



REQUEST FOR QUOTATIONS

1. Introduction

1.1. The Greater Peterborough Area Economic Development Corporation invites prospective proponents to submit proposals for the provision of services to facilitate the development of a marketing plan and provide input into a promotional package, which the GPA EDC will then use to promote the newly upgraded facilities at the Peterborough Municipal Airport.

1.2. Proposals must be received on or before Friday, November 6th, 2009, 4pm.

Proposals to be forwarded in a sealed envelope attention:

Andy Mitchell, President & CEO

Greater Peterborough Area Economic Development Corporation
210 Wolfe St, Peterborough, Ontario, K9J 2K9

1.3. Suppliers are asked to submit a work plan, schedule and costs for the project outlining how the project will be undertaken and providing a résumé of relevant past work experiences and references.

1.4. Suppliers must provide a comprehensive narrative that illustrates their understanding of the requirements of the project and the issues surrounding airport marketing and a schedule for completion of work.

1.5. Experience, Qualifications and Proposal Requirements:

1.5.1. Minimum 3 years related experience in performing similar projects/ services.

1.5.2. Must provide a personnel roster that identifies each person who will actually work on the contract and provide the information about each person listed: Title, Résumé/ Portfolio, Locations where work will be performed and itemized cost and number of hours for each individual named above.

1.5.3. Knowledge and understanding of the aviation industry and the Peterborough Region (City and County of Peterborough)

1.5.4. Methodology and Plan Used for the Project: Must provide a comprehensive narrative that sets out the methodology they intend to employ and illustrates how

their methodology will serve to accomplish the work and meet the project schedule and timelines.

1.5.5. Ability to complete contract on time and on budget: Must provide detailed timelines illustrating their ability to complete the project by deadline and follow work schedule

1.5.6. Cost Proposal: All direct and indirect costs related to the effective, timely completion of this project must be included in the total prospect cost.

2. Project Background

2.1. Detailed Project Background

The Peterborough Municipal Airport is owned by the City of Peterborough and is located in the Township of Cavan Monaghan. The Airport has the longest paved, lighted runway between Ottawa and Toronto and offers no noise bylaws or operating hour curfews for freight and passenger flights. This full service facility caters to both business and general aviation including fuel, oil, aircraft repairs, weather observation site and charter service. There are approximately 25,000 aircraft movements per year. The day-to-day activity also includes many corporate jets, medical flights, flight school activity and cargo shipments.

However, despite the many advantages there are significant airport infrastructure improvements in progress in order for the Airport to reach its full business potential. In the City's recent report "Business Case for Infrastructure Development at the Peterborough Airport", LPS Avia Consulting recommended that in addition to the City's improvements to the airside industrial area and construction of a new central apron and terminal, the runway should be extended to 7,000 feet and the parallel taxiway should also be extended for operational efficiencies. The City has proposed a \$29 million construction project to accomplish the improvements noted by LPS. The City has recently received confirmation that a substantial portion of the Airport Development Programs will be funded under the Infrastructure Stimulus Fund.

The Airport Development Program is intended to allow the Airport to accommodate larger narrow body aircraft, specifically the Boeing 737 and the Airbus 320 class and as a result, attract (among others) a narrow body MRO (maintenance and repair) operation. It is estimated that the infrastructure upgrade and the attraction of such a facility(s) would generate a minimum of 300 additional jobs and a net present value in GDP of \$151.9 million.

Upon completion of the infrastructure upgrade, the City has recognized that the Airport will be able to attract a broad range of business activity in both the aviation and non-aviation sectors. The attraction of new industry is important in offsetting reductions in regional manufacturing jobs in recent years. Regional economic benefits flowing from any upgrades will in part depend on effective marketing of the Airport as outlined in the LPS business case. This will require a professional marketing plan to proactively promote the planned upgrades, future facilities and to support the attraction of new tenants.

The purpose of this project is to develop a marketing plan and promotional package that will be used to actively promote the Airport and its planned infrastructure improvement. The marketing plan will be strategically based and utilize a portfolio format in order to seek out a diverse and balanced group of businesses to market to. The promotional package will be comprised of various marketing media and utilized by the GPA EDC to attract these potential businesses.

The City of Peterborough has secured the GPA EDC as a partner in this project in order to capitalize on the organization's business development and marketing expertise. However, the City also recognizes that this is a highly specialized undertaking that requires a knowledgeable sector consultant to provide the GPA EDC with detailed industry intelligence. The sector consultant will focus on strategizing the approach and qualifying potential leads. The GPA EDC will use this intelligence to recruit new tenants and develop business opportunities for the Airport.

