to any employee, agent, representative, official or current Agency of the Airport in order to procure the Contract described in this RFP. The Proposer also certifies that the financial information in its proposal has been arrived at independently and without consultation, communication or agreement with the Airport, or other Proposers, to restrict competition as to any matter relating to this RFP.

3.7 Compensation Terms

Compensation will be provided based on three primary categories of service: Strategic Marketing Consultation, Creative and Production Services (including brand development),

and Media Placement. Services shall be delivered on a project-by-project basis, with no monthly retainer paid under this Agreement.

Each project, including the forthcoming brand redevelopment effort must be proposed in writing to the Airport with a clearly defined scope of work, deliverables, estimated hours, associated costs, and timeline. Compensation will be based solely on Airport-approved proposals. No work may commence prior to written authorization from the Airport.

Proposals are valid for thirty (30) days from the date of submission.

The selected Proposer shall:

- Submit monthly billing statements by the twelfth business day of each month, reflecting all services completed during the prior month. This includes branding milestones, campaign production, consulting time, and media activities.
- For branding services specifically, itemize hours, phases (e.g., research, concept development, stakeholder engagement), and deliverables in billing statements.
- For projects extending beyond sixty (60) days, the Airport may approve in-progress billing based on defined milestones.
- Each invoice must clearly separate actual media placement costs from the Agency's service or commission fees, and include supporting documentation.
- Provide itemized documentation for media placement and any reimbursable expenses.
- Submit all supporting documentation such as tear sheets, screenshots, or performance summaries verifying media fulfillment.
- Payment will be made within forty-five (45) days of receipt of an approved invoice.

3.8 Changes and Extra Services

The Airport may make changes within the general scope of this Contract. If selected Proposer is of the opinion that any proposed change causes an increase or decrease in the cost/and or the time required for performance of this Contract, selected Proposer shall so notify the Airport of that fact. Any agreed-upon changes will be reduced to writing amending this Contract through Addendum signed by both parties.

Any changes to the guidelines of a project that result in budgetary changes must be agreed upon by both parties in writing. Should an initiated project be cancelled prior to completion, selected Proposer will bill Airport based on the number of hours and any out-of-pocket expenses associated with the canceled project.

The Airport may request selected Proposer to perform extra services not covered by the Scope of Services as set forth in this Contract. Selected Proposer shall perform such extra services and will be compensated for such extra services provided they are reduced to writing amending this Contract through Addendum signed by both parties. Additional budget outside of the standard yearly allocation is planned for the branding project.

The Airport shall not be liable for payment of any extra services nor shall selected Proposer be obligated to perform any extra services except upon such written Addendum.

4. QUESTIONS, INQUIRIES AND CONTACT WITH AIRPORT STAFF

The Airport is committed to providing all interested parties with accurate and consistent information in order to ensure that no Proposer obtains an undue competitive advantage. To this end, from the date of this RFP through award of contract, the Airport contact is: Megan Johnson, Marketing, Communications and Air Service Development Manager.

All questions from Proposers must be submitted in writing, electronically, to megan.johnson@rcgov.org by September 18, 2025. It will be the sole responsibility of the Proposer to ensure questions are submitted in a timely manner. Answers to questions, other clarifications and/or Addendums will be posted on the Airport's web site. It shall be the Proposer's responsibility to monitor the Addendums that may be issued under and as a part of this RFP. Copies of this RFP, and any Addendum issued, will be available at: RAPairport.com/rfp-marketing-and-branding-services/.

Any Addendums so issued are to be considered a part of this RFP document. Therefore, receipt of all Addendums issued during this RFP must be acknowledged on the Signature Page included with your Proposal.

5. AIRPORT BACKGROUND

The Rapid City Regional Airport is owned by the City of Rapid City and governed by a semi-autonomous board that operates the Airport on behalf of the City. The Board is comprised of mayoral appointees who are confirmed by the Rapid City Common Council. The voluntary appointments serve five-year terms with a maximum of two consecutive terms. The Board is responsible for the general oversight of the Airport with the ability to sign contracts and authorize expenditures needed to operate the Airport.

