

Outreach Efforts

- Several informational sessions conducted prior to RFP
- Information packages developed to announce the upcoming concessions opportunities, schedules, key contacts and certification procedures
- Community outreach
- Database of interested businesses from previous and continuing outreach efforts established.
 - ➤ Businesses that expressed interest in MDAD concessions programs and/or attended Industry Meetings





Outreach - Efforts

- Workshops
 - ➤ Local banking community
 - > Small Business Administration
 - ➤ Insurance representative
- Previous meetings were conducted to update bankers/lenders about business terms and likely capital requirements
 - > Small businesses require access to capital to be successful
- Information packages were distributed among key minority organizations





MDAD Request for Proposals



- Formal solicitation process
- Required by County
- Objective is to identify the most appropriate concepts for the MIA traveler
- Concepts with broad consumer appeal





Should I Propose?

- The only resources you need to write a winning proposal are:
 - ➤ Time,
 - ➤ Talent, and
 - **Energy**
- If you win, do you have systems in place to operate multiple locations (off and on-airport)?



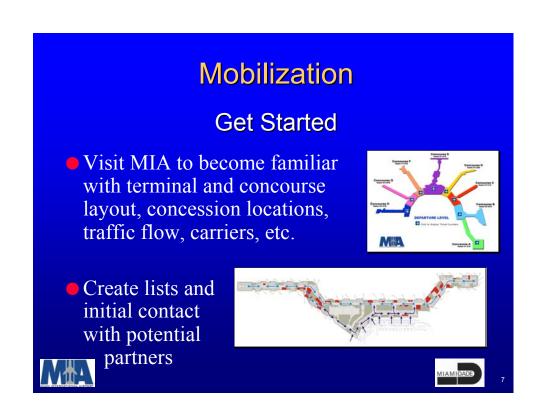


Your Opportunity

- Opportunity to market concept/ideas
- Create a strategy
 - > Evaluate chances for success (risk vs. reward)
 - > Evaluate likely competition







Mobilization

Hold Internal Kick Off Meeting



- Packaging
- Schedule
- Strategy/team or partners
- Unique Sales Position ("USP")
- Progress and Problems







RFP Response Hints and Suggestions



Read it once, then read it again, and again





RFP Response Hints and Suggestions



- Take careful note of:
 - Pre-proposal conference date/time
 - **>** Questions
 - ➤ DBE requirements/certification
 - ➤ Proposal due date and time







- Take careful note of (continued):
 - ➤ Number of copies
 - ➤ Any page limits (none for MDAD)
 - Any font size requirements
 - Packaging (technical/financial)
 - Delivery instructions







RFP Response Hints and Suggestions

- Several readings necessary for understanding of requirements
- Critical information may be in multiple sections
- Place RFP in 3-ring binder for easy use as a reference document
- Create notes at edge of pages for easy reference
- Create a schedule and stick to it. Work backwards





Questions about RFP

- Attend Pre-Proposal conference
- Identify written question due date
- Responses to questions distributed to all
- Word questions carefully to ensure information on pricing/strategy not given away
- Verbal information is not binding





Proposal Outline

- Need a well-organized, easy to read document that clearly delivers your message
- Follow submittal requirements
- Use requirements to form outline
- Prepare annotated outline
- Estimate number of pages to be written, person responsible
- Note evaluation points for focus





Finishing Touches

Cross check submittal requirements



Spell-check all sections



Gather appendix materials



Prepare table of contents



Prepare transmittal letter



Prepare section tabs/dividers



Prepare financial proposal



Create financial proforma for each unit

