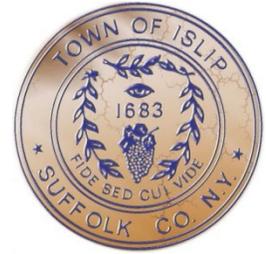


TOWN of ISLIP ECONOMIC DEVELOPMENT CORPORATION



Angie M. Carpenter, Chairwoman

John Cochrane Jr., Member ♦ James P. O'Connor, Member
Jorge Guadron, Member ♦ John M. Lorenzo, Member

May 16, 2023

Re: Request for Qualifications - **Integrated Marketing and Promotion Campaign**

Long Island MacArthur Airport (ISP)

The Town of Islip hereby requests statements from qualified firms detailing their qualifications to provide consulting services for an integrated marketing and promotion campaign which focuses on destination marketing, tourism, and business (herein referred to as the Project) for routes served by air carriers at Long Island MacArthur Airport (ISP).

Background Information:

Long Island MacArthur Airport (ISP) is a Part 139-certificated airport providing air carrier service for 3 airlines; Southwest, Breeze, and Frontier Airlines. The Town of Islip ("Town"), through its Economic Development Corporation ("EDC"), and Long Island MacArthur Airport ("ISP") propose to execute a strategic marketing campaign to increase awareness and consideration of Long Island as a tourism destination in multiple markets having non-stop air service to ISP. The campaign scope includes: Primary consumer insights research to calibrate the campaign against the target market, increasing the likelihood that campaign resources will be spent efficiently and effectively. A comprehensive, multi-media marketing campaign using media and creative calibrated by the research phase to drive awareness, consideration, and choice of Long Island MacArthur Airport (ISP) as a way for tourist and businesses to reach Long Island verses New York City options. Messaging specifics remain to be determined based on the findings of consumer insights research. All messaging will be consistent with any and all federal, state, and local guidelines in effect throughout the campaign.

No advertising will be conducted on behalf of private companies such as airlines, hotels, resorts, or restaurants. ISP is a regionally significant asset that attracts travelers to Long Island, generating \$600M annually for the local economy and employing 6,000 people directly or indirectly (NYS Aviation Study).

ISP is owned by the Town, which has its own EDC whose primary function is to promote business and jobs in the Town and on Long Island. Historically, Long Island tourism and businesses have been marketed overwhelmingly to target customers: Who can arrive by car in less than a day's drive, or who might add a side-trip to Long Island to a trip primarily focused on New York City. Both of these target audiences are limited, and do not take advantage of ISP as a strength of Long Island to promote tourism destinations. The availability of non-stop air service to ISP from multiple major markets from which Long Island - with its beaches, parks, and places of historical significance - should be considered an attractive destination in its own right. This means tourism dollars from such metropolitan areas as Miami, Tampa, Orlando, Nashville, Charleston SC, Baltimore/Washington DC are benefitting tourism and businesses in competitive markets in other states rather than on Long Island and in New York. To remedy this, the EDC has applied for and received a grant (\$400,000 with an additional 20% match - \$80,000) to promote - through a comprehensive marketing program - tourism to Long Island as a standalone destination, and the ease of getting to Long Island via non-stop air service from certain markets to ISP. The proposed program will consist of the following components, proven effective in ISP's marketing campaign to increase Long Island-based demand over the last six-years.

Scope of Work:

Conduct consumer insight research in the candidate markets to maximize the efficiency and effectiveness of the campaign spend.

Research will determine:

- Existing attitudes, perceptions, and preferences of potential customers toward Long Island and competitive destinations;
- Key barriers to considering and then choosing Long Island;
- Which markets are the strongest candidates for Long Island messaging;
- Which target customer segments within the chosen markets are the most susceptible to being influenced by Long Island messaging;
- Key messages and mediums on which to base an effective marketing campaign;

Campaign Planning - Based on the results of the baseline research, EDC and ISP will:

- Select markets and market segments;
- Determine campaign strategy, media strategy, media mix, creative strategy, and metrics;

Campaign Implementation, Management, and Reporting:

- Execution of media contracts;
- Creative production;
- Campaign launch;
- Routine, regular reporting and optimization;
- Consumer insights tracking research;
- Mid-campaign refresh;
- Campaign close and final report;

Project Deliverables:

- Baseline and tracking consumer insights research on the relative position of Long Island tourism versus competing options in the markets from which ISP has non-stop air service.
- A multi-media marketing campaign focused on the most susceptible markets and segments.
- Increased awareness, consideration, and choice of Long Island tourism from the chosen markets versus alternative options, as measured by tracking consumer insights research.

- Measure demand for ISP as a destination airport, using:
 - o Real-time approximate mobile phone location data (Standard industry (US DOT) data, typically four to six months in arrears)

SELECTION PROCEDURE FOR CONSULTING FIRM:

The consulting firm will be selected by the Town of Islip based upon review of qualifications provided in response to this RFQ.

An official written contract or agreement will be prepared for the project. The consultant will scope and enter into an agreement for services with the Town.

Qualification statements submitted by the established deadline will be reviewed and a consultant will be selected in accordance with the following criteria:

- a) Capability to perform all aspects of the project.
- b) Recent successful experience in projects comparable to the proposed project.
- c) Evidence that consultant has established and implemented an Affirmative Action Program.
- d) Key personnel's professional background and caliber and availability for the proposed project.
- e) Current workload.
- f) Demonstrated ability to meet schedules or deadlines.
- g) Evidence of providing accurate campaign reporting data.
- h) Evidence of managing out of market campaigns without having major cost escalations or overruns.

- i) Qualifications and experience of consultants regularly engaged by the consultant under consideration.
- j) Familiarity with the geographic location, market, and demographics of the proposed project.

PART II: SUBMISSION REQUIREMENTS:

Statements of qualification must be received on or before June 9, 2023 at the Office of the Economic Development Director, 40 Nassau Avenue, Islip NY 11751. Please include five (5) copies of your firms Statement of Qualifications.

Statements of qualifications shall include the following:

- 1. Contract Information: Name, address, phone, fax number and e-mail address of consulting firm.
- 2. Key personnel: Names of key personnel, their respective titles, experience and periods of service with the firm.
- 3. An executive brief including:
 - A. The firm's strategic approach to delivery of its services;
 - B. A narrative describing the firm's qualifications to provide services for the respective listed project. The qualifications of outside consultants regularly engaged by the proposer must be included.
- 4. Project Experience: List major recent projects completed by the firm including:
 - A. Project location.
 - B. Scope of work, start and end date of project.
 - C. Name, address and telephone number of the project owner.
 - D. Name of the firm's project manager.
- 5. Names and telephone numbers of other persons whom the airport can call for references regarding the firm's past performance on projects similar to those listed in above.
- 6. Resumes for the principals and staff who would be providing the aforementioned scope of services and organizational chart of the professional team including all sub-consultants and roles of key participants.

Statements of Qualifications submitted in response to the Request for Professional Services shall become the property of the Town of Islip and will not be returned.

Responses received after the submission deadline will not be considered.

Any questions in connection with this Request for Statements of Qualifications should be directed to John Walser, Economic Development Director, Town of Islip Economic Development Corporation, 40 Nassau Avenue, Islip, NY 11751; telephone: 631-224-5512.

Questions should be submitted via email to jwalser@islipny.gov no later than June 2, 2023.