

Regional Economic Development Recruitment & Marketing Economic Development Services

RFP FY22-CBD-03

Addendum #1

Issued July 12, 2022

1. Is there a budget for the marketing contract?
Total calendar year budget not to exceed \$56,000.
2. Can the proposal be submitted electronically?
Sandoval County is not accepting electronically submitted proposals at this time.
3. Page 11, Section C.24.5 states that “Sub-contractor will not be authorized for this procurement.” However, Section 5 of the Letter of Transmittal Form gives an option to list sub-contractors. Could you clarify whether or not sub-contractors are allowed on this project?
The County reserves the option of requesting a list of subcontractors utilized by respondents in general as basis of determining a breadth of subject matter knowledge. For the purposes of contracted economic development scope of services and contract deliverables the work performed to be within the first tier area of expertise of the respondent.
4. What is the anticipated budget and timeline for this project?
Total calendar or 12-month contract to begin August 1, 2022 with annual renewal option not to exceed four years with an annual budget not to exceed \$56k.
5. Would you consider forgoing the procurement process, and instead award this contract using our NM State Purchasing Agreement?
It was determined at the start of this project that an RFP would be most beneficial to the County.
6. The RFP suggests that The County is interested in procuring a range of general services (i.e. economic development promotional, marketing, and public relations) over the course of the contract. Are there specific projects that the County anticipates procuring in the initial phase of work? If so, can the County share any details about these?
Services are needed to serve the area for regional research, data, site inventory profiling, and business climate improvement trends. The contractor will be responsible for the development of Requests for Information (RFI), Requests for Proposals (RFP), Professional Request Opportunities (PROs) defined and outlined as meeting a large-employer potential recruitment and as a regional project submission. Large regional projects defined as those able to qualify for GRT Sharing for LEDA Project. These qualifications define entities/projects qualifier based on provisions outlined in SB1 GRT Share Provisions. Qualifying economic development project has a reasonable expectation to incur, within ten years of the date the project participation agreement with the local government and the department is executed, at least three hundred fifty million dollars (\$350,000,000) in expenses related to the construction and infrastructure of the project in the state.

7. Can The County refer respondents to previous economic development or place marketing plans (either within Sandoval or beyond) that it considers to be models for the upcoming work?

The importance of economic development at the community level cannot be overstated in the context of building New Mexico's overall economy. Members of every community want a thriving business sector that offers plentiful, diverse jobs, so their neighbors have gainful livelihoods and their children may choose to stay or return to their hometown as adults. When employment and revenue streams increase and are more diverse, the state becomes more resilient to volatile business cycles. New Mexico took the important first step of creating the Local Economic Development Act, created the availability of industrial revenue bonds as a local government level. Additionally, communities and the state's economy have benefited from the LEDA eighth-cent local option gross receipts tax. It is now with the availability of GRT Sharing for large LEDA Projects that the task at hand is to secure services designed to market and position all State and local economic base incentives in order to recruit regional job creators. For purposes of these solicitation the region is defined as Sandoval, Bernalillo, Torrance and Valencia Counties.