

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

REQUEST FOR PROPOSALS (RFP)

**Strategic Marketing & Cooperative Program
Administration**



RFP # 21-418-1003-00006-00

Release Date: January 24, 2021

Due Date: February 24, 2021

I. INTRODUCTION.....	1
A. PURPOSE OF THIS REQUEST FOR PROPOSALS	1
B. BACKGROUND INFORMATION.....	1
C. SCOPE OF PROCUREMENT.....	1
D. PROCUREMENT MANAGER.....	1
E. DEFINITION OF TERMINOLOGY.....	2
F. PROCUREMENT LIBRARY	4
II. CONDITIONS GOVERNING THE PROCUREMENT	5
A. SEQUENCE OF EVENTS.....	5
B. EXPLANATION OF EVENTS	5
1. Issuance of RFP.....	5
2. Acknowledgement of Receipt	5
3. Pre-Proposal Conference	6
4. Deadline to Submit Written Questions.....	6
5. Response to Written Questions	6
6. Submission of Proposal.....	6
7. Proposal Evaluation.....	6
8. Selection of Finalist(s).....	7
9. Best and Final Offers.....	7
10. Oral Presentations.....	7
11. Finalize Contractual Agreements.....	7
12. Contract Awards	7
13. Protest Deadline	7
C. GENERAL REQUIREMENTS.....	8
1. Acceptance of Conditions Governing the Procurement.....	8
2. Incurring Cost.....	8
3. Prime Contractor Responsibility	8
4. Subcontractors/Consent	8
5. Amended Proposals.....	8
6. Offeror’s Rights to Withdraw Proposal.....	9
7. Proposal Offer Firm.....	9
8. Disclosure of Proposal Contents	9
9. No Obligation.....	9
10. Termination	9
11. Sufficient Appropriation.....	10
12. Legal Review	10
13. Governing Law.....	10
14. Basis for Proposal	10
15. Contract Terms and Conditions	10
16. Offeror’s Terms and Conditions.....	11
17. Contract Deviations	11
18. Offeror Qualifications	11
19. Right to Waive Minor Irregularities.....	11
20. Change in Contractor Representatives	11
21. Notice of Penalties.....	11
22. Agency Rights	11
23. Right to Publish.....	12
24. Ownership of Proposals	12
25. Confidentiality	12

26. Electronic mail address required	12
27. Use of Electronic Versions of this RFP	12
28. Campaign Contribution Disclosure Form	12
29. Letter of Transmittal	12
30. Disclosure Regarding Responsibility	13
31. New Mexico Preferences	14
III. RESPONSE FORMAT AND ORGANIZATION	15
A. NUMBER OF RESPONSES	15
B. NUMBER OF COPIES	15
C. PROPOSAL FORMAT	15
<i>Proposal Content and Organization</i>	15
IV. SPECIFICATIONS.....	16
A. DETAILED SCOPE OF WORK	16
B. TECHNICAL SPECIFICATIONS.....	18
1. Organizational Experience.....	18
2. Organizational References.....	18
4. Oral Presentation.....	20
5. Mandatory Specifications	20
C. BUSINESS SPECIFICATIONS	20
1. Financial Stability.....	20
2. Letter of Transmittal Form.....	20
3. Campaign Contribution Disclosure Form	21
4. Cost.....	21
5. NM Resident Business Preference or NM Resident Veteran Business Preference	21
V. EVALUATION.....	21
A. EVALUATION POINT SUMMARY	21
B. EVALUATION FACTORS	22
1. Page Limit	22
2. Primary Place of Business in New Mexico.....	22
3. Letter of Transmittal.....	22
4. Financial Stability.....	22
5. Campaign Contribution Disclosure Form	22
6. Organizational Experience.....	22
7. Organizational References.....	22
8. Proposal Samples.....	22
9. Oral Presentation.....	22
10. Cost Proposal	22
11. New Mexico Preferences	23
C. EVALUATION PROCESS	23
APPENDIX A.....	24
APPENDIX B	25
APPENDIX C	28
APPENDIX D.....	36
APPENDIX E	37
APPENDIX F	38

I. INTRODUCTION

A. PURPOSE OF THIS REQUEST FOR PROPOSALS

The New Mexico Tourism Department (NMTD) is seeking a high-caliber New Mexico-based Strategic Marketing & Cooperative Program Administration contractor committed to advancing the NM True brand through strategy, cooperative partnerships and other brand and marketing tactics. The purpose of this RFP is to increase quality brand impressions of New Mexico True and driving potential travelers through the marketing funnel while strategically positioning New Mexico as the primary destination for the venturesome traveler.

B. BACKGROUND INFORMATION

NMTD created the New Mexico True brand to eliminate misconceptions that New Mexico is a dry, arid, barren desert state with nothing to do. Since the launch of the brand in 2012, the economic impact of tourism in New Mexico has grown for nine consecutive years. In 2015, New Mexico True branded initiatives received two prestigious awards for “Best Digital Campaign,” and it was awarded the 2018 “Best Cooperative Marketing Program” in the country. In 2019, the New Mexico True Story series was awarded the inaugural “Best Storytelling Award” in the U.S. by Brand USA.

C. SCOPE OF PROCUREMENT

In collaboration with NMTD, the Contractor shall perform the Scope of Work to build destination brand awareness, create deep connections with the venturesome traveler, and inspire increased visitation to the state of New Mexico.

This procurement will allow for the Contractor to partner with agencies who may operate outside of New Mexico in order to broaden reach and increase performance capacity for maximized visitation results. This procurement will be executed for a term not to exceed four (4) years.

D. PROCUREMENT MANAGER

1. The New Mexico Tourism Department (NMTD) has assigned a Procurement Manager who is responsible for the conduct of this procurement whose name, phone number and e-mail address are listed below:

Name: Carlos F. Gonzales, Procurement Manager
Telephone: (505) 670-4992
Email: carlosf.gonzales@state.nm.us

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

Name: Carlos F. Gonzales
Reference: RFP #21-418-1003-00006-00 Strategic Marketing & Cooperative Program Administration
Address: carlosf.gonzales@state.nm.us

3. **Any inquiries or requests** regarding this procurement should be submitted, in writing, to the Procurement Manager. Offerors may contact **ONLY** the Procurement Manager regarding this procurement. Other state employees or Evaluation Committee members do not have the authority to respond on behalf of the NMTD.

E. DEFINITION OF TERMINOLOGY

This section contains definitions of terms used throughout this procurement document, including appropriate abbreviations:

“Agency” means the State Purchasing Division of the General Services Department or the State Agency sponsoring the Procurement action.

“Award” means the final execution of the contract document.

“Business Hours” means 8:00 AM thru 5:00 PM Mountain Standard or Mountain Daylight Time, whichever is in effect on the date given.

“Chief Procurement Officer” means the person designated by the Agency as the procurement officer.

“Confidential” means confidential financial information concerning offeror’s organization and data that qualifies as a trade secret in accordance with the Uniform Trade Secrets Act (NMSA 1978, §§ 57-3A-1 through 57-3A-7). *See* NMAC 1.4.1.45. As one example, no information that could be obtained from a source outside this request for proposals can be considered confidential information.

“Contract” means any agreement for the procurement of items of tangible personal property, services or construction.

“Contractor” means any business having a contract with a state agency or local public body.

“Determination” means the written documentation of a decision of a procurement officer including findings of fact required to support a decision. A determination becomes part of the procurement file to which it pertains.

“Desirable” – the terms “may,” “can,” “should,” “preferably,” or “prefers” identify a desirable or discretionary item or factor.

“Evaluation Committee” means a body appointed to perform the evaluation of Offerors’ proposals.

“Evaluation Committee Report” means a report prepared by the Procurement Manager and the Evaluation Committee for contract award. It will contain written determinations resulting from the procurement.

“Finalist” means an Offeror who meets all the mandatory specifications of this Request for Proposals and whose score on evaluation factors is sufficiently high to merit further consideration by the Evaluation Committee.

“**Hourly Rate**” means the proposed fully loaded maximum hourly rates that include travel, per diem, fringe benefits and any overhead costs for contractor personnel, as well as subcontractor personnel if appropriate.

