



Request for Proposal

Advanced Air Mobility Business Attraction Marketing Materials

California Central Coast: Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura Counties

Issue Date: October 7, 2025

Notification of Intent to Submit: October 17, 2025

Submission Deadline: October 31, 2025 by 5:00 PM PT

ISSUED BY

Uplift Central Coast

REPRESENTATIVE

Submit Notice of Intent and Final Proposal to Quinn Brady at info@upliftcentralcoast.org

Statement of Purpose

Uplift Central Coast is requesting proposals from qualified consultants to develop regional marketing materials to support business attraction campaigns targeting Advanced Air Mobility companies to locate and grow on the Central Coast spanning Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura counties.

This work is a critical element of the California Jobs First [Uplift Central Coast](#) initiative, which has identified Advanced Air Mobility and the broader Autonomous Systems Value Chain (encompassing a range of industry applications combining Precision Manufacturing and Advanced Business Services) as a top opportunity for growing quality jobs in the region.

Significant work has already been conducted to map regional assets, collect industry and workforce data, and develop a detailed analysis on the current landscape and future opportunities for Advanced Air Mobility on the Central Coast.

The selected consultant will work directly with the three partner organizations under Uplift (REACH, Economic Development Collaborative, Monterey Bay Economic Partnership) to shape a clear and compelling shared regional narrative for Advanced Air Mobility (AAM) on California's Central Coast. Building on this shared narrative, the consultant will develop a suite of marketing materials tailored to each partner organization's branding and geographic focus. The consultant will draw upon extensive existing data and information on the region's Advanced Air Mobility



landscape and input from the three organizations. As part of this work, the consultant will also assess the use of “Advanced Air Mobility” and consider alternative or complementary terminology to ensure clarity and resonance with target audiences.

Background Information

About California Jobs First and Uplift Central Coast

California Jobs First is an initiative of the State of California geared toward building a community-led, climate-forward economy. California Jobs First invests in key sectors to drive sustainable economic growth, innovation and access to good-paying jobs.

Uplift Central Coast serves as the regional convener for California Jobs First, facilitating the planning and implementation phases for the six-county region of the Central Coast. Uplift led a two-year planning phase focusing on equity, sustainability, job quality, economic competitiveness, and resilience through community engagement and quantitative and qualitative research. This community-driven process resulted in Regional Plans analyzing the barriers to economic opportunity and the strategies to increase access to quality jobs for Central Coast residents. These reports identify boosting quality job creation for the Autonomous Systems Value Chain (encompassing Precision Manufacturing and Advanced Business Services) as a core target sector strategy. Uplift is convened by REACH, EDC and MBEP.

What is Advanced Air Mobility (AAM)?

Advanced Air Mobility (AAM) refers to the emerging ecosystem of new aircraft technologies designed to transform how people and goods move by air. AAM includes electric or hydrogen-powered vertical takeoff and landing aircraft (eVTOLs), drones, and other next-generation aerial vehicles, many of which can operate autonomously or with limited crew. These technologies are being developed for a wide range of uses—from passenger air taxis and cargo transport to wildfire monitoring, infrastructure inspection, and national security.

On the Central Coast, the term “**Advanced Air Mobility + Unmanned Systems**” reflects the broad scope of this industry, encompassing both piloted and unpiloted vehicles. It represents a convergence of precision engineering, aerospace innovation, and software development. The sector’s growth is fueled by unique regional assets like testing facilities, military partnerships, and proximity to Silicon Valley—positioning the Central Coast as a national leader in AAM and autonomous systems innovation.

The Central Coast’s competitive advantage in AAM + Unmanned Systems stems from several key factors: deep technical expertise in precision manufacturing and technology; a



concentration of leading companies; unique testing infrastructure; and strong momentum from regional leaders across government, business, and education. The region is leveraging these assets to grow a globally competitive industry cluster at the intersection of aerospace, defense, innovation, and sustainability.

