

## Request for Proposal (RFP)

A New River Gorge Regional Development Authority (NRGRDA) project in partnership with the Raleigh County Memorial Airport.

# Raleigh County Memorial Airport Marketing Services

Proposal Due Date: 5:00 PM, September 30<sup>th</sup>, 2024

**Contact:**

**Laura Messer**

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### I. Introduction

The Raleigh County Memorial Airport (RCMA) and its industrial park, supported by the New River Gorge Regional Development Authority (NRGRDA), is seeking a qualified marketing agency to develop and implement a comprehensive marketing strategy. The objective is to attract aerospace-related businesses and other industries to the site-ready pads at the airport Industrial Park and to enhance overall awareness of the Raleigh County Memorial Airport and its surrounding assets.

### II. Background

Raleigh County Memorial Airport, located in Southern West Virginia, offers state-of-the-art facilities and a strategic location for aerospace and other industries. The airport Industrial Park features site-ready pads that provide excellent opportunities for businesses seeking to establish or expand their operations. This initiative is supported by the New River Gorge Regional Development Authority (NRGRDA) and aims to drive economic growth and job creation in the region.

### III. Scope of Work

The selected agency will be responsible for the following tasks:

#### 1. Market Research and Analysis:

- Conduct a comprehensive analysis of the target market for the Raleigh County Memorial Airport and its industrial park.
- Identify key industry trends, competitors, and potential business targets.

#### 2. Marketing Strategy Development:

- Develop a detailed marketing plan outlining strategies and tactics to attract aerospace-related businesses and other industries.
- Create a branding and messaging strategy that highlights the unique advantages of the Airport and Industrial Park.

**3. Creative Services:**

- Develop a cohesive branding strategy that supports commercial airport operations and industrial park amenities.
- Design and produce marketing materials, including brochures, flyers, and digital content.
- Develop a website or enhance the existing online presence to effectively communicate the benefits of the location.

**4. Digital Marketing:**

- Implement a digital marketing campaign utilizing SEO, SEM, social media, email marketing, and other relevant channels.
- Manage social media accounts and create engaging content to increase online visibility and engagement.

**5. Performance Measurement:**

- Establish KPIs and metrics to measure the effectiveness of the marketing campaign.
- Provide regular reports and analyses to track progress and adjust strategies as needed.

#### **IV. Proposal Requirements**

Interested agencies are requested to submit a proposal that includes the following:

**1. Company Overview:**

- Background information, including company history, mission, and values.
- Overview of experience and expertise in marketing similar projects.

**2. Approach and Methodology:**

- Detailed description of the proposed approach to fulfill the Scope of Work.
- Outline of the methodology and tools to be used.

**3. Team and Qualifications:**

- Information on key team members, their roles, and relevant experience.
- Examples of previous work and case studies.

**4. Budget and Timeline:**

- Proposed budget, including a breakdown of costs for each item.
- Timeline for project completion with key milestones.

**5. References:**

- Contact information for at least three references from previous clients.

#### **V. Submission Instructions**

Proposals must be submitted by September 30, 2024. Late submissions will not be considered. Please send proposals electronically to:

Laura Messer, Industry Attraction Coordinator  
[Lmesser@nrgrda.org](mailto:Lmesser@nrgrda.org)  
(304) 254-8115

## **VI. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

1. Experience and expertise in marketing similar projects.
2. Quality and creativity of the proposed marketing strategy.
3. Qualifications and experience of the team.
4. Cost-effectiveness and proposed budget.
5. References and previous work.

## **VII. Additional Information**

For any questions or additional information, please contact:

Laura Messer, Industry Attraction Coordinator  
[Lmesser@nrgrda.org](mailto:Lmesser@nrgrda.org)  
(304) 254-8115

We look forward to receiving your proposal.

## **VIII. Attachments**

- [Groundbreaking video](#)
- [Property Brochure](#)
- [AeroReady Study](#)
- [Demographic and economic data for Raleigh County and the surrounding region](#)