“**Mandatory**” – the terms “must,” “shall,” “will,” “is required” or “are required” identify a mandatory item or factor. Failure to meet a mandatory item or factor will result in the rejection of the Offeror’s proposal.

“**Minor Technical Irregularities**” means anything in the proposal that does not affect the price quality and quantity or any other mandatory requirement.

“**Offeror**” is any person, corporation, or partnership who chooses to submit a proposal.

“**Procurement Manager**” means any person or designee authorized by a state agency or local public body to enter into or administer contracts and make written determinations with respect thereto.

“**Procuring Agency**” means all State of New Mexico agencies, commissions, institutions, political subdivisions and local public bodies allowed by law to entertain procurements.

“**Project**” means a temporary process undertaken to solve a well-defined goal or objective with clearly defined start and end times, a set of clearly defined tasks, and a budget. The project terminates once the project scope is achieved and project acceptance is given by the project executive sponsor.

“**Redacted**” means a version/copy of the proposal with the information considered confidential as defined by NMAC 1.4.1.45 and defined herein and outlined in Section II.C.8 of this RFP blacked out BUT NOT omitted or removed.

“**Request for Proposals (RFP)**” means all documents, including those attached or incorporated by reference, used for soliciting proposals.

“**Responsible Offeror**” means an Offeror who submits a responsive proposal and who has furnished, when required, information and data to prove that his financial resources, production or service facilities, personnel, service reputation and experience are adequate to make satisfactory delivery of the services, or items of tangible personal property described in the proposal.

“**Responsive Offer**” means an offer that conforms in all material respects to the requirements set forth in the request for proposals, which include but are not limited to price, quality, quantity or delivery requirements.

“**Sealed**” means, in terms of a non-electronic submission, that the proposal is enclosed in a package which is completely fastened in such a way that nothing can be added or removed. Open packages submitted will not be accepted except for packages that may have been damaged by the delivery service itself. The State reserves the right, however, to accept or reject packages where there may have been damage done by the delivery service itself. Whether a package has been damaged by the delivery service or left unfastened and should or should not be accepted is a determination to be made by the Procurement Manager. By submitting a proposal, the Offeror agrees to and concurs with this process and accepts the determination of the Procurement Manager in such cases.

“**SPD**” means State Purchasing Division of the New Mexico State General Services Department.

“**Staff**” means any individual who is a full-time, part-time, or an independently contracted employee with the Offerors’ company.

“**State (the State)**” means the State of New Mexico.

“**State Agency**” means any department, commission, council, board, committee, institution, legislative body, agency, government corporation, educational institution or official of the executive, legislative or judicial branch of the government of this state. “State agency” includes the purchasing division of the general services department and the state purchasing agent but does not include local public bodies.

“**State Purchasing Agent**” means the director of the purchasing division of the general services department.

“**Statement of Concurrence**” means an affirmative statement from the Offeror to the required specification agreeing to comply and concur with the stated requirement(s). This statement shall be included in Offeror’s proposal. (e.g. “We concur,” “Understands and Complies,” “Comply,” “Will Comply if Applicable,” etc.)

“**Unredacted**” means a version/copy of the proposal containing all complete information including any that the Offeror would otherwise consider confidential, such copy for use only for the purposes of evaluation.

“**Written**” means typewritten on standard 8 ½ x 11-inch paper. Larger paper is permissible for charts, spreadsheets, etc.

F. PROCUREMENT LIBRARY

A procurement library has been established. Offerors are encouraged to review the material contained in the Procurement Library by selecting the link provided in the electronic version of this document through your own internet connection or by contacting the Procurement Manager and scheduling an appointment. The library contains the following information: Procurement Regulations and Request for Proposal – RFP instructions: <https://www.newmexico.org/industry/rfp>

II. CONDITIONS GOVERNING THE PROCUREMENT

This section of the RFP contains the schedule, description and conditions governing the procurement.

A. SEQUENCE OF EVENTS

The Procurement Manager will make every effort to adhere to the following schedule:

Action	Responsible Party	Due Dates
1. Issue RFP	Agency	January 24, 2021
2. Acknowledgement Receipt and Distribution List	Agency	January 29, 2021 (Noon MST)
3. Pre-Proposal Conference	Agency	N/A
4. Deadline to Submit Written Questions	Potential Offerors	February 05, 2021 (Noon MST)
5. Response to Written Questions	Procurement Manager	February 12, 2021
6. Submission of Proposal	Potential Offerors	February 24, 2021 (Noon MST)
7. Proposal Evaluation	Evaluation Committee	March 1, 2021
8. Selection of Finalist(s)	Evaluation Committee	March 1, 2021
9. Best and Final Offers, if applicable	Finalist Offeror(s)	March 8, 2021
10. Oral Presentation(s), if applicable	Finalist Offeror(s)	March 8, 2021 (if applicable)
11. Finalize Contractual Agreement	Agency/Finalist Offeror	March 19, 2021
12. Contract Award	Agency/Finalist Offeror	Upon signature of SPD/CRB
13. Protest Deadline	NMTD	+15 days

B. EXPLANATION OF EVENTS

The following paragraphs describe the activities listed in the sequence of events shown in Section II.A., above.

1. Issuance of RFP

This RFP is being issued on behalf of the New Mexico Tourism Department (NMTD) on January 24, 2021.

2. Acknowledgement of Receipt

Potential Offerors should deliver the Acknowledgement of Receipt Form (APPENDIX A) to the Procurement Manager via email to have their organization placed on the procurement distribution list. The form should be signed by an authorized representative of the organization, dated and returned to the Procurement Manager by **12:00 pm MST or MDT**

on January 29, 2021. The procurement distribution list will be used for the distribution of written responses to questions. Failure to return the Acknowledgement of Receipt form shall constitute a presumption of receipt and rejection of the RFP, and the potential Offeror's organization name shall not appear on the distribution list.

3. Pre-Proposal Conference

N/A.

4. Deadline to Submit Written Questions

Potential Offerors may submit written questions to the Procurement Manager as to the intent or clarity of this RFP until **12:00 pm MST or MDT on February 5, 2021**, as per the schedule in Section II.A., Sequence of Events. All written questions must be addressed to the Procurement Manager as described in Section I, Paragraph D. Questions shall be clearly labeled and shall cite the Section(s) in the RFP or other document forming the basis of the question.

5. Response to Written Questions

Written responses to all timely submitted written questions will be distributed via email as indicated in the sequence of events to all potential Offerors whose organization names appear on the procurement distribution list. Additional copies will be posted to: <https://www.newmexico.org/industry/rfp>

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 FEBRUARY 24, 2021. 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 email address listed in Section I, Paragraph D2. Proposals must be labeled in the subject line of the email as **Strategic Marketing & Cooperative Program Administration RFP # 21-418-1003-00006-00. Proposals submitted by facsimile or any other 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.

7. Proposal Evaluation

An Evaluation Committee will perform the evaluation of proposals. This process will take place as per the schedule in Section II.A., Sequence of Events, depending upon the number of proposals received. During this time, the Procurement Manager may initiate discussions with Offerors who submit responsive or potentially responsive proposals for the purpose of

clarifying aspects of the proposals. However, proposals may be accepted and evaluated without such discussion. Discussions SHALL NOT be initiated by the Offerors.

8. Selection of Finalist(s)

The Evaluation Committee will select, and the Procurement Manager will notify the Finalist Offeror(s) as per the schedule in Section II.A., Sequence of Events. A schedule for the oral presentation and demonstration will be determined at that time.

9. Best and Final Offers

Finalist Offeror(s) may be asked to submit revisions to their proposals for the purpose of obtaining best and final offers as per schedule Section II.A., Sequence of Events. Best and final offers may also be clarified and amended at Finalist Offeror's oral presentation and demonstration.

10. Oral Presentations

Finalist Offeror(s) may be required to conduct an oral presentation at a time and location to be determined as per the schedule in Section II.A., Sequence of Events. Whether or not oral presentations will be held is at the discretion of the Evaluation Committee and the Agency's Chief Procurement Officer.

11. Finalize Contractual Agreements

Any contractual agreement(s) resulting from this RFP will be finalized with the most advantageous Offeror(s), as per schedule Section II.A., Sequence of Events or as soon thereafter as possible. This date is subject to change at the discretion of the State Purchasing Division or NMTD Chief Procurement Officer. In the event mutually agreeable terms cannot be reached with the apparent most advantageous Offeror in the time specified, the State reserves the right to finalize a contractual agreement with the next most advantageous Offeror(s) without undertaking a new procurement process.

