

**RFP# 20-418-2002-00003-00
AMENDMENT #1**

**STATE PURCHASING DIVISION
OF THE
GENERAL SERVICES DEPARTMENT
AND
THE NEW MEXICO TOURISM DEPARTMENT (NMTD)**

REQUEST FOR PROPOSALS (RFP)

Public Relations Firm



RFP# 20-418-2002-00003-00

Release Date: March 13, 2020

Due Date: April 2, 2020

Request for Proposal # 20-418-2002-00003-00 is amended as described herein:

SEC. I.D.2 - Delivery of Responses: Changing delivery method to PDF format and sent via email.

From:

2. PLEASE NOTE: ALL DELIVERIES OF RESPONSES TO THIS RFP MUST BE MADE VIA EXPRESS CARRIER TO THE FOLLOWING ADDRESS:

Name: Carlos F. Gonzales

Reference: RFP # 20-418-2002-00003-00 (NMTD Public Relations Agency)

Address: State Purchasing Division

1100 St. Francis Dr. Room 2016

Santa Fe, New Mexico 87505

To:

2. PLEASE NOTE: ALL DELIVERIES OF RESPONSES TO THIS RFP MUST BE MADE TO THE FOLLOWING ADDRESS VIA EMAIL:

Name: Carlos F. Gonzales

Reference: RFP # 20-418-2002-00003-00 (NMTD Public Relations Agency)

Email Address: carlosf.gonzales@state.nm.us

SEC. II.B.6 - Submission of Proposal: Changing delivery method to PDF format and sent via email.

From:

6. Submission of Proposal

ALL OFFEROR PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION BY THE PROCUREMENT MANAGER OR DESIGNEE **NO LATER THAN 12:00 PM MOUNTAIN STANDARD TIME/DAYLIGHT TIME ON APRIL 2, 2020**. Proposals received after this deadline will not be accepted. The date and time of receipt will be recorded on each proposal.

Proposals must be addressed and delivered to the Procurement Manager at the address listed in Section I, Paragraph D2. Proposals must be sealed and labeled on the outside of the package to clearly indicate that they are in response to the Public Relations Agency RFP # 20-418-2002-00003-00. Proposals submitted by facsimile, or other electronic means will not be accepted.

A public log will be kept of the names of all Offeror organizations that submitted proposals. Pursuant to NMSA 1978, § 13-1-116, the contents of proposals shall not be disclosed to competing potential Offerors during the negotiation process. The negotiation process is deemed to be in effect until the contract is awarded pursuant to this Request for Proposals. Awarded in this context means the final required state agency signature on the contract(s) resulting from the procurement has been obtained.

To:

6. Submission of Proposal

ALL OFFEROR PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION BY THE PROCUREMENT MANAGER OR DESIGNEE **NO LATER THAN 12:00 PM MOUNTAIN STANDARD TIME/DAYLIGHT TIME ON APRIL 2, 2020**. Proposals received after this deadline will not be accepted. The date and time of receipt will be recorded on each proposal.

Proposals must be addressed and delivered via email to the Procurement Manager at the address listed in Section I, Paragraph D2. Proposals must be labeled clearly to indicate that they are in response to the Public Relations Agency RFP # 20-418-2002-00003-00. **Proposals submitted by facsimile or print will not be accepted.**

A public log will be kept of the names of all Offeror organizations that submitted proposals. Pursuant to NMSA 1978, § 13-1-116, the contents of proposals shall not be disclosed to competing potential Offerors during the negotiation process. The negotiation process is deemed to be in effect until the contract is awarded pursuant to this Request for Proposals. Awarded in this context means the final required state agency signature on the contract(s) resulting from the procurement has been obtained.

SEC. III.B. - Response Format and Organization/Number of Copies: Changing delivery method to PDF format and sent via email.

From:

B. NUMBER OF COPIES

Offeror's proposal must be clearly labeled and numbered and indexed as outlined in **Section III.C (Proposal Format)**. Proposals must be submitted as outlined below. The original copy shall be clearly marked as such on the front of the binder. Each portion of the proposal (technical/cost) must be submitted in separate binders and must be prominently displayed on the front cover.

Envelopes, packages or boxes containing the original and the copies must be clearly labeled and submitted in a sealed envelope, package, or box bearing the following information:

Offerors should deliver:

1. **Technical Proposals** – One (1) ORIGINAL and two (2) HARD COPIES in separate labeled binders. One (1) USB with the full Binder 1 proposal in PDF format.
2. **Cost Proposals** – One (1) ORIGINAL and two (2) HARD COPIES in separate labeled binders from the Technical Proposals. One (1) USB with the full Binder 2 proposal in PDF format.
3. Proposals containing confidential information **must** be submitted as two separate binders:
 - **Unredacted** version for evaluation purposes
 - **Redacted** version (information blacked out and not omitted or removed) for the public file

Any proposal that does not adhere to the requirements of this Section and **Section III.C (Proposal Format)** may be deemed non-responsive and rejected on that basis.