The Airport is a vital transportation hub for the region with both commercial and general aviation activities. It is the second largest airport in the State of South Dakota and is

recognized by the FAA as Non-Hub Primary Airport. Rapid City Regional Airport is the gateway to Mount Rushmore, the Black Hills and Western South Dakota.

5.1 Passenger and Market Information – The Airport is currently served by the following airlines and their partners to the following destinations.

2025 Airline Information

City	Designation	Airline
Atlanta	Seasonal	Delta
Charlotte	Seasonal	American
Chicago	Seasonal	United
Chicago	Seasonal	American
Dallas – Fort Worth	Year Round	American
Denver	Year Round	United
Las Vegas	Year Round	Allegiant
Minneapolis	Seasonal	Sun Country
Minneapolis	Year Round	Delta
Orlando/Sanford	Seasonal	Allegiant
Phoenix - Mesa	Year Round	Allegiant

Recent markets no longer served with direct flights: Salt Lake City, Newark, Houston, Los Angeles, San Francisco, Punta Gorda, New York (LaGuardia), Detroit, Phoenix Sky Harbor

Top Passenger Demand Markets Peak 2023

Rank	Destination	Flown	True Market Estimate	True Market PDEW
1	Phoenix, AZ (AZA)	49,490	49,490	67.8
2	Minneapolis, MN	41,987	43,466	59.5
3	Las Vegas, NV	39,378	41,491	56.8
4	Dallas, TX (DFW)	27,434	31,477	43.1

5	Denver, CO	25,477	29,328	40.2
6	Chicago, IL (ORD)	21,849	26,616	36.5
7	Seattle, WA	10,172	23,233	31.8
8	Orlando, FL (MCO)	15,315	23,115	31.7
9	Atlanta, GA	12,026	22,145	30.3
10	Phoenix, AZ (PHX)	12,018	21,343	29.2
11	Los Angeles, CA	10,987	19,950	27.3
12	Houston, TX (IAH)	9,753	16,746	22.9
13	Nashville, TN	8,410	16,033	22.0
14	Tampa, FL	8,865	15,965	21.9
15	Boston, MA	9,026	14,984	20.5
16	New York, NY (LGA)	7,802	13,822	18.9
17	San Diego, CA	8,321	13,766	18.9
18	Baltimore, MD	6,887	13,475	18.5
19	Charlotte-Douglas, NC	9,222	12,874	17.6
20	Washington, DC (DCA)	8,948	12,509	17.1
Top 20 Domestic		343,368	461,828	632.6
Total Domestic		623,649	887,289	1,215.5

Yearly Passenger Statistics:

Year	Enplaned Passengers	Deplaned Passengers	Total
2024	427,325	428,923	856,248
2023	352,388	350,193	702,581
2022	338,458	334,091	627,549
2021	348,269	342,471	690,740
2020	185,592	188,487	374,079
2019	351,096	354,333	705,429

2018	310,810	315,108	625,918
2017	295,215	300,721	595,936

5.2 Existing Marketing Efforts

In recent years, the Airport has invested approximately \$190,000 annually in marketing specific geographic targets that are now flying into Rapid City. Target audiences have included Outdoor Families, Active & Affluent, Active Empty Nesters, and individuals with travel intent to surrounding parks. Various digital tactics have been employed for maximum budget efficiencies.

Past strategies include, but are not limited to:

- Search Engine Marketing
- Paid and Organic Social Media
- Display and social retargeting utilizing pixels from partner DMO's
- OTA Advertisements
- National print placement
- Email Marketing

6. SCOPE OF SERVICES

The Airport is seeking proposals from qualified Proposers for the development of a Strategic Marketing Plan with various tactics, creative and production services, and media placements to promote the Rapid City Regional Airport as the gateway to Mount Rushmore, the Black Hills, and Western South Dakota.

