

REQUEST FOR PROPOSAL



GREENVILLE-SPARTANBURG INTERNATIONAL
AIRPORT (GSP) 2102 GSP Drive, Greer, SC 29651



Request for Proposal

For the New Cerulean Aviation Website

About Cerulean Aviation

Located at Greenville-Spartanburg International Airport, Cerulean Aviation delivers highly-personalized ground support service for a premier aviation experience through two divisions: Cerulean General Aviation (FBO) and Cerulean Commercial Aviation. Cerulean General Aviation targets mainly corporate flight departments, charters, and private pilots who need a wide array of personalized service when flying in and out of GSP. Cerulean Commercial Aviation targets passenger and all-cargo airlines (scheduled and charter) and freight forwarders who need aircraft ground handling, fueling, and cargo services. As a whole the Cerulean brand represents these customer values:

- At Cerulean Aviation, we deliver personalized customer service for a premier aviation experience.
- Cerulean Aviation creates an effortless experience from quick-turn service to concierge services.
- Cerulean Aviation offers the best value in the Upstate, while still offering exceptional service.
- Cerulean Aviation is centrally located in the Upstate, making it the Front Door to the Upstate.

Website Project Overview

Cerulean launched its digital presence with a one-page website designed to introduce the brand, show the basic breakdown of divisions, and list the services it provides. Now that the Cerulean brand has been active in the marketplace for several months, we believe it is time to expand the website to further fill out details about our services and provide links to tools our customers will need. This multi-page website, linked to supporting tools, is what this RFP is for.

Partners who deeply understand digital strategy, messaging, and are highly-experienced in designing and producing responsive modern websites are encouraged to submit a proposal. This RFP process is intentionally designed to identify the right partner for this project by evaluating firm qualifications,

experience, and references. A firm will be chosen based on qualification and delivery, not simply on lowest price.

Please plan to attend a mandatory pre-bid meeting on August 17, 2017 at 2 PM at the GSP Airport District Offices located on the 2nd floor of the terminal at 500 Aviation Parkway Greer, SC 29651.

Our Audience

In general our key audiences are represented by or are partners with corporate flight departments, commercial airlines and freight forwarders in both Upstate South Carolina and beyond. More specifically, the audiences break down as follows:

For General Aviation

- Corporate Flight Department Coordinator/Scheduler/Dispatcher (in a small flight department the primary person could be the pilot). They are mainly driven to get their people in/out of an airport as safely and seamlessly as possible (i.e. the logistics). Potential customers will want to know things like: US Customs availability and Aircraft Rescue Firefighter (ARFF) response capabilities. In addition, potential customers will also want to know general hours of operations, contract fuel prices and other costs associated with the delivery of services.
- Aircraft Owners
- Private Pilots
- Timeshare Pilots (e.g. NetJets)

For Commercial Aviation

- Charter Airlines (e.g. USA Jet, Miami Air)
- Scheduled Airlines (e.g. Air Canada, Jet Blue)
- Freight Forwarders (e.g. DHL, Kuehne + Nagel)
- Aircraft Brokers (e.g. Private Jet Services, VIP Services)

Website Objectives

The finished product should accomplish the following:

Primarily: As a brand new company, our top priority is to inform potential and current customers on who we are and what we do. We want to provide them with the tools necessary to submit their service requirements on line and receive from us in return a preliminary quote.

Secondary: The site should also contain a staff directory so that customers can easily find and contact the right people to get their questions answered as efficiently as possible.

Phase 1 Content & Functionality Requirements

The Cerulean Aviation website will have two parts, one for each of the two divisions: General Aviation and Commercial Aviation. Listed below are the specific requirements that each area should include.

Incorporate the Cerulean brand elements into the site. Each division has its own brand identity with specific brand guidelines which will be provided to the winning bidder at the appropriate time.

