

**REQUEST FOR QUALIFICATIONS
INVESTMENT AND REVENUE GENERATION CONSULTANT
SERVICES
Pullman Moscow Regional Airport Local Match Capital Campaign
15 November 2012**

1) BACKGROUND

The Pullman Moscow Regional Airport (PMRA) is a regional governmental partnership serving the Palouse Region of the States of Washington and Idaho, The Cities of Pullman, Washington and Moscow, Idaho with smaller satellite towns, and two Division I Universities, Washington State University and University of Idaho.

PMRA's Vision, Mission, and Goals are as follows:

VISION:

To enhance regional economic development through airport growth that ensures continuation of essential transportation and aviation services and encourages light commercial development.

MISSION:

To safely and efficiently deliver quality, comprehensive air transportation services to the public, area businesses, and the aviation community with due regard to current security requirements.

GOALS:

1. Demonstrate and market the airport's economic value to the public.
2. Fully identify the customer base, identify its needs, and meet these requirements.
3. Improve the professional appearance of airport property.
4. Extend adequate water, sewer and other essential utilities to the airport.
5. Review, and where appropriate, revise Interlocal agreements, rate structures and minimum commercial standards.
6. Retain an airport consultant for the purpose of creating an airport master plan and business plan to guide the development of the airport and to meet current design standards for Category CIII aircraft.
7. Obtain a published precision instrument approach.
8. Increase involvement of the local sponsoring agencies in airport maintenance and repair.

PULLMAN MOSCOW REGIONAL AIRPORT was created through a regional partnership in the 1930's with 2 separate university communities in separate states. This partnership started with the Cities of Pullman and Moscow that built a mutual partnership to encourage reliable air transportation service initiatives that support the development of new economic opportunities. This partnership and vision has extended though the years to include the universities and the counties in the region. We have had double digit annual growth in annual enplanements since 2004.

In our current fiscal year, 21% of our operating revenue comes from intergovernmental partnership investment and 79% from internally generated actions controlled by the Airport Board. The Airport also has FAA Grant revenues of \$2,306,000 this fiscal year. The future development of

the Airport has a commitment from the FAA in excess of \$60 million over the next 6 years for the Runway 6 -24 relocation.

The goal for the new campaign will be to research, vet, and secure possible revenue generation sources and grant opportunities conducted by Pullman Moscow Regional Airport and assisted by the consultant we select to provide Internal Revenue ideas, Assist in locating Investors, and utilizing successful Grant Writing skills for the campaign.

PULLMAN MOSCOW REGIONAL AIRPORT is governed by an 8 member Board of Directors', comprised of elected and appointed members by their respective Institutions with one member at large appointed by the other directors. The Airport has a 7 person staff. In the fall of 2009, a final master planning process was conducted and the Airport adopted current changes with a new strategic plan for 2013-2018 in response to changes made by the FAA Modernization and Reform Act of 2011 regarding increasing the local match from 5% to 10%. We will conduct a project Capital assessment process this winter and spring, producing an updated strategic financial plan on which to base the campaign. The draft plan will be available for testing during the campaign feasibility study. Additional information regarding PULLMAN MOSCOW REGIONAL AIRPORT, including our current Master plan, is available on our web site: <http://www.pullman-wa.gov/about-pullman/airport>.

- Phase 1 – Assist the Client in the Development of a Campaign Plan
- Assist in developing campaign plan and calendar
- Assist in developing collateral materials
- Refine internal capacity including staff and volunteer requirements
- Provide guidance in training Board, volunteer and staff
- Assist in development of volunteer Campaign Council

- Phase 2 – Provide support in the execution of the Campaign
- Assist in the management of campaign prospect identification and evaluation
- Assist in development of campaign materials
- Make prospect calls and follow-ups assisted by volunteers
- Assist Client with Donor stewardship and cultivation
- Work with a team to Develop campaign events
- Provide ideas to Client in the management of the public information and public relations plan

Deliverable Items:

- Inventory of Potential Funding Sources: Name, contact information, amount cap, source description, applicant qualifications, funding use focus and limitations.
- Project Categories: System that breaks down the Airport Runway Project into Fundable Categories
- Master Case Statement
- Funding Opportunities Report: Assessment of Targets, Timing, Priorities, and Potential
- Relationship Building with Potential Funding Source Representatives
- Up to 3 funding source applications
- Next Steps Memorandum: Handoff Document to guide Airport follow-up with Sources.

3) SCHEDULE

PULLMAN MOSCOW REGIONAL AIRPORT would like to have the campaign in full operation by the end of June 2014 when our 1st physical actions on the Runway Realignment could begin. The preliminary schedule for the campaign is:

November / December Consultant Selection

January Contract Negotiation & Execution

February – June Feasibility Study

July Campaign Plan and Presentations to Feasible Alternatives

September: Soft Campaign Launch (Anticipation of a Record of Decision) Commitments

April – June: Hard Campaign (Record of Decision reached and project is a go) Financing Project

4) PROPOSAL FORMAT AND REQUIREMENTS

Respondents must furnish one original and five copies of their Statement of Qualifications. Please limit Proposal to 20 page (not including staff resumes). Estimated price and terms for services should not be provided in this submittal as the Airport will select based on qualifications and negotiate terms and finances with the successful applicant based upon budget availability and scope of services required throughout the campaign.

Please address the following areas in your proposal:

- A) Experience of Firm to include Aviation / Airport related work
- B) Experience of staff assisting in Researching Revenue / Investment sources and Grant Writing
- C) Experience in preparation of Client to Secure Investor Interest
- C) Experience with Federal and State Grant requirements and limitations
- D) Experience in developing revenue campaign strategies
- F) Proposed campaign schedule
- E) Expectations of PUW
- G) References from at least six clients

5) CONSULTANT SELECTION

Submittals will be evaluated and scored by PMRA's Capital Campaign Planning Committee in its sole discretion based on the following criteria:

- A) Demonstrated experience of staff to be assigned to the campaign

B) Demonstrated Success of Firm in writing and securing Local and State Grant funding

C) Firm's understanding of economic development, airport capital projects, and small city environments

D) Campaign strategy's fit with PULLMAN MOSCOW REGIONAL AIRPORT's mission, vision, and values

E) Demonstrated overall experience of the firm

The Committee may or may not choose to conduct telephone, online or in person interviews. Following proposal scoring, the top ranked firm, including the staff to be assigned to this campaign, will be expected to travel to Pullman at its expense for an interview. Upon selection of a finalist, PULLMAN MOSCOW REGIONAL AIRPORT will enter into contract negotiations. If these negotiations fail, PULLMAN MOSCOW REGIONAL AIRPORT will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified as soon as possible.

6) RFQ QUESTIONS & RESPONSES

Questions and responses should be directed to PULLMAN MOSCOW REGIONAL AIRPORT, attn: Anthony Bean, 3200 Airport Complex North, Pullman, WA 99163, (509) 338-3223 airport@pullman.com. All responses to the RFQ must be received by 5 p.m. PST on December 31, 2012. Please state "Proposal for PUW Investment Project" on the outside of the response package. Please provide one original and five copies of the proposal.

7) ADDITIONAL INFORMATION & CONDITIONS

A. STATEMENT OF NON-COMMITMENT

Issuance of this RFQ does not commit the Pullman Moscow Regional Airport to award a contract or to pay any costs incurred in preparation of proposals responding to the RFQ. The PULLMAN MOSCOW REGIONAL AIRPORT reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the PULLMAN MOSCOW REGIONAL AIRPORT.

B. EQUAL EMPLOYMENT OPPORTUNITY

Pullman Moscow Regional Airport is an Equal Opportunity Organization (EEO) which does not discriminate against any prospective supplier on the basis of race, religion, color, sex, age, marital status, national origin, sexual orientation, the use of a guide animal or dog, or presence of any sensory, mental, or physical disability in the consideration of contract award. The successful proposer will be required to comply with all EEO federal, state, and local laws and regulations and shall provide a similar covenant of non-discrimination with all subcontractors.

C. VENUE

The laws of the State of Washington govern this contract. The parties agree that any litigation concerning bid, proposal, or subsequent contract must be brought in the Court of Whitman County, State of Washington and each party shall pay its own costs and attorney fees.

D. INSURANCE

Certificates of Insurance, indicating compliance with the required overage, must be filed with the Pullman Moscow Regional Airport within ten (10) working days of the Notice of Award. The proof of insurance/exemption must be valid for the entire contract period. Contracts WILL NOT be issued to contractors that fail to submit insurance certificates as specified herein:

Proof of Worker's Compensation Insurance valid within the State of Washington or proof of exemption thereof is also required.

Proof of commercial general liability insurance, including automobile insurance, with limits of not less than \$1,000,000 per occurrence.

E. RFQ AUTHORITY

The right is reserved to reject any and all proposals, to waive any informalities and irregularities in the proposal submission process, to negotiate with any or all Proposers, and to accept proposals that are considered to be in the best interest of the Pullman Moscow Regional Airport. The Highest Ranking Proposal will be invited to discuss terms and compensation with the Pullman Moscow Regional Airport Board. In the event that terms cannot be reached with the 1st firm the Airport may entertain the next proposal and invite that firm to discuss terms and compensation and so on.