Prior reports and labor market research compiled by Uplift conveners will be shared with the selected consultant to inform and streamline the analysis. Additional information can be found in the following reports and summaries: [Strengthening Key Industries on California's Central Coast](#), [Economic Impact of the Central Coast Aerospace, Defense and PM Sector](#), [Uplift Central Coast Regional Plans Part I and II](#).

Project Scope and Deliverables

The selected consultant will develop a suite of marketing materials to support business attraction in Advanced Air Mobility (AAM) and related economic opportunities across the Central Coast. Materials will be customized under the branding of each of the three partner organizations (REACH, EDC, MBEP), enabling each organization to deploy them independently while drawing from a common regional narrative. Deliverables include:

- **Regional Prospectus:** An 8–10 page visually engaging prospectus customized for each of the three partner organizations, featuring a shared view of the six-county Central Coast AAM opportunity, with tailored content to highlight the assets and advantages unique to each subregion. *Note: the written content for this prospectus is being developed currently by a separate consultant.*
- **Regional One-Pager:** A concise overview of the six-county region's AAM assets and opportunities, produced under each organization's branding (same content, adapted design).
- **Subregional One- Pagers:** Three distinct pieces, one for each subregion, showcasing unique AAM assets and opportunities, designed in the respective organization's brand to serve as the "flip side" of the regional piece
- **Messaging Framework**
 - A shared core narrative articulating the Central Coast's overall AAM value proposition, complemented by subregional talking points to guide organization-specific outreach.
 - Assessment of "Advanced Air Mobility" terminology and potential alternative or complementary language to better align with target audiences.
- **Supporting Assets**
 - Editable templates for future updates
 - Shared asset library of graphics, visuals, and infographics for integration into other storytelling



Branding and Adaptation

- All materials must be produced in alignment with the existing branding of REACH, EDC, and MBEP (logos, colors, fonts).
- Content should reflect a unified regional story while allowing for geographic customization and organization-specific design outputs.
- Deliverables should be consistent, professional, and adaptable, enabling each partner to showcase its unique assets while contributing to a collective narrative of the Central Coast's AAM opportunity.

RFP and Project Timeline

The proposed project timeline is as follows:

Request for Proposal Released	October 7, 2025
Notification of Intent to Submit	October 17, 2025
Proposals Due	October 31, 2025
Interviews with Potential Consultants	Weeks of November 10th and November 17th, 2025
Consultant Selection	November 17, 2025
Estimated Project Start	December 1, 2025
All Deliverables Completed	March 31, 2026

Submission Guidelines

Uplift requests that interested parties **notify via email by, October 17, 2025, of their intent to submit a proposal.** You may submit your intent to respond and direct all questions about the RFP to info@upliftcentralcoast.org

Please email proposals in PDF format to:

- info@upliftcentralcoast.org

Proposals should not exceed 8 pages (excluding appendices) and must include:



- Clearly describe the proposed workplan for completing each of the outlined deliverables, including a timeline, schedule, staffing and milestones.
- Description of work products that will be produced
- Methods and tools for execution of design
- Proposed budget

Appendices

- Sample(s) of similar work
- 3 references from past work
- Proposed staffing plan including experience of key project team members

Evaluation and Selection Criteria

A team composed of REACH, EDC, and Uplift team members will review proposals, conduct interviews, and make the final selection of the project consultant. Responses to this RFP will be evaluated on the following criteria:

- Qualification/experience of consultant with development of projects similar in scope and size
- Overall experience in delivering on ambitious timeline
- Demonstrated ability to communicate complex information to target audiences
- Project management and facilitation skills and capacity
- Cost-efficient and effective service delivery model

Term of Contract and Budget

- Estimated Contract Term: December 1-March 31st
- Allocated Contract Budget for Scope of Work: \$75,000
- Contractors will be expected to provide regular progress updates to the Project Management team.
- Final terms to be negotiated based on approach and scope refinement
- This work is being funded through a grant from the State of California's California Jobs First Regional Investment Initiative. Contribution to monthly state reports may be required.