In addition to the core marketing services, the Airport is also initiating a comprehensive rebranding effort. This will include the creation of a refreshed visual identity, updated brand messaging and tone guidelines, and rollout planning across all communications channels. The selected Proposer will be expected to lead this brand redevelopment, ensuring consistency across all campaign components and public-facing materials.

The Scope of Services will be performed as requested by the Airport at various times throughout the duration of the Contract. Proposers may also recommend additional elements not specifically outlined here that they deem necessary to deliver a cohesive, strategic, and forward-looking program.

A strong emphasis will be placed on targeted digital marketing to the Airport's top origin and destination (O&D) markets for inbound traffic. While some local marketing may be included, it is expected to be minimal in scope.

To achieve the objectives of this plan, the Airport will allocate a substantial budget to support campaign development, media investment, brand execution, and associated professional fees. The selected Proposer will be responsible for managing outside service providers as needed, including the budgeting and contracting of all third-party services.

It is important that all Proposers understand that being awarded work under any component of this contract does not guarantee exclusivity. The Airport may assign work to multiple vendors or manage certain tasks internally.

The role and responsibilities of the selected Proposer (Agency) include:

6.1. Strategic Marketing Plan Development

- Developing a comprehensive Strategic Marketing Plan informed by intake meetings, briefing sessions, and coordination with Airport staff. The plan must align with current initiatives and consider other concurrent marketing activities managed outside the scope of this contract.
- Leading a full brand redevelopment process, including but not limited to: development of a new logo, refreshed visual identity system, updated messaging and tone guidelines, and a detailed brand rollout strategy. This rebranding effort should reflect the Airport's evolving role, regional significance, and growth objectives.
- Ensuring brand consistency across all marketing and communications, incorporating new brand elements into all campaign strategies, materials, and public-facing assets.
- Identifying and applying emerging technologies and trends to improve brand visibility, market presence, and audience engagement. This may include tools and tactics related to content marketing, programmatic advertising, social media, and mobile-first strategies.
- Defining detailed campaign objectives, strategies, and execution methods, including performance indicators and tools to monitor and optimize effectiveness over time.
- Leveraging strategic partnerships with tourism organizations, destination marketing groups (DMOs), airlines, and travel-related businesses to broaden the campaign's reach and maximize co-branded opportunities.

- Maintaining a flexible, adaptive approach to ensure the Strategic Marketing Plan can evolve in response to market conditions, travel trends, or service changes throughout the life of the contract.

6.2. Creative and Production Services

The role and responsibilities of the Agency include:

- Developing and producing a creative marketing campaign in support of the identified marketing strategies, creative briefs, and guidance from the Airport. Campaign elements should reflect both strategic goals and the updated brand identity developed as part of the rebranding effort.
- Translating the Airport's brand identity into compelling creative assets, ensuring consistency in visual design, tone, messaging, and user experience across all mediums, including digital, print, video, audio, and out-of-home.
- Delivering brand-aligned creative materials that are adaptable across platforms and meet the technical specifications required for both traditional and digital placements.
- Attending client briefings and meetings, and participating in conference calls as required to ensure creative alignment and timely execution
- Providing creative direction and oversight, including copywriting, art direction, and design management from initial concept through to final production.
- Ensuring quality and cohesion of all creative deliverables, including digital advertisements, static and motion graphics, print materials, video content, audio spots, and collateral in support of digital and traditional advertising activities.
- Supporting the visual rollout of the rebranding, including development of brand launch creative, signage updates, and campaign assets that introduce and reinforce the new identity to local, regional, and inbound audiences.

