

REQUEST FOR QUALIFICATIONS & PROPOSALS

FOR

AIR SERVICE DEVELOPMENT CONSULTING SERVICES

FOR THE

CENTRAL WEST VIRGINIA REGIONAL AIRPORT AUTHORITY  
(YEAGER AIRPORT – CRW)

DUE BY: FEBRUARY 15, 2018

December 15, 2017

## TABLE OF CONTENTS

Title	Page Number
Advertisement Page	3
Greeting	4
I. Introduction	6
II. Airport Background	7
III. Request for Qualifications and Proposals Contents	7
IV. Clarification	8
V. Submittal	8
VI. Qualifications and Proposals Opening	9
VII. Evaluation of Proposals	9
VIII. Insurance Requirements	10
IX. Assignability	10
X. Ownership Qualifications	10
XI. Approval and Acceptance	10
XII. Disclaimer	10
XIII. Exhibits	
Exhibit A - Proposer General Corporate Information	13
Exhibit B - Proposer Statement of Qualifications	14
Exhibit C - Proposer Reference List and Existing Clients	15
Exhibit D - Proposer Project Team, Accessible Data Sources	16
Exhibit E - Fiscal Proposal Including Hourly Rates of Project Team	17
Exhibit F - Qualifications Certification	18
XIV. Attachments	
Attachment #1 Acknowledgement of Addenda	20
Attachment #2 Affidavit	21

CENTRAL WEST VIRGINIA REGIONAL AIRPORT AUTHORITY  
(YEAGER AIRPORT – CRW)

REQUEST FOR QUALIFICATIONS AND PROPOSALS FOR AIR SERVICE DEVELOPMENT  
CONSULTING SERVICES

Sealed proposals will be accepted until 1:00 PM ET, Thursday, February 15th, 2018 (“Response Submittal Date”) by the Central West Virginia Regional Airport Authority (“Authority”) 100 Airport Road, Suite 175, Charleston, WV 25311, to provide the Authority with Air Service Development Consulting Services in accordance with the conditions stated in the Request for Qualifications & Proposals (“Request”) package.

Request package documents may be obtained from Dominique Ranieri, at the above address, by calling (304) 344-8033, by email at [Dominique@yeagerairport.com](mailto:Dominique@yeagerairport.com), or by accessing the Airport website: <http://yeagerairport.com>.

Proposals shall be marked: “Qualifications and Proposal for Air Service Development Consulting Services.”

This is a Request for Qualifications and Proposal. It is not an offer, contract, or an invitation for bids. The submission of a proposal in response to this process constitutes an invitation to negotiate with the Authority and not a bid. The submission of a response to this process does not impose any legal obligation upon either the Authority or the person submitting the qualification and proposal, nor does it create any contractual or quasi-contractual relationship between them. All submissions become property of the Authority and will not be returned.

The Authority reserves the right to reject any and all proposals, award multiple agreements to more than one Proposer, to waive any irregularities in the process, to negotiate with any proposers, and to accept any proposal considered to be in the best interest of the Authority. The Authority is not obligated to respond to any qualifications submitted or is it legally bound in any manner whatsoever by the submission of a response pursuant to this published process.

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

Yeager Airport  
100 Airport Road  
Suite 175  
Charleston, West Virginia 25311

TO: Prospective Air Service Development Consulting Service Proposer

FROM: Terry Sayre, Airport Director

DATE: December 15, 2017

SUBJECT: Air Service Development Consulting Services Request for Qualifications and Proposals

Thank you for reviewing this Request for Qualifications and Proposals. We appreciate your interest in providing Air Service Development Consulting Services for Yeager Airport (CRW) located in Charleston, West Virginia.

Please read the information contained in this Request thoroughly.

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 Request through award of agreement, the sole Airport contact is:

Dominique Ranieri  
Director of Marketing  
100 Airport Road  
Suite 175  
Charleston, West Virginia 25311  
(304) 344-8033  
E-mail: [Dominique@yeagerairport.com](mailto:Dominique@yeagerairport.com)

The following dates are hereby established as essential schedule dates for the qualification and proposal process as described herein:

- A. Request Clarifications: 1:00 PM ET, January 30th, 2018
- B. Request for Qualifications and Proposals Due Date: 1:00 PM ET, Thursday, February 15th, 2018
- C. Firm Review: Wednesday, February 21st, 2018 by 4:00 PM ET.

