

Tourism: Advertising, Marketing, Promotions, and Public Relations  
RFP FY25-CBD-02  
Addendum #1  
Issued May 29, 2025

1. Does Sandoval County have a budget allocated for this project? If not, would you be able to provide See Sandoval's FY2024 budget?  
In FY2024 the budget amount for Sandoval County Tourism included \$6,000 in County Tourism Alliance funding plus \$12,298.00 Tourism Alliance carryover funds from FY2023. Additionally, the Advertising, Marketing, Promotions, and Public Relations budget includes \$12,000 County funds and for tourism marketing funding, and the annual NM True Coop Grant funds, that in FY24 totaled \$29,000. New to FY24 was a NM Economic Development Outdoor Recreation grant for \$20,100.00. The administration of the Outdoor Recreation grants in the future to be part of the County's Advertising, Marketing, Promotions, and Public Relations budget.
2. I'm reaching out to inquire whether a designated budget has been set for RFP# FY25-CBD-02?  
Total budget each fiscal year historically within \$50k and up to \$20k in tourism specific grant and lodgers' tax combined funding.
3. In reviewing RFP #: FY25-CBD-02, I missed a budget number. Will you please provide some insight on the budget? And/or what the previous budget has been for the last contract period (and contract period)?  
Total budget each fiscal year to historically within \$50k and up to \$20k in tourism specific grant and lodgers' tax combined funding.
4. Do you have an anticipated budget for this effort?  
Total budget each fiscal year to remain within \$50k and up to \$20k in tourism specific grant and lodgers' tax combined funding.
5. Is there an incumbent agency?  
Current advertising agency of record is Sunny505.
6. Why is Sandoval County going out for RFP for this effort?  
The scope of work of priority focus. Additionally, given budgeted funding, lodgers' tax revenues and tourism specific grant funding the annual funding available ranges between \$50k - \$70k annually requires Request for Proposal (RFP).
7. What is the infrastructure of the current Sandoval County Tourism Department (organization chart)?  
Please see Attachment A.
8. Do you envision leveraging the NM True branding effort or come up with your own branding and positioning strategy?  
Sandoval County will again benefit from a FY26 Coop Agreement for Sandoval County Tourism Alliance Cooperative Marketing Program administered by the New Mexico Tourism Department. Current Sandoval County Tourism brand is SeeSandoval.org. All department collaterals and marketing campaigns administered follow and adhere to NM True Brand specifications.

9. Are there specific KPIs the town is tracking to determine success?

Key performance indicators (KPIs) measure a company's success vs. a set of targets, objectives or industry peers. For Sandoval County they include:

- Santa Fe County – mature tourism market, high art/culture draw
- Tarrant County – outdoor tourism
- Taos County – outdoor and cultural tourism
- Los Alamos County – shared visitor base for heritage/science tourism
- Valencia County – smaller, emerging tourism efforts

Sandoval County Data sources for benchmarking include:

- New Mexico Tourism Department Reports
- STR Reports (lodging performance)
- Dean Runyan Associates (economic impact)
- US Travel Association / Tourism Economics

10. Are there any lessons learned or strategies that should be continued, avoided, or improved?

Sandoval County Tourism Unique Destinations - The Red Rock Trails, Valles Caldera National Preserve (U.S. National Park Service), Kasha-Katuwe *Tent Rocks* National Monument. Other areas of focus:

- Milestones + anniversaries (2025 and beyond)
- New openings or recently revamped attractions + tours (2025 and beyond)
- Visitor experiences relating to wellness, stargazing, the outdoors, and culinary
- Unique hotel amenities or offerings
- Sustainability initiatives
- Indigenous-led tours + experiences
- Rising talent, such as chefs

11. How has your advertising agency worked with the Sandoval County Tourism Department in the past to sell advertising on the visitor's guide?

Sandoval County currently produces its own Outdoor Recreation Guide. The guide is updated every two years and set to for its next update in 2026. <https://seesandoval.org/travel-guide/>

12. Is there a set or anticipated budget range for the full scopes of services outlined in the RFP? If a total amount has not yet been determined, are you able to share a potential range to help us tailor our approach appropriately (for example \$75,000 - \$100,000, \$100,000 - \$150,000, or \$150,000+)?

Total budget each fiscal year to remain within \$50k and up to \$20k in tourism specific grant and lodgers' tax combined funding.

13. Are there existing resources, such as a brand strategy, audience research, marketing plan, target audience personas, messaging frameworks, or creative guidelines, that will serve as a foundation for Sandoval County's new strategy and branding efforts?

Sandoval County Data sources for benchmarking include:

- New Mexico Tourism Department Reports
- STR Reports (lodging performance)
- Dean Runyan Associates (economic impact)
- US Travel Association / Tourism Economics

14. What does See Sandoval currently have as far as a brand management guide is concerned? Would you be looking for the agency to craft a fully new brand identity or just build guidelines based off of the currently existing identity?

All Sandoval County Tourism department collaterals and marketing campaigns administered follow and adhere to NM True Brand specifications.

15. Can you share examples of current/previous long-term or short-term goals that See Sandoval has focused on in the past, and which goals would represent top priority areas?

Increase year-round visitation and economic impact through enhanced marketing and seasonal event development.