12. Contract Awards

After review of the Evaluation Committee Report and the signed contractual agreement, the Agency will award as per the schedule in Section II.A., Sequence of Events or as soon as possible thereafter. **This date is subject to change at the discretion of the Agency.**

The contract shall be awarded to the Offeror (or Offerors) whose proposals are most advantageous to the State of New Mexico and the New Mexico Tourism Department, taking into consideration the evaluation factors set forth in this RFP. The most advantageous proposal may or may not have received the most points. The award is subject to appropriate Agency and State approval.

13. Protest Deadline

Any protest by an Offeror must be timely and in conformance with NMSA 1978, § 13-1-172 and applicable procurement regulations. As a Protest Manager has been identified in this Request for Proposals, pursuant to NMSA 1978, § 13-1-172, ONLY protests delivered directly to the Protest Manager in writing and in a timely fashion will be considered to have been submitted properly and in accordance with statute, rule and this Request for Proposals.

The 15-calendar-day protest period shall begin on the day following the award of contracts and will end at 5:00 pm Mountain Standard Time/Daylight Time on the 15th day. Protests must be written and must include the name and address of the protestor and the request for proposal number. It must also contain a statement of the grounds for protest including appropriate supporting exhibits, and it must specify the ruling requested from the party listed below. The protest must be delivered to:

Carlos F. Gonzales, Chief Procurement Officer
carlosf.gonzales@state.nm.us

Protests received after the deadline will not be accepted.

C. GENERAL REQUIREMENTS

1. Acceptance of Conditions Governing the Procurement

Potential Offerors must indicate their acceptance of the Conditions Governing the Procurement section in the letter of transmittal. Submission of a proposal constitutes acceptance of the Evaluation Factors contained in Section V of this RFP.

2. Incurring Cost

Any cost incurred by the potential Offeror in preparation, transmittal, and/or presentation of any proposal or material submitted in response to this RFP shall be borne solely by the Offeror. Any cost incurred by the Offeror for set up and demonstration of the proposed equipment and/or system shall be borne solely by the Offeror.

3. Prime Contractor Responsibility

Any contractual agreement that may result from this RFP shall specify that the prime contractor is solely responsible for fulfillment of all requirements of the contractual agreement with a state agency which may derive from this RFP. The state agency entering into a contractual agreement with a vendor will make payments to only the prime contractor.

4. Subcontractors/Consent

The use of subcontractors who may operate outside the State of New Mexico is allowed. The prime contractor shall be wholly responsible for the entire performance of the contractual agreement whether or not subcontractors are used. Additionally, the prime contractor must receive approval, in writing, from the agency awarding any resultant contract, before any subcontractor is used during the term of this agreement. All subcontractor agreements must be available for review by NMTD upon request.

5. Amended Proposals

An Offeror may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. The Agency personnel will not merge, collate, or assemble proposal materials.

6. Offeror's Rights to Withdraw Proposal

Offerors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The Offeror must submit a written withdrawal request addressed to the Procurement Manager and signed by the Offeror's duly authorized representative. The approval or denial of withdrawal requests received after the deadline for receipt of the proposals is governed by the applicable procurement regulations.

7. Proposal Offer Firm

Responses to this RFP, including proposal prices for services, will be considered firm for one hundred twenty (120) days after the due date for receipt of proposals or ninety (90) days after the due date for the receipt of a best and final offer, if the Offeror is invited or required to submit one.

8. Disclosure of Proposal Contents

- A. Proposals will be kept confidential until negotiations and the award are completed by the Agency. At that time, all proposals and documents pertaining to the proposals will be open to the public, except for material that is clearly marked proprietary or confidential. The Procurement Manager will not disclose or make public any pages of a proposal on which the potential Offeror has stamped or imprinted "proprietary" or "confidential" subject to the following requirements:
- B. Proprietary or confidential data shall be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal.
- C. Confidential data is restricted to:
 - 1. confidential financial information concerning the Offeror's organization; or
 - 2. data that qualifies as a trade secret in accordance with the Uniform Trade Secrets Act, NMSA 1978 § 57-3A-1 to 57-3A-7.
 - 3. PLEASE NOTE: The price of products offered, or the cost of services proposed **shall not be designated** as proprietary or confidential information.

If a request is received for disclosure of data for which an Offeror has made a written request for confidentiality, the State Purchasing Division or the Agency shall examine the Offeror's request and make a written determination that specifies which portions of the proposal should be disclosed. Unless the Offeror takes legal action to prevent the disclosure, the proposal will be so disclosed. The proposal shall be open to public inspection subject to any continuing prohibition on the disclosure of confidential data.

9. No Obligation

This RFP in no manner obligates the State of New Mexico or any of its Agencies to the use of any Offeror's services until a valid written contract is awarded and approved by appropriate authorities.

10. Termination

This RFP may be canceled at any time, and any and all proposals may be rejected in whole or in part when the Agency determines such action to be in the best interest of the State of New Mexico.

11. Sufficient Appropriation

Any contract awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Such terminations will be affected by sending written notice to the contractor. The Agency's decision as to whether sufficient appropriations and authorizations are available will be accepted by the contractor as final.

12. Legal Review

The Agency requires that all Offerors agree to be bound by the General Requirements contained in this RFP. Any Offeror's concerns must be promptly submitted in writing to the attention of the Procurement Manager.

13. Governing Law

This RFP and any agreement with an Offeror which may result from this procurement shall be governed by the laws of the State of New Mexico.

14. Basis for Proposal

Only information supplied, in writing, by the Agency through the Procurement Manager or in this RFP should be used as the basis for the preparation of Offeror proposals.

15. Contract Terms and Conditions

The contract between an agency and a contractor will follow the format specified by the Agency and contain the terms and conditions set forth in the Sample Contract (APPENDIX C). However, the contracting agency reserves the right to negotiate provisions in addition to those contained in this RFP (Sample Contract) with any Offeror. The contents of this RFP, as revised and/or supplemented, and the successful Offeror's proposal will be incorporated into and become part of any resultant contract.

The Agency discourages exceptions from the contract terms and conditions as set forth in the RFP Sample Contract. Such exceptions may cause a proposal to be rejected as nonresponsive when, in the sole judgment of the Agency (and its evaluation team), the proposal appears to be conditioned on the exception, or correction of what is deemed to be a deficiency, or an unacceptable exception is proposed which would require a substantial proposal rewrite to correct.

Should an Offeror object to any of the terms and conditions as set forth in the RFP Sample Contract (APPENDIX C) strongly enough to propose alternate terms and conditions in spite of the above, the Offeror must propose **specific** alternative language. The Agency may or may not accept the alternative language. General references to the Offeror's terms and conditions or attempts at complete substitutions of the Sample Contract are not acceptable to the Agency and will result in disqualification of the Offeror's proposal.

Offerors must provide a brief discussion of the purpose and impact, if any, of each proposed change followed by the specific proposed alternate wording.

If an Offeror fails to propose any alternate terms and conditions during the procurement process (the RFP process prior to selection as successful Offeror), no proposed alternate

terms and conditions will be considered later during the negotiation process. Failure to propose alternate terms and conditions during the procurement process (the RFP process prior to selection as successful Offeror) is an **explicit agreement** by the Offeror that the contractual terms and conditions contained herein are **accepted** by the Offeror.

16. Offeror's Terms and Conditions

Offerors must submit with the proposal a complete set of any additional terms and conditions they expect to have included in a contract negotiated with the Agency. Please see Section II.C.15 for requirements.

17. Contract Deviations

Any additional terms and conditions, which may be the subject of negotiation (such terms and conditions having been proposed during the procurement process, that is, the RFP process prior to selection as successful Offeror), will be discussed only between the Agency and the Offeror selected and shall not be deemed an opportunity to amend the Offeror's proposal.

18. Offeror Qualifications

The Evaluation Committee may make such investigations as necessary to determine the ability of the potential Offeror to adhere to the requirements specified within this RFP. The Evaluation Committee will reject the proposal of any potential Offeror who is not a Responsible Offeror or fails to submit a responsive offer as defined in NMSA 1978, § 13-1-83 and 13-1-85.

