

**Mammoth Lakes Tourism Request for Qualifications (RFQ)
Eastern Sierra Air Service Strategic Plan**

Date Issued: May 25, 2017

Response Due Date: June 30, 2017

Send Proposals to:

Mammoth Lakes Tourism
John Urdi - Executive Director
PO Box 48
Mammoth Lakes, California 93546-0048

Questions may be directed to John Urdi at 760-934-2712 ext. 1259 or by email at jurdi@visitmammoth.com

Mammoth Lakes Tourism

Mammoth Lakes Tourism (MLT) is a 501c(6) entity under contract with the Town of Mammoth Lakes (Town) to provide marketing and sales promotion outreach. MLT is also responsible for coordinating air service and funding subsidies for that air service in conjunction with other partners including the Town of Mammoth Lakes, Mammoth Mountain Ski Area (MMSA) and Mono County.

Situation Analysis

Mammoth Lakes California is home to world class skiing and riding at Mammoth Mountain (third most visited ski resort in the United States) as well as being the eastern gateway to Yosemite National Park. Each year more than 1.6 million visitors choose Mammoth Lakes as a vacation destination. While the majority of the visitors are via automobiles, year-round commercial air service has been in place since 2009. Mammoth Yosemite Airport (MMH) is located just 10 miles southeast of the Town of Mammoth Lakes and sits at an elevation of 7,100 feet above sea level. Current carriers include Alaska Airlines (LAX year-round and SAN Winter only on the Q400), United Airlines (SFO winter only on the CRJ-700) and new this season, scheduled charter service with JetSuiteX from Burbank, CA on a modified 30 seat E135). Mammoth Yosemite Airport has seen enplanements fluctuate from between 23,000-30,000 annually since bringing back commercial service in 2009. Summer tends to be fairly consistent, while winter fluctuates depending upon snowfall and a variety of other factors. Reliability of air service in winter has been a constant challenge with high cancellation rates due to volatile weather conditions. We are looking for a strategic plan to help us provide consistent and reliable air service. The Town is engaged in preliminary discussions with Inyo County, the operators of Bishop Airport (BIH) in Bishop, California, regarding the potential of working together to enhance our potential to provide reliable regional air service.

Project Overview:

Mammoth Lakes Tourism is in need of a 5-10 year strategic plan regarding reliable, sustainable and successful air service for our region of the Eastern Sierra of California. This includes information related to available and possible future aircraft types, potential markets served, appropriate funding

mechanisms, marketing efforts and other requirements needed to provide reliable and consistent air service. The communities' current goal is to grow air service by increasing the amount of destination visitors who have a tendency to book earlier and stay longer (not just weekends), while at the same time offering a service for our local businesses. Concerns from the community are that we will not be able to effectively grow the service if we do not improve reliability. In addition, the community would like to see non-stop service from points east of MMH and have the opportunity to use larger aircraft.

Qualifications:

Preference will be given to firms that possess the following professional qualifications.

Airport Physical Plant Characteristics:

Applicants must demonstrate a clear understanding of environmental, physical and operational characteristics of a high altitude airport terminal facility servicing a destination resort area. This includes consideration for appropriate aircraft types, air temperatures, altitude, weather conditions and seasonality of service needs.

Airline Service Routes and Scheduling:

Applicants must have experience with airline service scheduling, selection criteria of markets served and appropriate minimum revenue guarantees.

Design Aircraft:

Applicants must demonstrate the ability to provide detailed data and recommendations regarding appropriate aircraft equipment for the conditions at MMH. This includes current and historical data related to performance in the described environment and industry plans and projections related to possible future aircraft that could serve this market.

Understanding of Economic Impacts both Present and Future: In order to determine the value of air service to our destination it is important to be able to show the economic impacts of current air travel to the region, as well as future potential.

Marketing and Sales strategies of service plan:

An understanding and ability to tie a Marketing and sales plan to the recommended service strategy that will fill the seats.

Submission Requirements:

All submissions must include the following information for consideration:

1. Description and Qualifications: Provide contact information including applicable qualifications, indicating relevant background and work experience. Include information on your ability to comply with all of the listed items, and any other relevant documentation.
2. Work Samples: Include a minimum of three but not more than five work samples for consideration. Hard copy, electronic copy, or links to work posted on line is acceptable. Samples will not be returned.

3. References: Provide at least three client relevant references.
4. Cost Information: Provide pricing and fee schedule information to accommodate scope of work listed above.
5. DUNS #: The DUNS number identifies an agency as registered to conduct business with government agencies using federal funds. (note: a DUNS # is not required)

Submission Deadline:

Responses to this Request for Proposals must be received no later than June 30, 2017 by 4:00 p.m. RFP's may be mailed or delivered directly to the Mammoth Lakes Tourism offices.

Please submit three (3) hard copies to: John Urdi – Executive Director – Mammoth Lakes Tourism at P.O. Box 48 - 2520 Main Street, Mammoth Lakes, California 93546-0048 (jurdi@visitmammoth.com)

Selection Process:

Statement responses will be evaluated by a panel of the Mammoth Lakes Tourism board members and staff. The panel will rank the responses based upon the following:

1. Best understanding of services needed by Mammoth Lakes Tourism
2. Experience providing similar strategic air service plans
3. Quality of sample work
4. Ability to provide the required scope of services; and
5. Positive references (minimum two) and background check

The most qualified vendor will be notified that they have been selected for development of the 5-10 year strategic air service plan no later than July 21, 2017.

Questions

Questions related to this RFP should be directed to John Urdi, Executive Director at Mammoth Lakes Tourism at 760-934-2712 ext. 1259 or jurdi@visitmammoth.com

Solicitation Disclaimer

This request is not a commitment or contract of any kind. Mammoth Lakes Tourism reserves the right to pursue any and/or all ideas generated by this request. Costs for developing the statements are entirely the responsibility of the applicants and shall not be reimbursed. Mammoth Lakes Tourism has the right to reject any or all of the proposals received as a result of this request. Solicitation of statements in no way obligates Mammoth Lakes Tourism to contract with any company or individual.

Prompt Payment

Mammoth Lakes Tourism requires contractors and subcontractors to be timely paid as set forth in Section 7108.5 of the California Business and Professions Code concerning prompt payment to subcontractors. The 10-days are applicable unless a longer period is agreed to in writing. Any delay or postponement of payment over 30 days may take place only for good cause and with the agency's prior written approval. Any violation of Section 7108.5 shall subject the violating contractor or subcontractor to the penalties, sanctions, and other remedies of that Section. This requirement shall not be construed to limit or impair any contractual, administrative, or judicial remedies, otherwise available to the contractor or subcontractor in the event of a dispute involving late payment or nonpayment by the contractor, deficient subcontractor performance, and/or noncompliance by a subcontractor.

**Attachment A
Statement of Interest**

Firm Name:

Contact:

Address: Web

Site: Office

Phone: Fax:

Email:

Check either yes or no for each statement

Yes

No

Does your firm have experience in providing services in the following areas?		
Airport operations at high altitude and in mountainous terrain		
Extensive airline industry knowledge and relationships		
Route and air service market evaluation		
Understanding of suitable aircraft types for various geographic locations		
Complete understanding of part 139 requirements and costs associated		
Development of economic impact studies and demand models		

The firm listed above can offer *additional services*:

By signing below you acknowledge and agree to provide the required services, and comply with all the terms and conditions listed in this RFQ

Name & Title of Authorizing Official:

Signature:

Date: