



Brainerd Lakes Regional Airport

REQUEST FOR PROPOSALS (RFP)

Event Planning Services for Brainerd Lakes Regional Airport Open House

Issued By:

Brainerd Lakes Regional Airport

16384 Airport Road Suite #5

Brainerd, MN 56401

Contact: Jennifer Roach, Airport Manager

Email: jroach@brainerdairport.com

Phone: 218-454-5631

RFP Release Date: March 25, 2026

Proposal Due Date: April 22, 2026

1. Purpose

Brainerd Lakes Regional Airport is seeking proposals from qualified event planning firms to design, coordinate, and execute a Brainerd Lakes Regional Airport Open House. The purpose of this event is to engage the community, showcase airport operations and tenant services, highlight economic impacts, promote general aviation, and strengthen relationships with regional stakeholders.

The selected event planner will provide full-service planning, coordination, vendor management, onsite support, and post event evaluation.

2. Event Overview

Tentative Event Date: On a Saturday no earlier than September 1, 2026, and no later than May 31, 2027. The selected event planner will work with airport staff to select the best date for this event. This will be a 3-hour event open to the public from 10:00 am to 1:00 pm.

Location: Brainerd Lakes Regional Airport property

Estimated Attendance: 1200-1800 people expected to attend, but plan all services for 2000

Desired Event Components May Include:

- Static aircraft displays (GA, commercial, military, medevac, etc.)
- Airport tours (airfield tour, facilities tour, operations)
- Exhibitor booths (airport tenants, community groups, aviation partners)
- Family friendly attractions (STEM activities, kids' area, food trucks)
- Presentations or demonstrations (ARFF demo, maintenance)
- Giveaways, promotional materials, and signage
- Local business participation
- Music or entertainment

The event planner will work with airport leadership to finalize layout, schedule, vendors, and safety compliance.

3. Scope of Work

The selected contractor will be responsible for the following services:

A. Pre-Event Planning

- Develop a comprehensive event plan, schedule, and staffing outline
- Coordinate with airport staff on space usage, security, and regulatory requirements
- Identify and secure vendors (caterers, rental companies, entertainment, logistics suppliers)
- Coordinate with airport tenants and community partners
- Create a risk management and contingency plan (weather, safety, emergency access)
- Develop a marketing and communications approach

B. Event Production & Logistics

- Design and manage venue layout (parking, exhibits, entrances, signage)

- Oversee rental equipment (tents, staging, seating, power, restrooms, etc.)
- Coordinate aircraft and exhibitor placement in compliance with airport safety standards
- Manage event flow, registration/check-in, volunteer coordination
- Ensure ADA accessibility
- Provide on-site staff for setup, event-day management, and teardown

C. Post Event

- Lead post-event debrief
- Provide attendance metrics, vendor evaluations, and recommendations
- Deliver a final event summary report to airport leadership

4. Proposal Requirements

Proposals must include the following:

1. **Company Profile**

- Background, years in business, relevant experience, event specialties

2. **Project Team**

- Names, titles, and roles of staff assigned to the event

3. **Relevant Experience**

- Examples of previous public events of similar size and complexity
- References (minimum of two)

4. **Approach & Methodology**

- Planning process and project timeline
- Proposed event concepts or enhancements
- Communication and coordination methods

5. **Budget & Fee Structure**

- Detailed cost proposal (flat fee, hourly rates, markup, optional services)
- Estimated expenses for anticipated components (rentals, entertainment, printing, etc.)

- Payment schedule

6. Insurance / Licenses

- Proof of liability insurance and any required licenses or permits

7. Additional Information

- Any value-added services or creative ideas beneficial to the event

5. Evaluation Criteria

Proposals will be evaluated on the following:

- Demonstrated experience with public events
- Understanding of airport operational considerations
- Creativity and overall event approach
- Feasibility and clarity of proposed timeline
- Cost effectiveness and transparency
- References and past performance
- Ability to meet required deadlines

6. RFP Timeline

RFP Issued: March 25, 2026

Deadline for Questions: April 17, 2025

Proposals Due: April 22, 2026, 5:00 pm CST

Interviews (if applicable): April 27, 2026 – May 1, 2026

Selection and Notification: May 8, 2026

Contract Start: on or about May 18, 2026

Dates may be adjusted at the discretion of the airport.

7. Submission Instructions

Submit proposals electronically (PDF preferred) to:

Jennifer Roach, Airport Manager

jroach@brainerdairport.com

Subject Line: **RFP – Airport Open House Event Planning Services**

Late submissions will not be considered.

8. Terms and Conditions

- The airport reserves the right to reject any or all proposals.
- The airport may request additional information or clarification.
- All costs of preparing a proposal are the responsibility of the proposer.