19. Right to Waive Minor Irregularities

The Evaluation Committee reserves the right to waive minor irregularities. The Evaluation Committee also reserves the right to waive mandatory requirements provided that all of the otherwise responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right is at the sole discretion of the Evaluation Committee.

20. Change in Contractor Representatives

The Agency reserves the right to require a change in contractor representatives if the assigned representative(s) is (are) not, in the opinion of the Agency, adequately meeting the needs of the Agency.

21. Notice of Penalties

The Procurement Code, NMSA 1978, § 13-1-28 through 13-1-199, imposes civil, misdemeanor and felony criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for bribes, gratuities and kickbacks.

22. Agency Rights

The Agency in agreement with the Evaluation Committee reserves the right to accept all or a portion of a potential Offeror's proposal.

23. Right to Publish

Throughout the duration of this procurement process and contract term, Offerors and contractors must secure from the Agency written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement and/or agency contracts deriving from this procurement. Failure to adhere to this requirement may result in disqualification of the Offeror's proposal or removal from the contract.

24. Ownership of Proposals

All documents submitted in response to the RFP shall become property of the State of New Mexico.

25. Confidentiality

Any confidential information provided to, or developed by, the contractor in the performance of the contract resulting from this RFP shall be kept confidential and shall not be made available to any individual or organization by the contractor without the prior written approval of the Agency.

The Contractor(s) agrees to protect the confidentiality of all confidential information and not to publish or disclose such information to any third party without the procuring Agency's written permission.

26. Electronic mail address required

A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Offeror must have a valid e-mail address to receive this correspondence. (See also Section II.B.5, Response to Written Questions).

27. Use of Electronic Versions of this RFP

This RFP is being made available by electronic means. In the event of conflict between a version of the RFP in the Offeror's possession and the version maintained by the Agency, the Offeror acknowledges that the version maintained by the Agency shall govern. Please refer to: <https://www.newmexico.org/industry/rfp>.

28. Campaign Contribution Disclosure Form

Offeror must complete, sign, and return the Campaign Contribution Disclosure Form (APPENDIX B) as a part of their proposal. This requirement applies regardless whether a covered contribution was made or not made for the positions of Governor and Lieutenant Governor or other identified official. Failure to complete and return the signed unaltered form will result in disqualification.

29. Letter of Transmittal

Offeror's proposal must be accompanied by the Letter of Transmittal Form (APPENDIX E), which must be completed and signed by an individual person authorized to obligate the company. The letter of transmittal MUST:

A. Identify the submitting business entity.

- B. Identify the name, title, telephone, and e-mail address of the person authorized by the Offeror organization to contractually obligate the business entity providing the Offer.
- C. Identify the name, title, telephone, and e-mail address of the person authorized to negotiate the contract on behalf of the organization.
- D. Identify the names, titles, telephone, and e-mail addresses of persons to be contacted for clarification/questions regarding proposal content.
- E. Identify sub-contractors (if any) anticipated to be utilized in the performance of any resultant contract award.
- F. Describe the relationship with any other entity which will be used in the performance of this awarded contract.
- G. Identify the following with a check mark and signature where required:
 - 1. **Explicitly** indicate acceptance of the Conditions Governing the Procurement stated in Section II.C.1;
 - 2. **Explicitly** indicate acceptance of Section V of this RFP; and
 - 3. Acknowledge receipt of any and all amendments to this RFP.
- H. Be signed by the person identified in paragraph 29.B. above.

30. Disclosure Regarding Responsibility

- A. Any prospective Contractor and any of its Principals who enter into a contract greater than sixty thousand dollars (\$60,000.00) with any state agency or local public body for professional services, tangible personal property, services or construction agrees to disclose whether the Contractor, or any principal of the Contractor's company:
 - 1. is presently debarred, suspended, proposed for debarment, or declared ineligible for award of contract by any federal entity, state agency or local public body;
 - 2. has within a three-year period preceding this offer, had one or more contracts terminated for default by any federal or state agency or local public body;
 - 3. has within a three-year period preceding this offer, been convicted in a criminal matter or had a civil judgment rendered against them for:
 - a. the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) contract or subcontract;
 - b. violation of federal or state antitrust statutes related to the submission of offers; or
 - c. the commission in any federal or state jurisdiction of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, violation of federal criminal tax law, or receiving stolen property;
 - 4. is presently indicted for, or otherwise criminally or civilly charged by any (federal, state or local) government entity with the commission of any of the offenses enumerated in paragraph A of this disclosure; or
 - 5. has, preceding this offer, been notified of any delinquent federal or state taxes in an amount that exceeds \$3,000.00 of which the liability remains unsatisfied. Taxes are considered delinquent if the following criteria apply:
 - a. The tax liability is finally determined. The liability is finally determined if it has been assessed. A liability is not finally determined if there is a pending administrative or judicial challenge. In the case of a judicial challenge of the liability, the liability is not finally determined until all judicial appeal rights have been exhausted.

- b. The taxpayer is delinquent in making payment. A taxpayer is delinquent if the taxpayer has failed to pay the tax liability when full payment was due and required. A taxpayer is not delinquent in cases where enforced collection action is precluded.
- B. Principal, for the purpose of this disclosure, means an officer, director, owner, partner, or a person having primary management or supervisory responsibilities within a business entity or related entities.
- C. The Offeror shall provide immediate written notice to the State Purchasing Agent or Procuring Agency if, at any time during the term of this Agreement, the Offeror learns that its disclosure was at any time erroneous or became erroneous by reason of changed circumstances.
- D. A disclosure that any of the items in this requirement exist will not necessarily result in disqualification of the Offeror or termination of the relevant agreement. However, the disclosure will be considered in the determination of the Offeror's responsibility and ability to perform the agreement. Failure of the Offeror to furnish a disclosure or provide additional information as requested will render the Offeror nonresponsive.
- E. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the disclosure required by this document. The knowledge and information of an Offeror is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- F. The disclosure requirement provided is a material representation of fact upon which reliance was placed when making an award and is a continuing material representation of the facts during the term of the relevant contract. If during the performance of the contract, the Contractor is indicted for or otherwise criminally or civilly charged by any government entity (federal, state or local) with commission of any offenses named in this document, the Contractor must provide immediate written notice to the State Purchasing Agent or Procuring Agency. If it is later determined that the Contractor knowingly rendered an erroneous disclosure, in addition to other remedies available to the Government, the State Purchasing Agent or Procuring Agency may terminate the involved contract for cause. Still further, the State Purchasing Agent or Procuring Agency may suspend or debar the Contractor from eligibility for future solicitations until such time as the matter is resolved to the satisfaction of the State Purchasing Agent or Procuring Agency.

31. New Mexico Preferences

To ensure adequate consideration and application of NMSA 1978, § 13-1-21 (as amended), Offerors must include a copy of their preference certificate with their proposal. Certificates for preferences must be obtained through the New Mexico Department of Taxation & Revenue, located at:

<http://www.tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx>.

- A. **New Mexico Resident Business Preference** -- A copy of the current certification must accompany your proposal, or proof of pending re-certification.

- B. **New Mexico Resident Veteran Business Preference** -- A copy of the current certification must accompany your proposal, or proof of pending re-certification.

An agency shall not award a business both a resident business preference and a resident veteran business preference. The New Mexico Preferences shall not apply when the expenditures for this RFP include federal funds.

III. RESPONSE FORMAT AND ORGANIZATION

A. NUMBER OF RESPONSES

Each Offeror shall submit only one proposal in response to this RFP.

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 electronic copy shall be clearly marked by the RFP title, number, and entity name. **Each portion of the proposal (technical/cost) must be submitted in separate attachments.**

Offerors should deliver:

1. **Technical Proposals** – One (1) ORIGINAL in PDF format.
2. **Cost Proposals** – One (1) ORIGINAL in PDF format. Proposals containing confidential information **must** be submitted as two clearly marked separate attachments:
 - **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.

C. PROPOSAL FORMAT

All electronic proposals must be submitted 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:** 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 – Suggested Shifts to Address the “New Normal”
- i. Sample 2 – Amended Marketing Strategic Plan
- j. Sample 3 – Visibility of Flagship Brand
- 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: 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 the cost proposal 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.

