

REQUEST FOR QUALIFICATIONS

Marketing and Advertising Services

Eastern Oregon Regional Airport, Pendleton UAS Range & Pendleton Economic Development

PURPOSE OF REQUEST FOR QUALIFICATIONS

The City of Pendleton (City) is issuing this Request for Qualifications (RFQ) to solicit Statements of Qualifications (SOQ) from qualified marketing and advertising firms. The selected firm(s) will provide professional marketing, advertising, and publicity services for the Eastern Oregon Regional Airport (EORA), Pendleton UAS Range (PUR) & Pendleton Economic Development (PED).

The City seeks an experienced team capable of supporting three distinct but complementary brands: a regional commercial airport, a nationally recognized unmanned aircraft systems test range, and the economic development department. Firms should demonstrate the ability to deliver strategic, results-driven marketing while adapting messaging, channels, and tactics to different audiences and objectives.

This is a qualifications-based selection. Firms are not expected to provide a full campaign plan at this stage; however, respondents must provide a high-level approach and budget estimate aligned to the scope described below.

PROJECT OVERVIEW

Eastern Oregon Regional Airport, Pendleton UAS Range and Pendleton Economic Development are each owned and operated by the City of Pendleton. The three departments play critical roles in economic development, aviation services, and industry growth in Pendleton and the surrounding region.

The City is seeking a dedicated marketing partner to support brand awareness, lead generation, public engagement, and measurable performance outcomes for each entity.

The selected firm(s) will work closely with City staff to plan and execute marketing efforts while maintaining brand clarity between EORA, PUR and PED.

PROJECT AND CONTRACT SCOPE

The selected firm(s) will provide professional marketing and advertising services, including strategy development, execution, and reporting. Services may include, but are not limited to, the following:

EORA Scope (Airport): Airport marketing should focus primarily on attracting new tenants to lease available buildings and office space, and develop bare ground with an occasional need to supplement marketing of commercial air service. Airport assets/attractions include a Class D towered Airport with two runways, three round-trips daily from PDX (SkyWest Charter), Airport

Terminal with restaurant, Airport hotel with restaurant, Airport Industrial Park, UAS Industrial Park, and 20 miles of mountain biking trails. Air service, hotel and restaurants are all privately owned and responsible for their own marketing; however, cross-promotional marketing opportunities may arise on occasion.

- Social media strategy, management, and reporting
- Content creation
- Graphic design services
- Paid advertising strategy, management, and reporting
- Website content updates and search engine optimization (SEO) support
- Return on investment (ROI) and performance analytics reporting

PUR Scope (UAS Range): UAS test range marketing has two primary focuses: increasing brand awareness and driving qualified leads for testing of UAS technology and leasing of facilities and bare ground. Range assets/attractions include 16-UAS test pads; 160-acre UAS industrial park; UAS equipment (i.e. mobile command centers and trailers); remote launch and recovery sites; 10 hangars bays; and the high bay floor of the historic WWII B-17 Hangar.

- Social media strategy, management, and reporting
- Email marketing strategy, management, and reporting
- Paid advertising strategy, management, and reporting
- Public relations support (as needed)
- Website content updates and search engine optimization (SEO) support
- Content creation and graphic design services
- ROI and performance analytics reporting

PED Scope (Economic Development): Economic Development marketing has four primary focuses: business attraction and expansion; workforce recruitment and development; housing development; and marketing of available commercial, industrial, and residential development opportunities within the City. City assets/attractions include for-sale and for-lease industrial ground; historic Main Street; four large event venues; several museums; several tourist attractions; and part of the Oregon Trail. Ideal outcome builds upon the already strong Pendleton brand to showcase the City a place where people would want to work, play and raise a family.

- Social media strategy, management, and reporting
- Email marketing strategy, management, and reporting
- Paid advertising strategy, management, and reporting
- Public relations support (as needed)
- Website content updates and search engine optimization (SEO) support
- Content creation and graphic design services
- ROI and performance analytics reporting

EORA, PUR and PED must be supported as three complementary but distinct brands, including separate messaging and performance reporting by entity.

Website support is expected to include routine content updates and SEO improvements. Major redesigns, rebuilds, hosting, and advance development work will be scoped and approved before implementation.

BUDGET

Respondents must propose a budget not to exceed \$85,000 for the initial contract term, allocated as 60% for PUR and 25% for EORA and 15% for PED. Respondents must clearly describe what services are included within the proposed budget.

Respondents must specify whether paid media spend and third-party costs (printing, photography/video, advertising, software/tools, etc.) are included within the \$85,000 cap or proposed separately.

STATEMENT OF QUALIFICATIONS (SOQ) REQUIREMENTS & CRITERIA

To be considered, respondents must submit a complete SOQ that includes the following components:

- **Firm Description (10%)**
 - o Overview of the firm, including size, structure, and areas of expertise
 - o Key personnel who would be assigned to this project
- **Relevant Experience and Portfolio (30%)**
 - o Demonstrated experience providing marketing and advertising services for similar clients or industries
 - o 3-5 relevant work examples with results where available (links acceptable)
- **Proposed Approach for EORA, PUR & PED (30%)**
 - o High-level marketing approach to supporting three distinct brands
 - o Understanding of the unique needs and audiences for EORA, PUR & PED
 - o Description of how services will be delivered, managed, and measured
- **Cost Estimate and Budget (30%)**
 - o Proposed budget not to exceed **\$85,000**
 - o Budget allocation of **60% for PUR; 25% for EORA & 15% for PED**
 - o Clear description of services included within the proposed budget
 - o Clarification on paid media and pass-through costs

The City reserves the right to interview selected firms, request additional information, or negotiate scope and fees prior to final selection.

ANTICIPATED CONTRACT TERM AND GENERAL TERMS

The City anticipates entering into a professional services agreement with the selected firm(s). Scope, deliverables, and contract terms will be finalized through negotiations following selection. Contract term will be one (1) year, with one (1) year option to renew.

The final agreement will include standard City provisions, which may include termination for convenience with written notice. All final deliverables and paid work product created under the agreement will be owned by the City, unless otherwise negotiated in writing.

Respondents should assume SOQs may be subject to disclosure under Oregon Public Records Law. Firms should clearly identify any proprietary information they believe is exempt from disclosure.

QUESTIONS & SUBMISSION GUIDELINES

All questions, interpretations, or requests for clarification regarding this RFQ must be submitted in writing to:

Steve Chrisman

Economic Development & Airport Director
Eastern Oregon Regional Airport
2016 Airport Road
Pendleton, OR 97801
Email: steve.chrisman@pendletonor.gov

Procurement Schedule (Subject to Change)

Public Release Date: Wednesday, March 4, 2026
Questions Due: Wednesday, March 11th, 2026, by 5pm (PST)
SOQ Due Date: Friday, March 20, 2026, by 11:59pm (PST)
Anticipated Award / Start Date: Wednesday, April 1, 2026

Submittal Instructions

- Submit SOQ as a single PDF, 10 pages maximum, excluding portfolio samples (links acceptable)
- File naming convention: FirmName_EORA-PUR-PED_MarketingRFQ.pdf
- Submit via email to steve.chrisman@pendletonor.gov (or provide a download link if file size is large)

Late submissions may not be accepted.