All questions from Proposers must be submitted in writing, electronically, to [Dominique@yeagerairport.com](mailto:Dominique@yeagerairport.com) no later than 1:00 PM ET, January 30th, 2018. It will be the sole responsibility of Proposers to ensure questions are submitted in a timely manner and to the

proper Airport representative. Answers to questions will be posted on the Airport's website ([www.yeagerairport.com](http://www.yeagerairport.com)) no later than 4:00 PM ET February 5th, 2018. Clarifications and/or addendums will be posted on the Airport's website no later than 4:00 PM ET January 22nd, 2018.

In the event any addendums are issued, proposers shall complete and return the Acknowledgement of Addenda form (Attachment #1) with their proposal.

Please contact us if you have any questions regarding this document of the Request process.

Sincerely,

Terry Sayre, Airport Director  
Yeager Airport (CRW)

## Introduction

The Central West Virginia Regional Airport Authority, operator of Yeager Airport (CRW) seeks a consulting company with extensive expertise and experience in air service development. Familiarity with best practices in air service development is highly desired. The Proposer should also have extensive contacts with senior airline staff of the major carriers of North America.

The Proposer will work under the direction of the Director of Marketing. The Authority is looking for entities interested in engaging in a professional services contract that focus on the enhancement of the existing air service network at CRW as well as future opportunities. The Authority is looking for qualified firms that can offer air service strategy, data support, business proposal, input of cargo opportunities and PowerPoint creation that support the existing Air Service Development team. This may include, but not be limited to, forecasts, forecast tools, data, socio-demographic information, and printing and production related to air carrier presentations. Additionally, the Proposer may be called upon to develop an annual strategic plan to identify air service priorities. Proposer will assign a principal consultant who will be the Airports primary contact and will be responsible for overseeing the Airports projects.

Due to the nature of air service development, if the Proposer is currently performing similar consulting services for any airport that is in direct competition with CRW, the Proposer must disclose the relationship. The Authority reserves the right to reject any proposal based upon a conflict of interest as determined by the Authority.

In summary, this is intended only to provide prospective companies with a brief familiarization with Yeager Airport and to generally advise of future plans. The Authority does not guarantee the exact accuracy of the statistics herein or that future statistics will be similar.

This document outlines the prerequisites, selection process and documentation necessary to submit qualifications and proposal for the requested services. Please carefully read the entire package before submitting your proposal.

This Request for Qualifications and Proposal does not commit the Authority to enter into an agreement for all or any portion of the Scope of Services or to pay any costs incurred in the preparation of a proposal pursuant to this Request or incurred in subsequent negotiations. It is the intention of the Authority to negotiate an agreement with any Proposer it deems beneficial to the Airport.

## Airport Background

With competitive airfares to destinations throughout the world and nonstop flights to eight major airports, Yeager Airport (CRW) strives to make the travel experience convenient and hassle free. Convenient parking within walking distance of the terminal and security check points with short wait times make CRW one of the most passenger friendly airports in the nation. A short drive from downtown Charleston, West Virginia and just a few minutes from the intersection of three major interstates, CRW is a breeze to get to. With service provided by American, Delta Air Lines, Spirit, and United Airlines, passengers are just one stop from thousands of destinations worldwide.

With a population in excess of 425,000 within 60-minute drive time and 1,000,000 within 90-minute drive time and due to its geographic location, CRW is the airport of choice for much of the population within the catchment area. The closest major airports to CRW are CMH (3 hours), LEX (3 hours), ROA (3 hours), and CVG (3.5 hours).

CRW's natural communities of interest lie in the eastern, southern, southwest and western-pacific regions of the United States. CRW's top 10 domestic O&D markets include: ATL, IAH, MCO, DCA, DFW, ORD, LAX, MYR, LAS and DEN. As of YE Q2 2017, the top 25 markets accounted for approximately over 220,000 passengers and \$53 million in net revenue.