IV. SPECIFICATIONS

Offerors should respond in the form of a thorough narrative to each specification, unless otherwise instructed. The narratives, including required supporting materials, will be evaluated and awarded points accordingly.

A. DETAILED SCOPE OF WORK

In collaboration with NMTD, the Contractor shall perform the Scope of Work to build destination brand awareness, create deep connections with the venturesome traveler, and inspire increased visitation to the state of New Mexico.

This procurement will allow for the Contractor to partner with agencies who may operate outside of New Mexico in order to broaden reach and increase performance capacity for maximized visitation results.

This procurement will be executed for a term not to exceed four (4) years.

This Scope of Work shall include the following:

A. Cooperative Marketing Program Strategy and Execution:

As requested by the Agency, the Contractor shall:

- 1. Assist and support a cooperative advertising and marketing program, including but not limited to advertising and promotion; creative production; destination branding and reputation; and online presence optimization that will

leverage NMTD funding with industry partner funds for the greatest impact for all parties involved;

2. Negotiate preferred rates with select media and/or other marketing vendors as determined by NMTD;
3. Issue insertion orders for media buys and other cooperative marketing initiatives with vendors on behalf of NMTD and cooperative advertising partners;
4. Communicate with industry partners and their contracted advertising agencies, including but not limited to (a) handling industry partner and vendor invoicing as directed by the Agency, (b) facilitating creative approvals according to the New Mexico True brand standards, and (c) timely trafficking of advertising and/or other creative inputs to each vendor;
5. Develop processes to facilitate the effectiveness of the program, including but not limited to (a) industry partner application and evaluation, (b) timely advertising creative submissions and approvals, (c) media trafficking and invoicing, and (d) other enhanced processes as determined by NMTD;
6. Deliver program communication and education materials to maximize industry participation and program success; and
7. Provide performance measurement and reporting for each cooperative marketing initiative prior to NMTD payments.

B. Strategic Planning:

1. The Contractor shall, upon request, create and deliver a written, streamlined, integrated strategic marketing and media plan to the Agency, including but not limited to data-based insights from relevant data sources provided by NMTD, performance-based metrics, strategic industry engagement, and collaborative opportunities. The plan may have multiple versions for specific audiences, including but not limited to the Agency and its divisions, the general public, and the tourism industry. The Contractor shall include the requested components in the Plan, as determined by the Agency. Such components may include but not be limited to:
 - a. Core marketing strategies for brand markets, including fly markets, regional markets, in-state and niche markets, and recommended media mix;
 - b. An outline of key strategies, objectives, initiatives and tactical support for each of the marketing programs;
 - c. Benchmarks to identify and measure each marketing program's efforts. The benchmarks will set goals based on expectations that are higher than the current situation and that are based on analysis of the existing performance of each program;
 - d. Recommendations for the *New Mexico True* brand (Brand) development and evolution that defines ways to further expand the Brand's appeal, reach and influence; and
 - e. A condensed summary of the strategic marketing plan to serve as a reference for internal and external stakeholders.
2. As consulted, the Contractor will support the development and refinement of an internal data dashboard to support division leadership and their teams to refine strategy and tactics by tracking key leading and lagging indicators.

C. Brand Marketing and Advertising Consultation:

As requested by the Agency, the Contractor shall collaborate with the Agency to assist in the following strategic marketing priorities:

1. Brand Extension – Leveraging the Brand across state agencies and other potential extensions, including private/public partnerships as directed by NMTD;
2. Event Sponsorship Program Model – develop a signature event sponsorship program model that empowers businesses and New Mexico destinations by connecting national brands to the excitement, passion, and tradition of tourism signature events, through cooperative marketing solutions and experiences. The program will create customized co-branding campaigns, utilizing the multimedia assets of NMTD and tourism partners to meet partner, destination, and event marketing objectives. The program will be designed to attract and leverage national private-sector brands (majority out-of-state businesses) with the *New Mexico True* brand and to secure quality brand impressions and revenue through participation in signature tourism events throughout the state.
3. *New Mexico True* Brand Stewardship:
 - a. Brand Strategy – in collaboration with the Agency and third-party contractors as determined by NMTD, the Contractor shall develop and execute a *New Mexico True* brand creative strategy to support the brand evolution and umbrella branding with New Mexico destinations. The Contractor shall include the requested components in brand strategy documents and creative briefs, as directed by the Agency.
 - b. Tourism Industry Brand Adoption Strategy – The Contractor will develop an industry engagement and roll-out strategy to increase Brand adoption, strategic marketing alignment, while leveraging media buying opportunities of tourism destinations with the Brand.
4. Research Consultation – provide consulting on various provided research, as determined by the Agency.

B. TECHNICAL SPECIFICATIONS

1. Organizational Experience

Offerors must provide a description of their corporate experience with state government and private sector relevant to destination marketing and the tourism sector. The experience of all proposed subcontractors must be described as well. The narrative must thoroughly describe how the Offeror has supplied expertise for similar contracts and must include the extent of their experience, expertise and knowledge as a provider of public relations services. All public relations services provided to private sector will also be considered.

2. Organizational References

Offerors must provide a minimum of three (3) references from similar projects performed for private, state or large local government clients within the last three years. **Offerors are required to submit APPENDIX F (Organization Reference Questionnaire) to the business references they list. It is the Offeror’s responsibility to ensure the completed forms are included in the proposal submission received on or before February 24, 2021 (Noon)** for inclusion in the evaluation process.

Organizational References that are not received or are not complete may adversely affect the vendor's score in the evaluation process. The Evaluation Committee may contact any or all business references for validation of information submitted. If this step is taken, the Procurement Manager and the Evaluation Committee must all be together on a conference call with the submitted reference so that the Procurement Manager and all members of the Evaluation Committee receive the same information. (PLEASE NOTE: The Evaluation Committee is NOT REQUIRED to take this step and seek out references if they are not delivered in accordance with this RFP.) Additionally, the Agency reserves the right to consider any and all information available to it (outside of the Business Reference information required herein) in its evaluation of Offeror responsibility per Paragraph II.C.18.

Submission for each Organizational Reference shall include:

- a. Client name;
- b. Project description;
- c. Project dates (starting and ending);
- d. Technical environment (i.e., software applications, internet capabilities, data communications, network, hardware);
- e. Staff assigned to reference engagement that will be designated for work per this RFP; and
- f. Client project manager name, telephone number, fax number and e-mail address.

3. Proposal Samples

By utilizing the research data provided in the procurement library, Offeror must provide the following three (3) samples for review and scoring: **Note: The slides/narratives count towards the mandatory 75-page limit for the entire proposal.**

- a. **Suggested Shifts to Address the “New Normal”**– With precipitous declines in travel due to the COVID-19 pandemic, destinations, attractions, and events have suffered devastating losses. Even with vaccinations beginning, the tourism industry is not expected to return to pre-2020 levels for several years. Until we realize a full recovery, consumer behavior may be fundamentally different, for example, with travelers combining work and vacation to lodge away from home for longer stays or looking for places with more open space and outdoor recreation opportunities. As such, what shifts would you suggest implementing in the Agency's Cooperative Marketing and Advertising Program to address this “new normal” while ensuring equitable services for and treatment of both rural and urban, longtime and new community partners? Please format your response to this challenge in two parts:
 - 1) a brief visual representation of your choice (i.e., PowerPoint, Keynote, Prezi, interactive web page, video or other), and
 - 2) a written executive summary of no more than 400 words.
- b. **Amended Marketing Strategic Plan** – As defined as part of our strategic plan, the Agency's mission is to grow New Mexico's economy through tourism. The COVID-19 pandemic and resulting Public Health Orders, however, have curtailed all tourism-marketing activities. How would you alter components of the current strategic marketing plan (i.e. planks, pillars, target audience, media strategy, benchmarks, etc.)

to integrate the Agency’s COVID-modified mission — to sustain New Mexico’s tourism industry and related businesses, including statewide association members, like ski areas, wineries, and tour operators, nonprofit organizations and True Certified partners — during the interim? Please submit an amended strategic plan for the Marketing section only in the visual format of your choice (i.e., PowerPoint, Keynote, Prezi, interactive web page, video or other) that shows your recommended changes for tourism in a post-COVID world.

