Request for Proposal (RFP) Gulf Shores International Airport
Social Media, Website, & Marketing Services

RFP Issuance Date: 9/11/2025
Deadline for Proposal Submission: 9/19/2025
Contract Execution: 9/23/2025

Objective

Airport Authority of the City of Gulf Shores is inviting qualified companies to submit a proposal to provide social media management & marketing services. The purpose of this RFP is to select a vendor who can effectively manage and enhance our social media presence, maintain and update our website, engage with our target audience, and increase brand awareness.

About Gulf Shores International Airport

Gulf Shores International Airport sits on 838 acres just three miles from Alabama's soft, white sugar-sand beaches, serving as the premiere gateway to the communities of Gulf Shores and Orange Beach. On May 21, 2025, the airport made history with its first scheduled airline flight on Allegiant. This service launched with nonstop routes to nine markets: Nashville, TN (BNA), Kansas City (MCI), Belleville (BLV), Northwest Arkansas (XNA), Houston (HOU), Knoxville (TYS), Cincinnati (CVG), Appleton (ATW), and Des Moines (DSM). The airport serves over 100,000 aircraft operations and is the 2nd busiest in the state of Alabama. The airport anticipates handling over 120,000 passenger through its new terminal per year.

In addition to its growing commercial schedule, Gulf Shores International supports a full spectrum of aviation needs, including general aviation, military operations, flight instruction, medical transport, law enforcement missions, and aircraft services. Through safe, efficient, and customer-focused operations, the airport drives economic growth, tourism, and connectivity to Coastal Alabama.

Scope of Work & Requirements:

1. **Content Creation and Management:**
   i) Develop engaging and visually appealing content for social media platforms including latest news posts, holidays, events, images, videos, and articles;
   ii) Develop a schedule of social media posts to ensure consistent posting frequency.
   iii) Set up and monitor airport accounts for Facebook, Instagram, LinkedIn, and TikTok and create, publish, and monitor content for each platform
   iv) Content will be innovative and reflective of current trends and pop culture.
   v) Example social media accounts to model: Springfield Airport (SGF), Orlando International Airport (MCO).

2. **Community Management:**
   i) Engage with our social media followers and respond to inquiries, comments, and reviews in a timely and professional manner;
   ii) Monitor and track social media conversations related to our brand; and
   iii) Provide support during live events, campaigns, and service offerings.

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3. **Performance Monitoring and Reporting:**
   i) Monitor key social media metrics (e.g., reach, engagement, conversions) regularly; and
   ii) Provide regular reports on social media performance, including recommendations for improvement.

4. **Website updates and publishing**
   i) Firm will be responsible for keeping airport website current (accurate route maps, images, stories, etc.).
   ii) Update website to reflect current business opportunities, meeting minutes & agendas
5. Marketing Services
   i) Firm will be responsible for implementing the marketing plan of the airport with inputs

6. **Location requirement:**
   i) Suitable firm **must** be in or close proximity to the Gulf Shores & Orange Beach communities and have ability to travel to the airport terminal, FBO, and other parts of the facility to gather video, photos, and interviews for social media postings. Individual gathering content will be required to pass ten-year Criminal History Records Check for an airport badge

Proposal Submission Guidelines

Interested parties should submit a proposal that includes the following information:
- Business overview with a description of relevant experience in social media management
- Proposed social media strategy and approach
- A list of tools, platforms, or software that will be used for social media management, scheduling, performance tracking, and communication with the LTWLA team.
- A description of the process the proposer will use to coordinate with LTWLA staff to obtain approvals for social media posts, ensuring all content meets organizational standards and deadlines.
- Team qualifications and experience
- Proposed timeline and project milestones
- Pricing and payment terms
- Attached Proof of Concept and Executive Summary provide framework

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Proposal Evaluation Criteria:
Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in social media management
- Strong content creation and management capabilities
- Excellent community management and customer service skills
- Proven ability to coordinate approvals and meet deadlines
- Competitive pricing and value for money

Timeline:
RFP Issuance: September 11, 2024
Deadline for Proposal Submission: September 19, 2024
Vendor Selection and Contract Negotiation: September 23rd Airport Board Meeting

 Budget: Current FY 2026 budget for this service is $30,000 (any media buy & paid content is additional   to this amount)

Bids will be selected on the following criteria:
 1) lowest price that meets or exceeds all the mandatory requirements of providing the service.