## Request for Qualifications and Proposals Contents

This Request document contains the following attachments, information and exhibits:

- (1) Exhibit A - Proposer General Corporate Information
- (2) Exhibit B - Proposer Statement of Qualifications
- (3) Exhibit C - Proposer Reference List and Existing Clients
- (4) Exhibit D - Proposer Project Team, Accessible Data Sources
- (5) Exhibit E - Fiscal Proposal Including Hourly Rates of Project Team
- (6) Exhibit F - Qualifications Certification

Proposers should review the information requested on each of the attached Exhibits A through F. The qualifications as submitted by each of the Proposers should contain the information as requested on each of the individual exhibits as referenced above. The failure of any Proposer to submit any information as specifically requested on the attached exhibits may constitute a non-responsive proposal and may result in the disqualification for further consideration of that response.

## Clarification

All questions from Proposers must be submitted in writing, electronically, to [Dominique@yeagerairport.com](mailto:Dominique@yeagerairport.com) no later than 1:00 PM ET January 30th, 2018. It will be the sole responsibility of Proposers to ensure questions are submitted in a timely manner and to the proper Airport representative. Answers to questions will be posted on the Airport's website ([www.yeagerairport.com](http://www.yeagerairport.com)) no later than 4:00 PM ET February 5th, 2018.

The Authority shall have the sole and absolute discretion to respond to any written requests for clarification as submitted pursuant to this Request.

In the event any addendums are issued, proposers shall complete and return the Acknowledgement of Addenda form (Attachment #1) with their proposal.

## Submittal

A. All qualifications must be received by 1:00 PM ET, Thursday, February 15th, 2018.

B. Qualifications and Proposals must be delivered or mailed to:

Dominique Ranieri  
Director of Marketing  
100 Airport Road  
Suite 175  
Charleston, West Virginia 25311  
(304) 344-8033  
E-mail: [Dominique@yeagerairport.com](mailto:Dominique@yeagerairport.com)

C. Qualifications may be delivered, by hand or mail, however, the risk of delivery in either method shall be the sole and absolute responsibility of the Proposing Entity.

D. Proposers are required to submit three (3) copies of their qualifications proposal at the above referenced date, time, and place.

E. All three (3) proposals must be contained in a sealed envelope, the exterior of which is marked as follows:

CONSULTING SERVICES - AIR SERVICE DEV.  
YEAGER AIRPORT (CRW)  
PROPOSING ENTITY (ENTITY NAME)



F. The proposal as submitted pursuant to this process must contain the following attachments, information, and exhibits:

- 1) A cover letter signed by an official of the Proposer who is empowered to bind the Proposing Entity.
- 2) A written statement concerning the Proposer's response to each of the requests for information as contained in Exhibits A through H as referenced above.
- 3) Affidavit certifying to the veracity of the entire proposal (Attachment #2)
- 4) Any additional information which the Proposer shall deem relevant to the further consideration of their overall proposal regarding their qualifications including existing airports which would be considered a conflict of interest by Yeager Airport and/or ability to provide the requested services.

G. Any qualifications not containing all of the above referenced attachments, information, and/or exhibits may be rejected without consideration at the discretion of the Airport Director, however, retains the right to waive any defect or deficiency in the format or contents of the proposal at their sole and absolute discretion. Proposers are encouraged to supplement the above referenced attachments, information and exhibits with any additional or miscellaneous information which they would deem relevant for consideration by the Authority in evaluating the overall quality of their proposal and/or their ability, experience, and background in providing the scope of services as requested herein.

The Authority reserves the absolute right to reject the proposal of any Proposer who has failed to satisfactorily perform any obligation under any other agreement or contract with the Authority, or who is otherwise deemed not to be a responsible Proposing Entity. Additionally, the Authority reserves the right to reject all proposals if it determines that such a rejection is in the best interest of the Authority.

### Qualifications and Proposals Opening

Responses received by the due date as established in this response will be opened on February 16th, 2018.

### Evaluation of Proposals

The Authority shall review and evaluate the proposals submitted with consideration given to the following:

- A. The overall experience, business reputation, personnel, and financial ability of the Proposer to provide the scope of services as requested herein.

- B. Prior experience, business reputation, quality and professionalism of personnel, and overall ability to provide, and maintain the qualifications.
- C. The overall financial benefits for the Authority.

Notification of Short List Selection on or before: Wednesday, February 21st, 2018 by 4:00 PM ET.

### Insurance Requirements

The Authority will also require the successful Proposer to maintain the following insurance coverages: Workers Compensation, Comprehensive General Liability, Automobile Liability, and Umbrella Excess Liability in amounts to be determined. The Authority has the right to modify insurance requirements as they deem appropriate.

### Assignability

The successful Proposer shall have no right or power to assign or delegate any rights or duties of this Agreement without the prior written consent of the Airport Director. Any assignment or delegation so permitted shall be subject to all of the terms, conditions, and other provisions of the Agreement, and the Proposer shall remain liable to the Authority with respect to all terms, conditions, and other provisions of the Agreement to the same extent that the Proposer would have remained had no assignment or delegation been approved.

### Ownership of Qualifications

Proposals as submitted pursuant to this process will become the property of the Authority and will not be returned to the Proposer.

### Approval and Acceptance

All recommendations in regard to the selection of the Proposer and the approval of negotiated Agreements are subject to the approval and acceptance of the Authority Board of Members.

### Disclaimer

- A. The Authority does not guarantee or warrant that the airline traffic at the Airport as may be evidenced by prior historical studies or data, or by statistical evaluations of future airline traffic projections will remain at the current or prior volume levels.
- B. Historical information on airline traffic is provided to the Proposers for statistical assistance, as the Proposer may desire to utilize such information, with no warranties

by the Authority that the passenger level will remain the same throughout the term of the Agreement.

# EXHIBITS

# EXHIBIT A

## QUALIFYING ENTITY GENERAL CORPORATE INFORMATION

The Proposer should submit, where applicable, the following general organizational information:

- A. Whether the Proposer is an individual, partnership, corporation, or joint venture.
- B. Principal office address.
- C. If a corporation:
  1. When incorporated
  2. State of incorporation
  3. Name and Title of all officers
  4. Fictitious name in formation
  5. Whether the company is a publicly or privately held corporation
  6. If the corporation is a privately held corporation:
    - i. The Board of Directors' names
- D. If a partnership or joint venture:
  1. Date of organization
  2. Description of the partnership or venture agreement
  3. Whether the partnership is a general or limited partnership
  4. Place of recording of the statement of partnership or joint venture information
  5. Name and address of each partner and their corresponding share or ownership, and if a partner is a corporation, the information as requested in Paragraph 3 of this exhibit must be submitted on each such corporate partner.
- E. Whether the Proposer, any of the individual principals, partners, corporate partners, or principal shareholders have:
  1. Had a lease for the operation of any business enterprise held by that Proposing Entity cancelled or placed in default.
  2. Filed for bankruptcy.
- F. Proposers should submit satisfactory evidence of financial capability to undertake the investment required and to carry out the terms and conditions of the proposal and all related documents. This information must include the Proposing Entity's most recently published, adopted, and certified annual financial report.
- G. Proposers should submit a summary of any current lawsuits filed against the Proposing Entity, claiming breach of contract, failure of performance, default of any service agreement, or any negligence action for injuries or damages, other than workers compensation cases.

# EXHIBIT B

## QUALIFYING ENTITY STATEMENT OF QUALIFICATIONS

The Authority is seeking firms experienced in domestic and international air service development with the following minimum qualifications:

- A. Experience in domestic air service development for small to medium airports.
- B. Experience in airline incentive programs and recommendations on community engagement
- C. Access to data system that support business plans to airlines
- D. Project Team that can provide air service recommendations, insight, project management as well as deliverables such PowerPoint presentations and business proposals at the discretion of the Authority
- E. Experience in benchmarking with similarly sized airports
- F. Strong network and relationships with airlines and airline network planners
- G. Proven ability accurately forecast current and future route development opportunities
- H. Brief summary of the air service philosophy for a small-medium airport
- I. Other relevant factors that would impact domestic and international route development

The Authority reserves the right to reject any qualifications which is submitted by any Proposer which, in the Authority's opinion, does not possess the experience, financial capability, permits, licenses, charters, and personnel to perform the scope of work as outlined in this request for qualifications.