- c. **Visibility of Flagship Brand** – NMTD has introduced programs and initiatives for the purpose of Brand expansion, however, it is a challenge to simultaneously disseminate the Brand while maintaining its integrity. For-profit businesses, non-profit organizations, and events associate themselves with and use the *New Mexico True* Brand. As a brand steward, how would you plan to gain visibility of a flagship brand while also safeguarding its logo and assets? Please limit your response to a brief visual format of your choice (i.e., PowerPoint, Keynote, Prezi, interactive web page, video or other) or a written response of 500 words or fewer.

4. Oral Presentation

If selected as a Finalist, Offerors agree to provide the Evaluation Committee the opportunity to interview proposed staff members identified by the Evaluation Committee, at the option of the Agency. The Evaluation Committee may request Finalist(s) to provide an oral presentation of the proposal as an opportunity for the Evaluation Committee to ask questions and seek clarifications.

5. Mandatory Specifications

- a. Offeror must have its primary place of business located in New Mexico.
- b. Maximum page limit for entire Proposal is 75 pages.

C. BUSINESS SPECIFICATIONS

1. Financial Stability

Offerors must be able to provide evidence of sufficient capital available to execute the deliverables of the contract. Therefore, Offerors must submit copies of the most recent years independently audited financial statements and annual report. The submission must include the audit opinion, the balance sheet, income statement to include retained earnings and cash flow, and the notes to the financial statements. If independently audited financial statements do not exist, Offeror must state the reason and, instead, submit sufficient information (e.g. Dunn & Bradstreet report) to enable the Evaluation Committee to assess the financial stability of the Offeror.

2. Letter of Transmittal Form

The Offeror’s proposal **must** be accompanied by the Letter of Transmittal Form located in APPENDIX E. The form **must** be completed and must be signed by the person authorized to obligate the company.

3. Campaign Contribution Disclosure Form

The Offeror must complete an unaltered Campaign Contribution Disclosure Form and submit a signed copy with the Offeror's proposal. This must be accomplished whether or not an applicable contribution has been made. (See APPENDIX B)

4. Cost

Offerors must complete the Cost Response Form in APPENDIX D. All charges listed on APPENDIX D must be justified and evidence of need documented in the proposal.

5. NM Resident Business Preference or NM Resident Veteran Business Preference

In addition to the mandatory requirement that Offerors must be domiciled in New Mexico, additional bonus points are available for those Offerors who provide a copy of their New Mexico Resident Business Preference Certificate or their New Mexico Resident Veteran Business Preference Certificate, in accordance with NMSA 1978, § 13-1-21 (as amended).

V. EVALUATION

A. EVALUATION POINT SUMMARY

The following is a summary of evaluation factors with point values assigned to each. These weighted factors will be used in the evaluation of individual potential Offeror proposals.

Table 1: Evaluation Point Summary

EVALUATION FACTORS	Points Available
Technical Proposal	
Proposal no more than 75 pages in length	Pass/Fail
Primary Place of Business in New Mexico	Pass/Fail
Letter of Transmittal	Pass/Fail
Financial Stability	Pass/Fail
Campaign Contribution Disclosure Form	Pass/Fail
Organizational Experience	100
Organizational References	100
Sample 1 – Suggested Shifts to Address the “New Normal”	200
Sample 2 – Amended Marketing Strategic Plan	200
Sample 3 – Visibility of Flagship Brand	200
Oral Presentation	TBD
Cost Proposal	
Cost	200
TOTAL	1,000 points possible
NM Resident Business Preference (5%) or NM Resident Veteran Business Preference (10%)	5% bonus = 50 10% bonus = 100

B. EVALUATION FACTORS

1. Page Limit – 75 pages

Pass/Fail only. No points assigned.

2. Primary Place of Business in New Mexico

Pass/Fail only. No points assigned.

3. Letter of Transmittal

Pass/Fail only. No points assigned.

4. Financial Stability

Pass/Fail only. No points assigned.

5. Campaign Contribution Disclosure Form

Pass/Fail only. No points assigned.

6. Organizational Experience

Points will be awarded based upon the thoroughness and clarity of the response of the engagements cited and the perceived validity of the response.

7. Organizational References

Points will be awarded based upon an evaluation of the responses to a series of questions as per APPENDIX F. Points will be awarded for each individual response up to 1/3 of the total points for this category. Lack of a response will be awarded zero (0) points.

8. Proposal Samples

Points will be awarded based upon an evaluation of the proposal samples provided by each Offeror. Scoring will be based on the quality, organization and effectiveness of the content of the three mandatory samples. Lack of a response will be awarded zero (0) points.

9. Oral Presentation

If the Evaluation Committee requests Finalist(s) to provide an oral presentation of the proposal, points will be awarded based upon the quality, organization and effectiveness of communication of the information presented, as well as the professionalism of the presenters and technical knowledge of the proposed staff. Prior to Oral Presentation, Agency will provide the Offeror a presentation agenda. (If no Oral Presentations are required, no points will be awarded in this category).

10. Cost Proposal

The evaluation of each Offeror’s cost proposal will be conducted using the following formula:

$$\frac{\text{Lowest Responsive Offer Bid}}{\text{This Offeror’s Bid}} \times \text{Available Award Points}$$

11. New Mexico Preferences

Percentages will be determined based upon the point-based system outlined in NMSA 1978, § 13-1-21 (as amended).

a. **New Mexico Resident Business Preference**

If the Offeror has provided a copy of their Preference Certificate, the Preference Points for a New Mexico Resident Business is 5% of the total possible points.

b. **New Mexico Resident Veteran Business Preference**

If the Offeror has provided a copy of their Preference Certificate, the Preference Points for a New Mexico Resident Veteran Business is 10% of the total possible points.

C. EVALUATION PROCESS

1. All Offeror proposals will be reviewed for compliance with the requirements and specifications stated within the RFP. Proposals deemed non-responsive will be eliminated from further consideration.
2. The Procurement Manager may contact the Offeror for clarification of the response as specified in Section II.B.7.
3. The Evaluation Committee may use other sources to perform the evaluation as specified in Section II.C.18.
4. Responsive proposals will be evaluated on the factors in Section V, which have been assigned a point value. The Responsible Offeror(s) with the highest scores will be selected as the Finalist(s), based upon the proposals submitted. The Responsible Offeror(s) whose proposals are most advantageous to the State, taking into consideration the evaluation factors in Section V, will be recommended for award (as specified in Section II.B.8). Please note, however, that a serious deficiency in the response to any one factor may be grounds for rejection regardless of overall score.

APPENDIX A
REQUEST FOR PROPOSAL
Strategic Marketing & Cooperative Program Administration
RFP# 21-418-1003-00006-00
ACKNOWLEDGEMENT OF RECEIPT FORM

In acknowledgement of receipt of this Request for Proposal, the undersigned agrees that s/he has received a complete copy, beginning with the title page and table of contents, and ending with APPENDIX F.

The acknowledgement of receipt should be signed and returned to the Procurement Manager no later than **12:00 pm MST or MDT on January 29, 2021 (Noon)**. Only potential Offerors who elect to return this form completed with the indicated intention of submitting a proposal will receive copies of all Offeror written questions and the written responses to those questions as well as RFP amendments, if any are issued.

FIRM: _____

REPRESENTED BY: _____

TITLE: _____ PHONE NO.: _____

E-MAIL: _____ FAX NO.: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

SIGNATURE: _____ DATE: _____

This name and address will be used for all correspondence related to the Request for Proposal.

Firm does/does not (circle one) intend to respond to this Request for Proposal.

Carlos F. Gonzales, Procurement Manager
Cooperative Advertising & Marketing Oversight, RFP#21-418-1003-00006-00
E-mail: carlosf.gonzales@state.nm.us

APPENDIX B

Campaign Contribution Disclosure Form

Pursuant to the Procurement Code, Sections 13-1-28, et seq., NMSA 1978 and NMSA 1978, § 13-1-191.1 (2006), as amended by Laws of 2007, Chapter 234, a prospective contractor subject to this section shall disclose all campaign contributions given by the prospective contractor or a family member or representative of the prospective contractor to an applicable public official of the state or a local public body during the two years prior to the date on which a proposal is submitted or, in the case of a sole source or small purchase contract, the two years prior to the date on which the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor or a family member or representative of the prospective contractor to the public official exceeds two hundred fifty dollars (\$250) over the two-year period. A prospective contractor submitting a disclosure statement pursuant to this section who has not contributed to an applicable public official, whose family members have not contributed to an applicable public official or whose representatives have not contributed to an applicable public official shall make a statement that no contribution was made.