Partnering organizations will be responsible for in-kind staff resources to liaise with and provide background information to the consultant. The GPA EDC will work with the consultant, be required to follow up with the contacts and use the newly created marketing material once the project is complete.

2.2. The GPA EDC is requesting proposals from qualified consultants in the fields of aviation and airport development or marketing with excellent research and facilitation skills. The purpose of the assignment is four-fold:

A: Preparation of a development mission for the Peterborough Municipal Airport

1. The development mission will include a portfolio breakdown of business types to focus the marketing efforts on. To facilitate this the consultant will work closely with the steering committee, key staff and existing and prospective tenants to ensure that Peterborough offers an attractive and competitive range of advantages.

B: Identification of potential aviation and non-aviation businesses to market to.

1. The potential aviation businesses must include all types identified in the Business Case for Infrastructure Development prepared by LPS AVIA Consulting.
2. All potential businesses must fit the development mission and proposed portfolio of business types.

C: Development of promotional plan, presentation and package.

1. The GPA EDC will act as the lead in the design and production phase of the package. The consultant will supply the GPA EDC's Communication Department with content and work closely with them in order to ensure consistent messaging with their current business attraction pieces.

D: Presentation of opportunities at the Airport to potential businesses.

1. The GPA EDC will utilize the information included in the marketing plan and promotional package to engage prospective businesses identified in Steps A & B along with assistance from the Consultant when applicable.

3. Project Context

3.1. The project will be supported by a steering committee comprising of:

Malcolm Hunt – City of Peterborough
Nancy Hewitt – City of Peterborough
Andy Mitchell – Greater Peterborough Area Economic Development Corporation
Renato Romanin - Greater Peterborough Area Economic Development Corporation

3.2. The project must include consultation with the existing and potential industrial users of the Airport, all relevant regulatory bodies, the Steering Committee, City of Peterborough and the GPA EDC. In addition the successful bidder will be expected to consult with the broader business community through consultation with business organizations such as the Chambers of Commerce, economic development agencies and others, which may be deemed appropriate.

3.3. The GPA EDC and the City of Peterborough will provide support to the Supplier regarding the project.

4. Project Management

The Supplier will report to and be in regular contact with: Andy Mitchell of the GPA EDC

5. Selection of Proponents

By issuing this RFP, the GPA EDC intends to select a Supplier that through the evaluation process of this RFP is found to be the best qualified and most suitable Supplier to provide the services at an economic cost.

5.1. The GPA EDC reserves the right to refuse or deny any proponent and choose not to select any proponent.

6. The Services

6.1. Supplier will attend a briefing session to be held by the steering committee to familiarize themselves with the opportunities presented by the Peterborough Airport infrastructure upgrade.

6.2. Supplier will facilitate the creation of a Development Mission at the Peterborough Airport recruiting participants based on the research conducted.

6.3. Supplier will conduct research on the immediate and potential commercial opportunities for the Peterborough Airport. Identifying a list potential leads to comprise the portfolio of possible tenants utilizing, but not limited to the following activities:

- Identify prospects and navigate through companies to find the decision makers.
- Conduct Internet research on potential customers and create a database housing this information.
- Use networking skills and customer relationship savvy to mine prospects and gather the necessary market data.
- Turn data into sales prospects for the investment team members.
- Utilize strategy and approved techniques to obtain competitive information and conduct prospecting activities.
- Prepare appropriate documentation for the GPA EDC to follow up on leads generated.

- 6.4. Supplier will create a marketing plan based on the Development Mission and Portfolio created in steps 6.2 and 6.3.
- 6.5. Supplier will have input and assist with the design of a promotional package comprised of various media, which will be used to engage prospective tenants. Supplier will work with the GPA EDC's Communication Department in order to ensure consistent messaging with their current business attraction pieces.
- 6.6. Supplier will be available, when applicable, to assist the GPA EDC in their promotion of the Peterborough Municipal Airport to the prospective tenants identified in step 6.3. The promotion will utilize the Development Mission, Marketing Plan and Promotional Package developed by the supplier.
- 6.7. Supplier will provide a written and electronic Marketing Plan (to include the Development Mission and Portfolio) and the Promotional Package including all rights to use or redevelopment for future Airport marketing.

7. Project Schedule

RFP Issue Date	October 20, 2009
Proposal Submission Date	November 6, 2009
Notification of Award	November 20, 2009
Start Date of Consultant	November 23, 2009 (or date negotiated with successful respondent)
Completion Date	February 28, 2010 (or date negotiated with successful respondent)

8. Final Report

Electronic and Six hard copies of each document listed in step 6.7.

9. Budget

The budget for the Supplier is not to exceed \$50,000 (including taxes) to complete the work as outlined above. Proposals with prices in excess of this amount will not be considered for evaluation.