The Authority reserves the right, before recommending any award of an Agreement, to inspect any of the existing facilities and equipment of the Proposer. The Authority will make such inspections upon reasonable notice to the Proposer. The evaluation of the Authority regarding the existing services and equipment of the Proposer shall remain within the absolute discretion of the Authority.

# EXHIBIT C

## QUALIFYING ENTITY REFERENCE LIST

The Proposer should submit a reference list of at least five (5) clients or customers for whom they are presently providing a service, similar in nature and type to those requested by this proposal. The reference list should contain at least three (3) airports or facilities, where the ultimate customer base is comparable to those at the Airport. The reference list should be identified by the client/customer's name, location, a contact person, and phone numbers. The reference list should contain the effective date and term of the contract between the parties.

# EXHIBIT D

QUALIFYING ENTITY PROJECT TEAM, ACCESSIBLE DATA SOURCES



# EXHIBIT E

FISCAL PROPOSAL INCLUDING HOURLY RATES OF PROJECT TEAM

# EXHIBIT F

## QUALIFICATIONS CERTIFICATION

The undersigned agrees and understands that this response and all attachments and additional information submitted herewith constitutes merely an offer to negotiate with the Authority and is NOT A BID. Submission of this response, attachments, and additional information shall not obligate or entitle the Proposer to enter into a service agreement with the Authority for the required services. The undersigned agrees and understands that the Authority is not obligated to respond nor is it legally bound in any manner whatsoever by the submission hereof. Further, the undersigned agrees and understands that any and all Proposals are subject to further negotiation at the option of the Authority, and any and all service agreements arising out of proposals and negotiations shall not be binding or valid against the Authority, its departments, officers, employees, or agents unless authorized and signed by at least a majority of the Board of Members of the Authority in accordance with applicable laws.

It is understood and agreed that the Authority reserves the right to reject consideration of any and all responses, including but not limited to, responses which are conditional or incomplete. It is further understood and agreed that the Authority reserves the right to waive any informalities, defects, or irregularities in the responses.

It is represented and warranted by those submitting this response that no officer or employee of the Authority is directly or indirectly a party to or in any manner interested in this Proposal or any subsequent agreement that may be entered into.

NAME \_\_\_\_\_  
COMPANY, PARTNERSHIP, OR  
BUSINESS ENTITY \_\_\_\_\_  
POSITION \_\_\_\_\_

# ATTACHMENTS

# ATTACHMENT #1

## ACKNOWLEDGMENT OF ADDENDA

The following form shall be completed and included in the proposal.

Failure to acknowledge receipt of all addenda, if any, may cause the proposal to be considered non-responsive.

The undersigned acknowledges receipt of the following addenda to the Request.

Addendum No. \_\_\_\_\_, Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_, Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_, Dated \_\_\_\_\_

Company Name of Proposer:

\_\_\_\_\_  
Company Address:

\_\_\_\_\_  
Telephone Number:

\_\_\_\_\_  
Fax Number:

\_\_\_\_\_  
Email Address:

\_\_\_\_\_  
Authorized Signature:

\_\_\_\_\_  
Printed Name and Title:

\_\_\_\_\_  
Date Signed:

\_\_\_\_\_

# ATTACHMENT #2

## AFFIDAVIT

PROPOSING ENTITIES MUST SUBMIT AN AFFIDAVIT ON THE FORM AS LISTED BELOW

### CERTIFYING TO THE VERACITY OF THE ENTIRE PROPOSAL.

State of West Virginia

County of \_\_\_\_\_

AND NOW, before the undersigned authority, a notary public, comes \_\_\_\_\_ (name[s] of individual[s]) as \_\_\_\_\_ (type of authority, such as officer or trustee) of \_\_\_\_\_, who being duly sworn according to law, avers and deposes that he/she has read all the facts, statements, and averments contained in the foregoing RESPONSE FOR REQUEST FOR QUALIFICATIONS AND PROPOSAL AIR SERVICE DEVELOPMENT CONSULTING SERVICES and that they are true and correct to his/her best knowledge and belief.

(Stamp)

\_\_\_\_\_  
\_\_\_\_\_  
My commission expires: \_\_\_\_\_