• *For Cerulean General Aviation ("GA") or (FBO)*

- A way to convey how Cerulean's service benefits the different audiences (primarily corporate flight departments, then secondarily Charter operators, and then Private aircraft owners).
Customer convenience needs to be highlighted as "time is money."
- A way to convey how the Cerulean and GSP Airport facilities benefit the different audiences - CAT3BILS approach, US Customs capabilities, inclement weather capabilities, runway length, local tower Airport and FBO operational staff are available 24/7.
- A place to highlight our affiliations - CAA (Corporate Aviation Association - only for corporate operators) and Air Elite (we're members of both). We are the only CAA FBO in the Upstate and the only Air Elite affiliated partner in SC.
- A page listing the General Aviation services with short descriptions of each.
- A link to/Integrate with FlightBridge® - Cerulean uses FlightBridge to facilitate reservation of rooms, rental cars, etc. through this affiliate form: <https://www.flightbridge.com/go/cerulean> This removes the need for GSP to have a separate scheduling system. Customers will use FlightBridge exclusively for setting up a reservation and paying for it (the pilot generally takes

care of the services via credit card). Our POS software automatically generates this invoice to them and emails it to them.

- A section for case studies or photos/testimonials/logos (i.e. here are the groups we've served and call to action to "share your experience with us" with a rate our service tool).
- An easy link for pilots to file flight plans. Most pilots use <http://fltplan.com> to do their flight plans. Having it on the site gives easy, one-location access to do it. Here is a direct link to Cerulean's page:

<http://www.fltplan.com/AwMainSearchToAirportID.exe?CRN10=1&CARRYUNAME=PILOT&MODE=search&AIRPORTSEL=KGSP&SIZEFLAG=BIG>

- Once the new hanger is built we want to advertise the hangar and office space available for lease.
- *Reference:* <https://www.atlanticaviation.com>

- ***For Cerulean Commercial Aviation ("CA") - passenger airlines, cargo, and fuel***

- We service passenger and cargo airlines, aircraft brokers and freight forwarders. Each has specific contacts and services offered and the address and people who can help a customer with these services (where to send check, map of where to go, etc.). These need to be clearly seen on the site and easy for customers to locate. We also need to show matching services and equipment as it relates to each audience. The main call to action for all 3 will center around a "Request for Service" web form that directs the inquiry based on their answer to the right Cerulean contact. Not every question will be required but providing additional detail would be more helpful to the Cerulean team to accurately quote.

These are the services we provide:

- 1. Passenger Services**

- We provide ground support services for private and public passenger charters. The customer may be a passenger airline or an aircraft broker servicing a sports team, a casino or a corporate incentives trip.

- These customers are typically coming to the area already and need to know what services/capabilities we provide and the associated costs so they can find someone to handle their ground services.
- We want them to be able to get a quote and/or services online. Allowing the selection of a la carte options (aircraft interior cleaning, lavatory service, international trash, food service, etc.) would be helpful. This form for requesting ground handling support relays the message to the right staff member and asks the dates, aircraft, what equipment is needed, who is the trucking company to pick up the cargo, where does the trucking company go, etc. A follow-up automated email could include additional questions they could reply to and provide more information for a detailed quote.

2. **Cargo services**

- We provide ground support solutions for scheduled and charter all-cargo airlines as well as warehouse services. The customer may be an all-cargo airline, an aircraft broker, a freight forwarder or a trucking company.
- These customers need to know what services/capabilities (ex. Equipment we offer) we provide and the associated costs. We want all-cargo airlines and brokers to be able to request a quote and/or services online.
- Ultimately by phase 2 we'd like the freight forwarder or trucker to be able to check the status of their shipment and find out the cost of the services ((.e. standard import service fee, additional storage fees, etc.) and pay for them online (via a third party service).

3. **Fuel services**

- We provide aircraft refueling services for scheduled and charter airlines. These customers need to know what services/capabilities we provide and what the costs would be.

- They also need to know how to place a fuel order. Customers send us a daily fuel release, which is permission from the fuel owner to pump fuel on that customers behalf, so we need to direct customers to the right contact.

Phase 2 Functionality Wish List

Primary goal: Automate services done by humans to create efficiency and cost savings in the commercial aviation services division.

- *For cargo services:*

- Create an online feature for trucking companies to be able to pay their service fees online (the \$40 import service flat fee and the ability to enter in the master airway bill to find out their storage fees - based on the weight and number of days). Once paid the order receipt gets emailed to them.
- We would like a way to integrate with our CargoSpot software for storage fee lookup. CargoSpot knows our rate per day and price per kilo. The integration would need to create an invoice, mark it paid, and send a receipt.
- Create a secure online repository for tracking cargo charter requests.