The Authority shall not be obligated to accept the lowest priced bid. An award, if made, will be to the vendor who has the lowest price that meets all of the mandatory requirements. The Authority anticipates awarding a contract to one provider as a result of this RFP. The contract term will be for a period of at most two (2) years. While the Authority intends to enter into an agreement for these services, it will not be bound to do so. The Authority reserves the right to reject any or all proposals. The County shall be the sole judge of the successful offers hereunder.

Proposal CONTENT: Proposals should contain the following information (in this order).

- Cover letter – A cover letter, which shall be considered an integral part of response, shall be signed by an individual(s) who is/are authorized to bind offer or contractually. The signature(s) must indicate the classification or position that the individual(s) hold(s).
- Company profile/experience – Provide a brief company profile. Information provided shall include.
- Name, address, and telephone number of the firm's point of contact for a contract resulting from this RFP.
- Company background / history and why Bidder is qualified to provide the services described in this RFP.
- Length of time Bidder has been providing services described in the RFP.

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- Compensation – The bid must contain the all fees inclusive for providing the services in the aforementioned scope of services. Fee will be for all inclusive, annualized basis of services. Billing frequency may be negotiated

Completion of the bid and/or above does not guarantee that you will be awarded a contract by the County. Bids must be emailed in .pdf format to Jesse Fosnaugh (jfosnaugh@flyjka.com) no later than September 19, 2025 at 5:00 PM.

Proof of Concept: Gulf Shores International Airport

Social Media Monitoring & Responding + Website Hosting & Management

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1. Objectives

- **Enhance GUF's digital presence** by ensuring consistent, responsive, and professional communication with travelers, media, and stakeholders.
- **Build trust and engagement** with passengers and the community through timely social media interactions.
- **Ensure reliability and scalability** of the airport's website to support flight service announcements, traveler information, and stakeholder updates.

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2. Social Media Monitoring & Responding

Proposed Approach

- **Daily Monitoring**:
    - Monitor all GUF social channels (Facebook, Instagram, X/Twitter, LinkedIn, TikTok) at least 3x/day during operational hours.
    - Use social listening tools (Sprout Social, Hootsuite, or Meltwater) to track mentions, hashtags, sentiment, and competitor chatter.
- **Response Framework**:
    - Develop a **tiered response protocol**:
        - *Tier 1*: General questions (parking, flights, hours) – handled within 2 hours.
        - *Tier 2*: Service complaints or escalations – acknowledged within 1 hour, routed to airport operations or Allegiant as appropriate.
        - *Tier 3*: Crisis communication (weather delays, safety issues) – pre-approved messaging template activated within 15 minutes.
- **Content Engagement**:
    - Like, share, and engage with positive community content to amplify GUF's reputation.
    - Highlight passenger stories, behind-the-scenes airport operations, and Allegiant flight launches.

Deliverables

- Monthly **Social Media Insights Report** (engagement, sentiment, reach, response time).
- **Crisis Communication Playbook** with predefined responses.
- Quarterly **Content Calendar** with proactive messaging themes.

