

## Addendum # 1

### ADVERTISING, MARKETING, PROMOTIONS AND PUBLIC RELATIONS

#### RFP# FY17-TOURISM-03

- Can you identify the Key Performance Indicators for this RFP?

The offeror must respond to ALL the specifications listed in this RFP. All of the specifications are to be evaluated and scored. The specifications are not weighted but are evaluated based on the offerors experience with each.

- Who will be the decision maker for this campaign?

An Evaluation Committee could consist of the Director and/or Tourism Alliance and/or County Manager so not one person will be making the sole decision. The Committee will not consist of less than three (3) members.

- Have you worked with an agency before? Yes

- Section V. 3. States that the offeror shall develop, print, and solicit ads for the Sandoval County Visitor's Guide. Is the offeror in charge of selling ad space on the guide or are they to make the ads that are placed in them? Please clarify.

Offeror will have to sell ad space to absorb costs associated with visitors guide.

- Section V. 5. States the offeror shall assist with the development and oversight of four (4) websites. Can you identify those websites and what platform they live on?

Main county website, tourism website, alliance website and event center website, which has a hosting agency and resides on the county mainframe.

- Section V. 6. - can you identify the current social marketing platforms that are currently used and which platforms you would like to integrate?

There are two (2) Facebook accounts that are currently active; integration with Twitter and others if determined feasible.

- Section V. 7. - is the offeror providing analysis on existing research? Or does the offeror need to conduct their own research?

Both and Methodology of current and future data collection and analysis is taken into consideration

- Section V. 11. - Can you identify possible additional projects and duties that the offeror shall be responsible for?

The RFP scope is for a tourism division and includes partners; the additional projects and duties that could arise would be based on association to the role of the division as opportunities or as needs arise.

- Section V. 12. - can you expand on this section? Is the offeror expected to have a previous relationship with an existing New Mexico Tourism entity?

As stated in the scope, the "Offeror shall have a proven record with the NM True Campaign, the NM Tourism Department or such related entities and organizations".

- A large amount of points is rewarded to the cost proposal. Can you provide a not-to-exceed budget? Or previous years Sandoval County Tourism budgets?

This section is not referenced in the RFP; therefore the respondent should gauge their cost proposal on the scope outlined.

- Whether companies from Outside USA can apply for this? (like, from India or Canada)

The respondent must be compliant with all federal, state and local laws and must have an employer identification number (EIN). Also, the company must be responsible and responsive in meeting all the criteria of the RFP.

- Whether we need to come over there for meetings?

Yes, there will be times when we will need to meet. The number of times are unknown.

- Can we perform the tasks (related to RFP) outside the USA? (like, from India or Canada)

Some duties will require your physical presence.

- Can we submit proposals via email?

No, the deliveries of proposals must be delivered in person or by express carrier no later than the date and time specified in the RFP.

- Can you please let me know who the incumbent is for this solicitation?

The incumbent services information is available through public records request.