- *For fueling services:*

- We would like to accept fuel releases online. We get fuel releases from the airlines which is permission from the fuel supplier to pump gas on that customers behalf (Aircraft Operators send releases every day for fuel services manually by email now into a general email account, checked by everyone). The goal is create a repository where releases can be accessed, marked completed, and retained for future reference.

- *For aircraft ground handling services:*

- We would like our charter customers to be able to submit ground handling requests online. They would make entries on a fillable form. A notification system would be established to alert staff of the request. The request would be updateable. Staff would be able to correspond to

customer via the portal to cut down on e-mail inbox load. A repository would archive the requests.

Budget Details

Budget: Cerulean does have a fixed yearly budget for its operations out of which this project will be expensed. We understand that the final price for our site will be based upon number of pages and a final list of functionality items that we determine after a set of initial meetings with you which will happen once we choose a final partner. At this stage, please simply provide an *estimated range of cost* based on the required list of Phase 1 functionality above. Please also describe your firm's capability to provide the items in Phase 2 along with a price estimate. We accept that your experience and capabilities may only extend to Phase 1 and that your engaging a contractor to provide Phase 2 may be necessary.

Payment schedule: Cerulean will pay in installments that correspond with delivery milestones.

RFP Proposal Response Requirements

While the particular format of your RFP response can fit your own brand, your proposal should include the following elements in this order within 8 pages or less:

1. Firm profile and background: length of time in business, team size, and list of core capabilities.
2. Do you outsource any of the services you will offer to us (including Phase 2 wish list)? Do you use outside content management software or connectors or do you build your own.
3. 3 site references for similar projects in scope and budget. Please include the link to the website as well as each reference contact's name, title, email address, and direct phone number.
4. Do you offer a discovery process and if so, what steps does that include?
5. A clear outline of your website design and development process
6. Your system for content management
7. How do you approach optimizing sites for mobile/tablet users?
8. Your services for website support & hosting

9. Other value-added services that you think we may need.
10. An *estimated* price range and website completion timeframe
11. Describe your process for maintenance & updates (ongoing/tweaks)

Project Timeline

We will follow the following process in receiving RFP responses and determining a finalist:

1. The RFP will post to the GSP website on August 3, 2017.
2. Those interested in responding to this RFP are required to attend a mandatory pre-bid meeting on August 17, 2017 at 2 PM at the GSP Airport District Offices located on the 2nd floor of the terminal at 500 Aviation Parkway, Greer, SC 29651.
3. RFP's will be received until August 31, 2017 at 11 AM via mail at 2000 GSP Drive, Suite 1, Greer, SC 29651 or in person to Rosylin Weston at the GSP Airport District Offices located at 500 Aviation Parkway, Greer, SC 29651. Any RFP response documents received after the stated time or at a location other than the one listed above will not be considered.
4. Should your firm be selected as the finalist, we will alert you by phone on or before September 8, 2017.
5. We plan to commence on this project no later than September 15, 2017.
6. Cerulean would like to launch the new website by December 29, 2017.

Privacy

All information found in this RFP is confidential and shall not be communicated to any third party without permission from Cerulean. We also respect that the RFP response you provide will contain ideas and recommendations that are the result of your own creativity. Each potential partner's RFP will be kept confidential and will not be shared with any other firm. We also respect the value of your ideas in that we will not use ideas we gleaned from your unique RFP response with a different firm.

Questions for Cerulean

We understand that personally meeting with us would be your best source of answers and that you would like to establish a personal relationship with us at the start of this process. You can understand, however, that meeting with each potential partner who wishes to be considered is not possible due to time constraints of our people who are actively working in the business. This RFP process is designed to be fair and allow each partner an equal response. By providing a comprehensive RFP, we believe this adequately covers the essential questions you might have and allows us to make a decision based on the key factors we value. **Remember that we are making the decision based on firm capabilities and experience. A final scope of work or sitemap outline is not needed quite yet.**

Point of contact: Please direct any specific questions about this project to Nathan Garner at NGarner@gspairport.com. We will do our best to respond within 48hrs of your request.

"Our promise as the leadership of the GSP Airport District is to make sure that Cerulean Aviation will strive every day to become synonymous with a rich aviation experience."

- Dave Edwards Jr., President & CEO of GSP International Airport