

RFP 20-418-2002-00003-00 Public Relations Firm: Questions and Answers

- Do samples and reports count toward the 75-page limit? **Yes**
- Is there a budget or a budget range for this procurement? **The budget for this procurement will be dependent on the selected contractor's cost proposal and resulting negotiation.**
- Is there likely to be an extension on this RFP, given the reduction of staff and hours at printing and mailing businesses that would be used in this response process? **Due to significant disruptions caused by COVID-19 and the commitment from the Tourism Department to adhere to the directives under the emergency public health order, we will accept electronic submissions in the form of PDFs for this RFP. An amendment will be posted in reference to the format requirements.**
- Does the Acknowledgement of Receipt (Appendix A) need to be included in the written response, since the Procurement Manager would have already received it? **No.**
- On page 19, the Offeror is being asked to provide a competitive analysis and key messages that align with the NM True brand. Does the Offeror need to show samples of messaging done for other clients or are we being asked to create sample key messages for NMTD? **For the proposal samples, the Offeror is being asked to create sample key messages only for NMTD, however, Offerors can provide samples of key messaging from other clients in the Organizational Experience section of the proposal.**
- Again, page 19, does the Offeror need to provide samples of a FAM plan from previous experience or actually create a sample for NMTD, along with a list of writers they'd invite? **For the proposal samples, the Offeror is being asked to create a sample FAM trip itinerary for NMTD. Offerors can provide samples of previous FAM trip itineraries from other clients in the Organizational Experience section of the proposal.**
- Are all Evaluation Committee members employees of NMTD? **Yes.**
- Will the contract start date, as mentioned on page 7 of the RFP, likely be based on fiscal or calendar? **The contract start date is the "execution" date which considers factors such as; signatory availability, negotiation timing, and any unforeseen delays. This contract will potentially run on calendar not fiscal year.**
- Per page 8, is the awarded Offeror permitted to hire a subcontractor if needed AFTER being awarded the contract, with approval from NMTD? **If this requires an amendment or change in the compensation, this will be discussed in detail.**
- Page 9, under "Disclosure of Proposal Contents" (section C) indicates that the cost of services, which would factor in the Offeror's hourly rate, is not designated as proprietary or confidential yet section 1. indicates that financial information is confidential. Is the Offeror allowed to provide a separate "confidential" page to the response with hourly rate? **The cost proposal is not confidential and cannot be separated by a "confidential" response page. Please refer to Sec. II.C.8.C.3**
- In order to properly create a cost structure, would you please identify what the value of the contract is per year? **The budget for this procurement will be dependent on the selected contractor's cost proposal and resulting negotiation.**
- Does NMTD currently have a Strategic PR Plan in place? Would this be the responsibility of the winning Offeror, if not? **The awarded contractor will build a strategic PR plan with NMTD.**

- Page 38, question #6 will NMTD allow the winning Offeror to add an entity, if the need arises, after the contract start date, with approval by NMTD? **If this requires an amendment or change in the compensation, this will be discussed in detail.**
- Does Appendix C, "Sample Contract," need to be included in the response? **Yes, if there are requested edits. Please refer to Sec. II.C.15**
- On page 16, 1.b, the Offeror is being asked to provide a Signed Letter of Transmittal. Is Appendix E to be included after the introduction letter/transmittal letter or does it belong at the end of the response? **Please refer to Sec. II.C.1**
- Given the current COVID-19 pandemic, is the New Mexico Tourism Department open to adjusting the proposal submission requirements to a digital proposal to be submitted via email? (per section II.B.6 "Submission of Proposal). **Due to significant disruptions caused by COVID-19 and the commitment from the Tourism Department to adhere to the directives under the emergency public health order, we will accept electronic submissions in the form of PDFs for this RFP. An amendment will be posted in reference to the format requirements.**
- Please clarify if organizations that have submitted a response to the previous RFP (RFP 20-418-2002-00002-00) are required to have organizational references re-submit Reference Forms directly to the Procurement Managers, if said organizational references remain the same? Given the current COVID-19 pandemic, we anticipate references to have limited capacity especially for those working for city and state departments. (per section IV.B.2 "Organizational References") **RFP 20-418-2002-00002-00 is no longer a valid procurement and therefore, this RFP requires valid documentation to support the evaluation committee's selection.**
- Section I, Letter C (page 1) says agencies who operate outside of New Mexico may be considered due to reach. Section IV, Letter B, Number 5 (page 20) says, "Offeror must have its primary place of business located in New Mexico" is mandatory and Section V, Letter B (page 22) says, "Offeror's primary place of business must be located in New Mexico" is pass/fail only. Does that mean the prime contractor must be located in New Mexico, but the subconsultants may be operated elsewhere? Or can the prime contractor also be operated out-of-state? **Section I does not say agencies who operate outside of New Mexico may be considered, it states, " This procurement will allow for the Contractor to partner with the agencies who may operate outside of New Mexico in order to broaden reach and increase performance capacity for maximized national and international exposure". The prime Contractor must be located in New Mexico and subcontractors can be located outside of New Mexico.**
- For the term, it's clear the contract shall not exceed four years. Is there a minimum to this contract or is it considered month-to-month? **This contract will be awarded for a four-year term with applicable conditions. Please refer to Appendix C.**
- What prompted this search? **NMTD is committed to amplifying our earned media efforts for the purpose of leisure travel.**
- What was the reason behind canceling the previous PR RFP and re-issuing shortly thereafter? **The state's current objective is to increase the number of in-state contractors, and this contract has been identified as a prime candidate for an in-state contractor to promote the State of New Mexico. However, we encourage any interested in-state contractors to partner with larger agencies who may operate outside of New Mexico in order to broaden their reach for maximized national and international exposure.**
- Are there any additional reasons you distributed the RFP, and if so, what are they? **NMTD is committed to amplifying our earned media efforts for the purpose of leisure travel.**
- Is this RFP a governmental requirement? **Any procurement that may exceed \$60,000 for the scope of work is required to follow this process.**