A prospective contractor or a family member or representative of the prospective contractor shall not give a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or during the pendency of negotiations for a sole source or small purchase contract.

Furthermore, a solicitation or proposed award for a proposed contract may be canceled pursuant to Section [13-1-181](#) NMSA 1978 or a contract that is executed may be ratified or terminated pursuant to Section [13-1-182](#) NMSA 1978 if a prospective contractor fails to submit a fully completed disclosure statement pursuant to this section; or a prospective contractor or family member or representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process.

The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor.

THIS FORM MUST BE INCLUDED IN THE REQUEST FOR PROPOSALS AND MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means a spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law of (a) a prospective contractor, if the prospective contractor is a natural person; or (b) an owner of a prospective contractor;

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Prospective contractor” means a person or business that is subject to the competitive sealed proposal process set forth in the Procurement Code [Sections [13-1-28](#) through [13-1-199](#) NMSA 1978] or is not required to submit a competitive sealed proposal because that person or business qualifies for a sole source or small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

Name(s) of Applicable Public Official(s): Governor Michelle Lujan Grisham
Lt. Governor Howie Morales

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE CONTRACTOR:

Contribution Made By: _____

Relation to Prospective Contractor: _____

Date Contribution(s) Made: _____

Amount(s) of Contribution(s) _____

Nature of Contribution(s) _____

Purpose of Contribution(s) _____

(Attach extra pages if necessary)

Signature Date

Title (position)

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature Date

Title (Position)

APPENDIX C SAMPLE CONTRACT

STATE OF NEW MEXICO
TOURISM DEPARTMENT
PROFESSIONAL SERVICES CONTRACT #20-418-1003-00006-00

THIS AGREEMENT is made and entered into by and between the State of New Mexico Tourism Department (NMTD), hereinafter referred to as the “Agency,” and **XXXXX**, hereinafter referred to as the “Contractor,” (collectively, “the Parties”) and is effective as of the date set forth below upon which it is executed by the General Services Department/State Purchasing Division (GSD/SPD) Contracts Review Bureau.

IT IS AGREED BETWEEN THE PARTIES:

1. Scope of Work.

The Contractor shall perform the following work:

- A. XXXX;
- B. XXXX;
- C. XXXX; and
- D. XXXX.

2. Compensation.

A. As this is a multi-year agreement, the anticipated compensation structure for each year is as follows:

- 1. The Agency shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of XXXX dollars and XXXX cents (\$00.00) per hour (or per month, project, deliverable, etc.). **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed (AMOUNT) in FY20.**
- 2. The Agency shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of XXXX dollars and XXXX cents (\$00.00) per hour (or per month, project, deliverable, etc.). **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed (AMOUNT) in FY21.**
- 3. The Agency shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of XXXX dollars and XXXX cents (\$00.00) per hour (or per month, project, deliverable, etc.). **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed (AMOUNT) in FY22.**
- 4. The Agency shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of XXXX dollars and XXXX cents (\$00.00) per hour (or per month, project, deliverable, etc.). **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed (AMOUNT) in FY23.**

B. Payment in FY20, FY21, FY22, and FY23 is subject to availability of funds pursuant to Article 5 (Appropriations) set forth below and to any negotiations between the Parties from year to year pursuant to Article 1 (Scope of Work) and to approval by the GSD/SPD. All invoices MUST BE received by the Agency no later than fifteen (15) days after the termination of the Fiscal Year in which the services were delivered. Invoices received after such date WILL NOT BE PAID.

C. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the Agency finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services, and outlining steps the Contractor may take to provide remedial action. Upon certification by the Agency that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked. However, the Agency shall not incur late charges, interest, or penalties for failure to make payment within the time specified herein.

3. Term.

THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE GSD/SPD Contracts Review Bureau. This Agreement shall terminate on **DATE** unless terminated pursuant to Article 4 (Termination) or Article 5 (Appropriations). In accordance with NMSA 1978, § 13-1-150, no contract term for a professional services contract, including extensions and renewals, shall exceed four years, except as set forth in NMSA 1978, § 13-1-150.

4. Termination.

A. Grounds. The Agency may terminate this Agreement for convenience or cause. The Contractor may only terminate this Agreement based upon the Agency's uncured, material breach of this Agreement.

B. Notice; Agency Opportunity to Cure.

1. Except as otherwise provided in Paragraph (4)(B)(3), the Agency shall give Contractor written notice of termination at least thirty (30) days prior to the intended date of termination.

2. Contractor shall give Agency written notice of termination at least thirty (30) days prior to the intended date of termination, which notice shall (i) identify all the Agency's material breaches of this Agreement upon which the termination is based and (ii) state what the Agency must do to cure such material breaches. Contractor's notice of termination shall only be effective (i) if the Agency does not cure all material breaches within the thirty (30) day notice period or (ii) in the case of material breaches that cannot be cured within thirty (30) days, the Agency does not, within the thirty (30) day notice period, notify the Contractor of its intent to cure and begin with due diligence to cure the material breach.

3. Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor (i) if the Contractor becomes unable to perform the services contracted for, as determined by the Agency; (ii) if, during the term of this Agreement, the Contractor is suspended or debarred by the State Purchasing Agent; or (iii) the Agreement is terminated pursuant to Article 5 (Appropriations) of this Agreement.

C. Liability. Except as otherwise expressly allowed or provided under this Agreement, the Agency's sole liability upon termination shall be to pay for acceptable work performed prior to the Contractor's receipt or issuance of a notice of termination; provided, however, that a notice of

termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. *THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE AGENCY'S OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.*

D. Termination Management. Immediately upon receipt by either the Agency or the Contractor of notice of termination of this Agreement, the Contractor shall: 1) not incur any further obligations for salaries, services or any other expenditure of funds under this Agreement without written approval of the Agency; 2) comply with all directives issued by the Agency in the notice of termination as to the performance of work under this Agreement; and 3) take such action as the Agency shall direct for the protection, preservation, retention or transfer of all property titled to the Agency and records generated under this Agreement. Any non-expendable personal property or equipment provided to or purchased by the Contractor with contract funds shall become property of the Agency upon termination and shall be submitted to the Agency as soon as practicable.

5. Appropriations.

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the Legislature of New Mexico for the performance of this Agreement. If sufficient appropriations and authorization are not made by the Legislature, this Agreement shall terminate immediately upon written notice being given by the Agency to the Contractor. The Agency's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the Agency proposes an amendment to the Agreement to unilaterally reduce funding, the Contractor shall have the option to terminate the Agreement or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

6. Status of Contractor.

The Contractor and its agents and employees are independent contractors performing professional services for the Agency and are not employees of the State of New Mexico. The Contractor and its agents and employees shall not accrue leave, retirement, insurance, bonding, use of state vehicles, or any other benefits afforded to employees of the State of New Mexico as a result of this Agreement. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the State of New Mexico unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

7. Assignment.

The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without the prior written approval of the Agency.

8. Subcontracting.

The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the Agency. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Agreement, nor shall any subcontract obligate direct payment from the Procuring Agency.

9. Release.

Final payment of the amounts due under this Agreement shall operate as a release of the Agency, its officers and employees, and the State of New Mexico from all liabilities, claims and obligations whatsoever arising from or under this Agreement.

10. Confidentiality.

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the Agency.

11. Product of Service -- Copyright.

All materials developed or acquired by the Contractor under this Agreement shall become the property of the State of New Mexico and shall be delivered to the Agency no later than the termination date of this Agreement. Nothing developed or produced, in whole or in part, by the Contractor under this Agreement shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

12. Conflict of Interest; Governmental Conduct Act.

A. The Contractor represents and warrants that it presently has no interest and, during the term of this Agreement, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Agreement.