6.3. Media Services

The role and responsibilities of the Agency include:

- Developing comprehensive media strategies and plans based on information gathered through intake meetings, briefings, and collaborative discussions with Airport staff. Plans must also account for other concurrent marketing activities managed outside the scope of this contract. Media plans may include, but are not limited to:
 - Campaign timing and flight schedule
 - Media selection and rationale for each channel
 - Media placements and costs by property

- Media weights, reach and frequency targets, and ad formats
- Total media budget with breakdown by medium
- Flow charts of activity and anticipated media exposure
- Coordinating timely delivery of creative assets in appropriate formats for each media outlet or platform, including adherence to technical requirements and deadlines.
- Providing ongoing media consultation, including regular evaluation of media opportunities, industry trends, and emerging channels that may benefit the campaign's performance or efficiency.
- Presenting final media plans and schedules, including:
 - Placement calendars and rotation strategies for creative
 - Detailed budgets and deadlines
 - Media property selection and justification
 - Positioning, discounts, and ad production specifications
- Managing a portion of media buying and fulfillment responsibilities. The Agency must have the financial capacity to contract for and purchase media on behalf of the Airport without requiring advance payment.
- For its media placement services, Agency will receive a maximum media commission of 20% applicable on all traditional and digital paid media that is placed on behalf of the Airport such as television, radio, magazine, newspaper and online paid advertising including search engine marketing (SEM).

6.4. Reporting and Communication

The Agency will be required to report to and communicate with the Airport as follows for all work performed under the Contract:

- Provide regular project reports as requested by the Airport, including summaries of discussion points, key decisions, deliverables, and next steps to ensure transparency and alignment throughout the engagement.
- Provide post-campaign recap reports (post-mortems) for all executed efforts, including:
 - A summary of the campaign from planning through completion
 - Evaluation of outcomes vs. stated objectives
 - Analysis of key successes, challenges, and lessons learned
 - Recommendations for future efforts or iterations
- Submit a monthly budget update, detailing actual spend, pacing against planned allocations, and any anticipated variances across media, creative, production, and other contracted services.
- Provide post-campaign recap reports (post-mortems) for all executed efforts, including:
 - A summary of the campaign from planning through completion

- Evaluation of outcomes vs. stated objectives
- Analysis of key successes, challenges, and lessons learned
- Recommendations for future efforts or iterations
- Deliver monthly performance monitoring reports and analytics for digital campaigns, which must include:
 - Campaign reach, engagement, conversion metrics, and audience insights
 - Comparisons to campaign objectives and KPIs
 - Optimization recommendations based on results
- Audit all vendor invoices and media placements (print, digital, broadcast, and web) to ensure fulfillment and proof of performance. The Agency will be responsible for:
 - Verifying impressions, placement accuracy, and cost reconciliation
 - Negotiating and securing make-goods if delivery falls short of contracted terms
- Provide campaign summaries and creative performance data that include how well branding elements (e.g., updated logo, messaging tone, visuals) performed across platforms and audiences.

6.5 Affiliate Marketing Program

The Agency will assist in implementing an Expedia booking widget on Rapid City Regional Airport's website.

- Agency will establish and maintain an affiliate program to monetize the Airport's website.
- On a monthly basis, the Agency will report generated commission. All accumulated revenue will be applied to any marketing efforts by the Agency.

7. SELECTION PROCESS

A Selection Committee will review all qualified Proposals. The Selection Committee reserves the right to contact any or all of the qualified Proposers during the review process for clarification to assure full understanding of, and responsiveness to, the RFP requirements. This may mean that Proposer(s) will be asked to sit for a committee interview. Questions and interviews are at the sole discretion and option of the committee and may not be afforded to any or all Proposer(s).

After the Proposals are reviewed, the Selection Committee will make their selection recommendation to the Airport Board of Directors. After the recommendation is made,

the Airport Board will determine which proposal, if any, will be accepted. The Airport Board reserves the right to accept or reject any committee recommendation.

An award shall be made to the responsible Proposer whose proposal conforms to the solicitation and is determined in writing to be the most advantageous to the Airport taking into consideration price and the evaluation factors set forth in the request for proposals. No other factors or criteria may be used in the evaluation. The Contract file shall contain the basis on which the award is made. Written notice of the award of a Contract to the selected Proposer shall be promptly given to each Proposer. The Airport may reject any and all proposals and readvertise for proposals if none of the proposals are satisfactory, or if the Airport believes any agreement has been entered into by the Proposers to prevent competition.