- Is your current agency eligible to respond to this RFP? **NMTD is not currently working with a PR agency.**
- How likely are you to hire your current agency again? **NMTD is not currently working with a PR agency.**
- Can New Mexico Tourism Department (NMTD) share your current list of partners and sponsors, including airline and hospitality partners? **NMTD does not have sponsors. Tourism partners can be found at www.newmexico.org.**
- What is the percentage of in-state, domestic, and international focus/budget for media FAM trips and missions? **Offerors should include in their cost proposal recommendations regarding in-state, domestic and international press trips and media missions.**
- Is there a separate budget for influencer travel outside media FAM trips? **Please include your recommended cost in the cost proposal.**
- Does NMTD currently coordinate media missions and other opportunities for trade shows and industry events? If so, is NMTD able to disclose details around the PR and marketing calendar for 2019 - 2020 or any planned upcoming programming/events? **NMTD does not currently coordinate media missions, but Offerors should include recommendations regarding media missions in their proposal. NMTD does not currently have any planned programming or events specific to PR.**
- What media missions in which markets have been most successful to date? **The past media mission are not applicable to this RFP as we are seeking new ideas to amplify NMTD's earned media efforts.**
- Who is on the NMTD selection committee? **All members of the evaluation committee are members of the NMTD staff.**
- What is the preferred size of the team for PR and marketing? What has been the size in the past? **The evaluation committee is less concerned with the size of a prospective Offeror than with the quality of work and ability to deliver results to secure earned media with national and international publications for the purpose of leisure travel.**
- With the current COVID-19 situation changing the daily landscape, will the Procurement Manager adjust the current schedule listed in the RFP? **The schedule remains unchanged at this point. Due to significant disruptions caused by COVID-19 and the commitment from the Tourism Department to adhere to the directives under the emergency public health order, we will accept electronic submissions in the form of PDFs for this RFP. An amendment will be posted in reference to the format requirements.**
- In Section I. Introduction, Item A.: "The New Mexico Tourism Department (NMTD) is seeking a high-caliber New Mexico-based public relations agency committed to securing earned national and international media for the purpose of leisure travel", how do you define a New Mexico-based agency? **The agency must be one of the following; New Mexico Resident Business certified by NM Taxation and Revenue Department, registered with Secretary of State and in good standing, or proof of domiciled business location in New Mexico.**
- Can NMTD please list current target markets and indicate if there is a priority to secure earned media in parallel markets with their paid media efforts? **Please refer to the procurement library for these materials.**
- Regarding the development of a multi-year National and International Public Relations Strategy: can NMTD break down how much of the plan should focus on international efforts, and if there are specific international markets NMTD has identified as target markets? **Offerors should suggest that information through their proposal to NMTD.**

- In section IV. Specifications, No. 2 Media Relations, Item I. Consider and analyze opportunities for potential brand extension by leveraging relationships of the New Mexico Film Office to heighten the exposure and effectiveness of the *New Mexico True* brand, providing suggestions and strategies to NMTD for accomplishing this task. Could this be explained a little bit more specifically? **NMTD is open to creative interpretations of this prompt and how an Offeror may propose ideas to address this request.**
- In section III. Response Format and Organization, Section B., it is stated that the proposals must be in “binders,” however we are assuming this simply means “bound and labeled” as long as the format remains 8.5” x 11” in size? Please confirm. **That assumption is correct; The proposals must be bound and labeled according the Section III.B and C.**
- What is the percentage of in-state, domestic, and international focus/budget for media FAM trips and missions? **Offerors should suggest that information through their proposal to NMTD.**
- Is there a separate budget for influencer travel outside media FAM trips? **Please include your estimated cost in the cost proposal, if applicable to your proposal.**
- Does NMTD currently coordinate media missions and other opportunities for trade shows and industry events? If so, is NMTD able to disclose details around the PR and marketing calendar for 2019 - 2020 or any planned upcoming programming/events? **NMTD does not currently coordinate media missions, but Offerors should include recommendations regarding media missions in their proposal. NMTD does not currently have any planned programming or events specific to PR.**
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