Strategy:

- Target Off-Peak Seasons: Develop and promote cultural festivals, food/wine events, and outdoor recreation during fall and winter to smooth out visitation patterns.
- Enhance Digital Marketing: Invest in SEO, social media campaigns, and influencer partnerships to promote Sandoval County's key assets, including but not limited to: Jemez Springs Hot Springs, the Valles Caldera National Preserve, the Red Rock guided trails, the Town of Bernalillo's Route 66, area breweries, and wineries.
- Partner with Local Stakeholders: Collaborate with tribal tourism offices, small businesses, and event organizers to grow existing annual events.
- KPI Examples:
  - Increase SeeSandoval.org website traffic by 20%
  - Boost off-season short-term rental lodging occupancy by 10%
- Enhance Seasonal Event Programming
  - Objective: Increase year-round visitation by developing and promoting seasonal events.
  - Examples:
    - Light Among the Ruins: A December event at Jemez Historic Site featuring traditional farolitos, Native American dances, and holiday refreshments.
    - Town of Bernalillo Fall Brewery/Wine Festival: A fall event showcasing vendors, microbrews, and wineries.
- Develop Outdoor Recreation Infrastructure
  - Objective: Improve trails and pathways to enhance community mobility and promote local tourism.
  - Initiatives:
    - Trails and Pathways Plan Initiative: Establishing safe non-motorized travel routes centered around the Rail Runner Station and Rio Metro Bus access in Bernalillo.
    - Placitas Trail Feasibility Study: Conducting a feasibility study for a 9-mile pedestrian, bicycle, and multiuse trail along New Mexico State Road 165 in Placitas.
- Long-Term Goals (3–5+ Years)

Establish Sandoval County as a Premier Cultural and Outdoor Recreation Destination

- Objective: Leverage the county's unique blend of Native culture, scenic landscapes, and outdoor adventure to attract visitors.
- Strategies:
  - Brand Development: Launching a unifying brand identity focused on the county's unique offerings.

- Infrastructure & Capacity Building: Supporting development of lodging, trails, signage, and visitor centers in underserved or high-potential areas.
- Sustainable Tourism Practices: Creating a sustainable tourism plan that includes visitor impact monitoring, community engagement, and conservation partnerships.
- Top Priority Areas for Tourism Development
  - Enhance Outdoor Recreation Infrastructure
  - Rationale: Expanding trails and pathways will attract outdoor enthusiasts and promote sustainable tourism.
  - Action Steps:
    - Expand trail networks connecting key attractions.
- Develop Cultural and Heritage Tourism
  - Rationale: Capitalizing on the county's rich Native American heritage and cultural sites will attract culturally-minded visitors.
  - Action Steps:
    - Promote existing cultural events and festivals.
    - Develop new cultural experiences and partnerships with local tribes.
- Improve Digital Marketing and Visitor Services
  - Rationale: Enhancing online presence and visitor services will increase awareness and satisfaction.
  - Action Steps:
    - Update and optimize the county's tourism website.
    - Support and enhance the County's visitor information mobile app.
- Foster Sustainable and Inclusive Tourism Practices
  - Rationale: Ensuring tourism growth benefits all residents and preserves natural resources.
  - Action Steps:
    - Develop and implement a sustainable tourism plan.
    - Engage local communities in tourism planning and decision-making.

16. Has Sandoval County previously engaged in public relations outreach and/or FAM trip (hosting journalists and/or influencers in the region)? If so, what are some of the evolutions you are looking for from a tourism partner?

1. The utilization of Familiarization Tours is part of scope of work to be considered. Additionally, FY2024 the County did contract a media relations content writer to create news articles focused on places to visit in Sandoval County. Under the freelance writer agreement, the deliverables included; two articles/content a calendar month for twelve months for the primary use of the County's SeeSandoval website.
2. For Familiarization Tours the deliverables at minimum to include:
  - a. Creations of a minimum of three a year.
  - b. Work to get on the shared agenda of familiarization tours with surrounding DMO's.
  - c. Create & plan annual local media familiarization tour.

17. Can you share anything around your current/previous relationships with the Pueblos and Native American community in Sandoval County?

The importance of Cultural Heritage promotions remains focused on increasing relations with the Pueblos and Native American community in Sandoval County and interact in a two-way dialogue,

and included, the creation of daily cultural tourism itineraries. Authentic tourism experiences in partnership with the surrounding Pueblos.

18. Out of all the scope items, which are the top 1-2 items that you view as most important to the success of Sandoval County overall?

Establish Sandoval County as a Premier Cultural and Outdoor Recreation Destination.

19. In Section B. Technical Specification, 3. Mandatory Specifications, b. It states "Give a brief, but detailed, outline of eight (8) to ten (10) recent accomplishments in securing State or local funding governments." - should this say "...in securing state or local funding for governments?" or something similar? Or can you elaborate on what you mean by that statement?

New to FY24 was a NM Economic Development Outdoor Recreation grant for \$20,100.00. The administration of the Outdoor Recreation grants in the future to be part of the County's Advertising, Marketing, Promotions, and Public Relations budget. The expectation would be to continue enhance the County Tourism Marketing budgets through the identification of grant funding.

20. When you ask for "A complete list of existing clients as of the date of the RFP," are you looking for a list of all similar/government clients, or a list of every client of the agency?

A list of all similar size (population) government clients.

21. Is there an established or anticipated budget range for the services outlined in Section IV.A (Detailed Scope of Work) of this RFP?

Total budget each fiscal year to historically within \$50k and up to \$20k in tourism specific grant and lodgers' tax combined funding.

Attachment A

Division of Economic & Business Development/Tourism

