

## RFP – Air Service Marketing Questions & Answers

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)  
No. Companies must be located in the United States of America and registered under the U.S. Federal SAM system.
2. Whether we need to come over there for meetings?  
Yes. An in-person tour and meetings will likely be needed once awarded.
3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
No.
4. Can we submit the proposals via email?  
No. Responses must be submitted in-person or via mail courier/delivery to the Victoria County Judge's Office, 101 N Bridge St, Rm 102, Victoria, TX 77901.
5. Do you have a current relationship with an advertising/marketing agency?  
Yes.
6. If so, how long have they been in place?  
2022, on an as-needed basis for specific events
7. Is this a new contract, that is, the first time it's been issued?  
Yes. This is the first time issuing an RFP for Air Service Marketing.
8. Does VCT have a branding standards manual or a brand image in place?  
Somewhat. The Airport brand/image already exists. However, the goal of this RFP is to concentrate on Airline Service Marketing.
9. What marketing has VCT done in the past and was it successful and why or why not?  
Victoria County has done social media marketing and targeting ads. Yes, it was successful. The airport saw a direct increase in enplanements.
10. Several of the deliverables relate more to ASD consultants as opposed to an ad agency. Are you looking for a marketing firm or an Air Service Development consultant? An ad agency, for example, will be unlikely to have access to ARC data and competitive fare monitoring.  
The Victoria Regional Airport seeks help with marketing the existing services. The ideal company for this task will acquire the deliverables as requested. Victoria Regional Airport may consider collaborating with an ASD consultant to secure necessary ARC data if needed.
11. When will the answer to these questions be distributed and how will they be distributed?  
Questions are responded to directly as received. Additionally, as stated in the notice for proposals, copies of all questions and answers, and any addenda to supplement the RFP, will be published on the County website no later than five days prior to the opening due date.

12. What geographic radius are you wanting to cover? For example, Victoria and Houston or just Victoria.

*Here is a map of the preferred radius or coverage area.*



13. Do you have any current KPI's that you would like to track?

*We currently do not have any KPI's that you would like to track.*