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3. Website Hosting & Management

Proposed Approach

- **Hosting Environment**:
  - Cloud-based hosting (AWS, Azure, or equivalent) with **99.9% uptime SLA**.
  - Redundancy with automated failover and daily off-site backups.
  - SSL security and ADA accessibility compliance.
- **Content Management**:
  - Website built and managed on **WordPress CMS** for scalability and ease of updates.
  - Routine updates: flight information, news releases, partner links (Allegiant, TSA, FAA updates).
  - SEO optimization for search visibility (keywords: Gulf Shores flights, Alabama airport, Allegiant Gulf Shores, etc.).
- **User Experience Enhancements**:
  - **Traveler Dashboard**: real-time flight info integration (via Allegiant API or third-party flight tracker).
  - **Crisis Alert Bar**: homepage banner for urgent updates (weather delays, closures).
  - Mobile-first responsive design.

Deliverables

- **Quarterly Website Performance Report**: uptime, load speed, SEO ranking, user analytics.
- **CMS Training Toolkit** for internal airport staff to make minor updates.
- **Content Update SLA**: routine updates within 24 hours; urgent updates within 2 hours.

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4. Proof of Concept Deliverables (Phase 1 Pilot)

Timeline: 90 Days

1. **Week 1–2**:
   - Launch GUF social listening dashboard.
   - Implement website hosting migration and security audit.
2. **Week 3–6**:
   - Begin daily monitoring + live response testing.

o   Publish a flight information microsite (lightweight version of GUF site).
3. **Week 7–10**:
    o   Conduct mock crisis response drill (social + web).
    o   Optimize website SEO and add real-time alert bar.
4. **Week 11–12**:
    o   Deliver insights report and stakeholder presentation.
    o   Adjust protocols for long-term rollout.

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5. Success Metrics

- **Social Media**: 95% response rate within 2 hours, positive sentiment increase by 10% in 3 months.
- **Website**: 99.9% uptime, page load under 2.5s, 15% increase in organic search visibility.
- **Operational**: documented escalation path, reduced misinformation during service disruptions.

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6. Future Expansion

- Integration of **chatbot/live chat** on website.
- Expanded **social care team** for 24/7 coverage during peak travel.
- Enhanced **traveler data dashboards** for board and community reporting.

Executive Summary: Proof of Concept

Gulf Shores International Airport

Social Media Monitoring & Responding + Website Hosting & Management

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Purpose

This proof of concept outlines how Gulf Shores International Airport (GUF) can strengthen its digital presence through proactive social media engagement and reliable website hosting/management. The goal is to build traveler trust, ensure timely communication, and position GUF as a modern, connected airport.

Social Media Monitoring & Responding

- **Daily Monitoring** of GUF channels using social listening tools (mentions, hashtags, sentiment).
- **Response Framework**:
  - General inquiries → within 2 hours
  - Escalations → within 1 hour
  - Crisis messaging → within 15 minutes
- **Engagement**: amplify community stories, highlight flight service, and showcase GUF's role in the region.
- **Deliverables**: monthly insights report, quarterly content calendar, crisis playbook.

Website Hosting & Management

- **Hosting**: cloud-based, secure, with 99.9% uptime, redundancy, daily backups.
- **Management**: WordPress CMS for easy updates, SEO optimization, ADA compliance.
- **Enhancements**: real-time flight info integration, mobile-first design, homepage crisis alert bar.
- **Deliverables**: quarterly performance reports, CMS staff toolkit, 24-hour SLA for updates (2 hours for urgent alerts).

Pilot Proof of Concept (90 Days)

1. Launch social listening dashboard + migrate hosting (Weeks 1–2)
2. Begin monitoring/responding + flight info microsite (Weeks 3–6)
3. Mock crisis drill + SEO optimization (Weeks 7–10)
4. Deliver insights report + protocol refinements (Weeks 11–12)

Success Metrics

- **Social Media**: 95% response rate within 2 hours, 10% increase in positive sentiment
- **Website**: 99.9% uptime, load speed < 2.5s, +15% organic search visibility
- **Operations**: documented escalation path, reduced misinformation during disruptions

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Future Expansion

- Live chat/chatbot integration
- 24/7 social media coverage
- Traveler data dashboards for leadership