To:

B. NUMBER OF COPIES

Offeror's proposal must be clearly labeled and numbered and indexed as outlined in **Section III.C (Proposal Format)**. Proposals must be submitted as outlined below. Each portion of the proposal (technical/cost) must be submitted in separate attachments that are clearly labeled accordingly.

Offerors should deliver:

1. **Technical Proposals** – One (1) proposal in PDF format.
2. **Cost Proposals** – One (1) proposal in PDF format.

Proposals containing confidential information **must** be submitted as separate attachments as follows:

1. **Unredacted** version for evaluation purposes.
2. **Redacted** version (confidential information blacked out but not omitted or removed) for the public file.

Any proposal that does not adhere to the requirements of this Section and **Section III.C (Proposal Format)** may be deemed non-responsive and rejected on that basis.

SEC. III.C. - Response Format and Organization/Proposal Format: Changing delivery method to PDF format and sent via email.

From:

C. PROPOSAL FORMAT

All proposals must be submitted as follows:

Hard copies must be typewritten on standard 8 ½ x 11-inch paper (larger paper is permissible for charts, spreadsheets, etc.) and placed within binders with tabs delineating each section.

Organization of folders/envelopes for hard copy proposals must be as follows:

Proposal Content and Organization

Direct reference to pre-prepared or promotional material may be used if referenced and clearly marked. Promotional material should be minimal. The proposal should be organized and indexed in the following format and must contain, at a minimum, all listed items in the sequence indicated.

1. **Technical Proposal** (Binder 1): All pages must be numbered! (75 pages maximum)
 - a. Table of Contents
 - b. Signed Letter of Transmittal
 - c. Financial Stability Information - Financial information considered confidential should be placed in the **Confidential Information** binder.
 - d. Signed Campaign Contribution Disclosure Form
 - e. Organizational Experience
 - f. Organizational References
 - g. Proposal Summary (Optional)
 - h. Sample 1 – Competitive Set & Key Messaging
 - i. Sample 2 – Media Pitch & FAM Trip
 - j. Sample 3 – Goals & Key Performance Indicators
 - k. Response to Contract Terms and Conditions
 - l. Offeror’s Additional Terms and Conditions (If applicable)
 - m. New Mexico Resident Business Preference or Resident Veteran Business Preference Certificate (If applicable)
 - n. Other Supporting Material (If applicable)

2. **Cost Proposal** (Binder 2): Completed Cost Response Form (APPENDIX D)

Within each section of the proposal, Offerors should address the items in the order indicated above. All forms provided in this RFP must be thoroughly completed and included in the appropriate section of the proposal. All discussion of proposed costs, rates or expenses must occur only in Binder #2 on the cost response form.

The proposal summary may be included by potential Offerors to provide the Evaluation Committee with an overview of the proposal; however, this material will not be used in the evaluation process unless specifically referenced from other portions of the Offeror’s proposal.

To:

C. PROPOSAL FORMAT

All proposals must be submitted as follows:
PDF attachments emailed to the address in Section I, Paragraph D2.

Organization of PDF proposals must be as follows:

Proposal Content and Organization

Direct reference to pre-prepared or promotional material may be used if referenced and clearly marked. Promotional material should be minimal. The proposal should be organized and indexed in the following format and must contain, at a minimum, all listed items in the sequence indicated.

1. **Technical Proposal** (Attachment 1): All pages must be numbered! (75 pages maximum)
 - a. Table of Contents
 - b. Signed Letter of Transmittal
 - c. Financial Stability Information - Financial information considered confidential should be placed in a separate **Confidential Information** PDF document.
 - d. Signed Campaign Contribution Disclosure Form
 - e. Organizational Experience
 - f. Organizational References
 - g. Proposal Summary (Optional)
 - h. Sample 1 – Competitive Set & Key Messaging
 - i. Sample 2 – Media Pitch & FAM Trip
 - j. Sample 3 – Goals & Key Performance Indicators
 - k. Response to Contract Terms and Conditions
 - l. Offeror’s Additional Terms and Conditions (If applicable)
 - m. New Mexico Resident Business Preference or Resident Veteran Business Preference Certificate (If applicable)
 - n. Other Supporting Material (If applicable)

2. **Cost Proposal** (Attachment 2): Completed Cost Response Form (APPENDIX D)

Within each section of the proposal, Offerors should address the items in the order indicated above. All forms provided in this RFP must be thoroughly completed and included in the appropriate section of the proposal. All discussion of proposed costs, rates or expenses must occur only in Attachment #2 on the cost response form.

The proposal summary may be included by potential Offerors to provide the Evaluation Committee with an overview of the proposal; however, this material will not be used in the evaluation process unless specifically referenced from other portions of the Offeror’s proposal.

THESE DOCUMENTS SHALL HAVE THE SAME MEANING AND EFFECT AS IF ORIGINALLY ISSUED. ALL OTHER ITEMS, TERMS AND CONDITIONS SHALL REMAIN THE SAME.

Amendment #1 is also on the NMTD website: <https://www.newmexico.org/industry/rfp>