Each section contained herein, any addenda and the submittal from the selected Proposer shall also be incorporated by reference into the resulting Contract.

Following the acceptance of a proposal, the selected Proposer and the Airport must reach a contractual agreement prior to the start of any work for which the Airport would be obligated.

7.1 Scoring Criteria

The following are the criteria that will be utilized when scoring:

Creativity – 10 points

Personnel Experience and Stability – 10 points

Cost of Services – 10 points

Philosophy and Methodology – 10 points

Branding and Identity Expertise – 10 points

8. SIGNATURE PAGE

The undersigned Proposer, having examined these documents and having full knowledge of the condition under which the work described herein must be performed, hereby proposes that she/he will fulfill the obligations contained herein in accordance with all instructions, terms, conditions, and specifications set forth; and that she/he will furnish all required products/services and pay all incidental costs in strict conformity with these documents, for the stated prices as payment in full.

Submitting Proposer (Agency): _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative (print): _____

Authorized Signature: _____

Date: _____ Email: _____

Phone #: _____

EXCEPTIONS/DEVIATIONS to this Statement of Qualification shall be taken below. If adequate space is not provided for exceptions/deviations, please use a separate sheet of paper. If your company has no exceptions/deviations, please write "No Exceptions" in the space below.

FIRM PRICING - Offered prices shall remain firm for a minimum of 90 days after the due date of this solicitation unless indicated otherwise. Accepted prices shall remain firm for the duration of the Agreement.

By submitting a bid/proposal under this solicitation, the bidder or offeror certifies that neither it nor its principals are presently debarred or suspended by any Federal department or agency from participation in this transaction.

ADDENDA – RAPairport.com/rfp-marketing-and-branding-services. It is Proposer's responsibility to check for issuance of any addenda at the above website. The authorized representative hereby acknowledges receipt of the following addenda:

Addenda Number: Date:

Addenda Number: Date:

Addenda Number: Date:



ATTACHMENT A
To be returned with Proposal

Proposer Name: _____

CERTIFICATION OF PROHIBITED ENTITY STATUS - SDCL 5-18A-51

SDCL 5-18A-1(19A) defines "Prohibited Entity" as follows:

"[A]n organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company, or other entity or business association, including all wholly owned subsidiaries, majority-owned subsidiaries, parent companies, or affiliates, of those entities or business associations, regardless of their principal place of business, which is ultimately owned or controlled by:

- (a) A foreign parent entity from the People's Republic of China, the Republic of Cuba, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Russian Federation, or the Bolivarian Republic of Venezuela; or
- (b) The government of the People's Republic of China, the Republic of Cuba, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Russian Federation, or the Bolivarian Republic of Venezuela.

A prohibited entity does not include a citizen or legal permanent resident of the United States, or an individual foreign national;

The undersigned hereby certifies the following:

1. I am an authorized representative and agent of _____
_____ ("Proposer");
2. Check one:

☐ Proposer is not a Prohibited Entity as defined by SDCL 5-18A-1(19A); or

☐ Proposer is a Prohibited Entity pursuant to SDCL 5-18A-1(19A) but grounds for waiver exist pursuant to SDCL 5-18A-52. *If marking this option, provide the basis for the requested grounds for waiver.*
3. I understand that a Proposer who becomes a Prohibited Entity, as defined above, at any time after making this certification that it is not a Prohibited Entity, Proposer must provide written notice to the Board, who may terminate the contract.
4. I understand that the Rapid City Regional Airport Board has the right to terminate a contract with any contractor who submits a false certification, and that any bidder who submits a false certification may be subject to suspension or debarment under SDCL 5-18D-12.

Dated this ____ day of _____, 20____.

(Contractor Business Name)

By: _____

Printed name: _____

Title: _____