B. The Contractor further represents and warrants that it has complied with, and, during the term of this Agreement, will continue to comply with, and that this Agreement complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978. Without in any way limiting the generality of the foregoing, the Contractor specifically represents and warrants that:

1) in accordance with NMSA 1978, § 10-16-4.3, the Contractor does not employ, has not employed, and will not employ during the term of this Agreement any Agency employee while such employee was or is employed by the Agency and participating directly or indirectly in the Agency's contracting process;

2) this Agreement complies with NMSA 1978, § 10-16-7(A) because (i) the Contractor is not a public officer or employee of the State; (ii) the Contractor is not a member of the family of a public officer or employee of the State; (iii) the Contractor is not a business in which a public officer or employee or the family of a public officer or employee has a substantial interest; or (iv) if the Contractor is a public officer or employee of the State, a member of the family of a public officer or employee of the State, or a business in which a public officer or employee of the State or the family of a public officer or employee of the State has a substantial interest, public notice was given as required by NMSA 1978, § 10-16-7(A) and this Agreement was awarded pursuant to a competitive process;

3) in accordance with NMSA 1978, § 10-16-8(A), (i) the Contractor is not, and has not been represented by, a person who has been a public officer or employee of the State within the preceding year and whose official act directly resulted in this Agreement and (ii) the Contractor is not, and has not been assisted in any way regarding this transaction by, a former public officer or employee of the State whose official act, while in State employment, directly resulted in the Agency's making this Agreement;

4) this Agreement complies with NMSA 1978, § 10-16-9(A) because (i) the Contractor is not a legislator; (ii) the Contractor is not a member of a legislator's family; (iii) the Contractor is not a business in which a legislator or a legislator's family has a substantial interest; or (iv) if the Contractor is a legislator, a member of a legislator's family, or a business in which a legislator or a legislator's family has a substantial interest, disclosure has been made as required by NMSA 1978, § 10-16-7(A), this Agreement is not a sole source or small purchase contract, and this Agreement was awarded in accordance with the provisions of the Procurement Code;

5) in accordance with NMSA 1978, § 10-16-13, the Contractor has not directly participated in the preparation of specifications, qualifications or evaluation criteria for this Agreement or any procurement related to this Agreement; and

6) in accordance with NMSA 1978, § 10-16-3 and § 10-16-13.3, the Contractor has not contributed, and during the term of this Agreement shall not contribute, anything of value to a public officer or employee of the Agency.

C. Contractor's representations and warranties in Paragraphs A and B of this Article 12 are material representations of fact upon which the Agency relied when this Agreement was entered into by the parties. Contractor shall provide immediate written notice to the Agency if, at any time during the term of this Agreement, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the Agency and notwithstanding anything in the Agreement to the contrary, the Agency may immediately terminate the Agreement.

D. All terms defined in the Governmental Conduct Act have the same meaning in this Article 12.

13. Amendment.

A. This Agreement shall not be altered, changed or amended except by instrument in writing executed by the Parties hereto and all other required signatories.

B. If the Agency proposes an amendment to the Agreement to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Agreement, pursuant to the termination provisions as set forth in Article 4 herein, or to agree to the reduced funding.

14. Merger.

This Agreement incorporates all the agreements, covenants and understandings between the Parties hereto concerning the subject matter hereof, and all such covenants, agreements and understandings have been merged into this written Agreement. No prior agreement or understanding, oral or otherwise, of the Parties or their agents shall be valid or enforceable unless embodied in this Agreement.

15. Penalties for violation of law.

The Procurement Code, NMSA 1978 §§ 13-1-28 through 13-1-199, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.

16. Equal Opportunity Compliance.

The Contractor agrees to abide by all federal and state laws and rules and regulations, and executive orders of the Governor of the State of New Mexico, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity performed under this Agreement. If Contractor is found not to be in compliance with these requirements during the life of this Agreement, Contractor agrees to take appropriate steps to correct these deficiencies.

17. Applicable Law.

The laws of the State of New Mexico shall govern this Agreement, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with NMSA 1978, § 38-3-1 (G). By execution of this Agreement, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Agreement.

18. Workers Compensation.

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Agreement may be terminated by the Agency.

19. Records and Financial Audit.

The Contractor shall maintain detailed time and expenditure records that indicate the date, time, nature and cost of services rendered during the Agreement's term and effect and retain them for a period of three (3) years from the date of final payment under this Agreement. The records shall be subject to inspection by the Agency, the General Services Department/State Purchasing Division, and the State Auditor. The Agency shall have the right to audit billings both before and after payment. Payment under this Agreement shall not foreclose the right of the Agency to recover excessive or illegal payments.

20. Indemnification.

The Contractor shall defend, indemnify and hold harmless the Agency and the State of New Mexico from all actions, proceeding, claims, demands, costs, damages, attorneys' fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Agreement, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Agreement. In the event that any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Agreement is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it

receives notice thereof, notify the legal counsel of the Agency and the Risk Management Division of the New Mexico General Services Department by certified mail.

21. New Mexico Employees Health Coverage.

A. If Contractor has, or grows to, six (6) or more employees who work, or who are expected to work, an average of at least 20 hours per week over a six (6) month period during the term of the contract, Contractor certifies, by signing this agreement, to have in place, and agree to maintain for the term of the contract, health insurance for those employees and offer that health insurance to those employees if the expected annual value in the aggregate of any and all contracts between Contractor and the State exceed \$250,000.00.

B. Contractor agrees to maintain a record of the number of employees who have (a) accepted health insurance; (b) declined health insurance due to other health insurance coverage already in place; or (c) declined health insurance for other reasons. These records are subject to review and audit by a representative of the state.

C. Contractor agrees to advise all employees of the availability of State publicly financed health care coverage programs by providing each employee with, as a minimum, the following web site link to additional information: <http://insurenwnewmexico.state.nm.us/>.

22. Invalid Term or Condition.

If any term or condition of this Agreement shall be held invalid or unenforceable, the remainder of this Agreement shall not be affected and shall be valid and enforceable.

23. Enforcement of Agreement.

A Party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that Party's right thereafter to demand strict compliance with that or any other provision. No waiver by a Party of any of its rights under this Agreement shall be effective unless express and in writing, and no effective waiver by a Party of any of its rights shall be effective to waive any other rights.

24. Approval of Contractor Representative(s).

The Agency reserves the right to require a change in Contractor representative(s) if the assigned representative(s) are not, in the opinion of the Agency, adequately serving the needs of the State of New Mexico.

25. Agency Contract Administrator.

The Agency Contract Administrator for this Agreement is **XXXX**. This individual is designated to confirm deliverables from the Contractor and to administer this Agreement on behalf of the Agency. The Contract Administrator may be reached by phone at **505-000-0000** or by email at xxxx@state.nm.us.

26. Notices.

Any notice required to be given to either Party by this Agreement shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the Agency:
New Mexico Tourism Department
491 Old Santa Fe Trail
Santa Fe, NM 87501

To the Contractor:
NAME
ADDRESS
ADDRESS

Either Party may change its address above by written notice to the other in accordance with the terms of this Article 26. The carrier for mail delivery and notices shall be the agent of the sender.

27. Authority.

If Contractor is other than a natural person, the individual(s) signing this Agreement on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter into a binding contract.

THE REMAINDER OF THIS PAGE IS LEFT BLANK INTENTIONALLY.

APPENDIX D
COST RESPONSE FORM
Strategic Marketing & Cooperative
Program Administration
RFP# 21-418-1003-00006-00

Please provide a detailed breakdown of the annual cost to perform the scope of work as outlined in the Detailed Scope of Work. Please include any categorical distinctions. The format is not defined, but a cost proposal must include any and all items that will generate a cost to the Agency. For example, a monthly retainer plus expenses must detail every cost.

APPENDIX E
RFP# 21-418-1003-00006-0
Letter of Transmittal Form

RFP#: _____

Offeror Name: _____ **FED ID#** _____

Items #1 to #7 EACH MUST BE COMPLETED IN FULL. Failure to respond to all seven items WILL RESULT IN THE DISQUALIFICATION OF THE PROPOSAL! (If the person for #3 and #4 below is the same person named in #2, the Offeror may write "SAME" in #3 and #4. If #3 and #4 are left blank, the Agency will accept that the same person named in #2 qualifies for #3 and #4.)

1. **Identity (Name) and Mailing Address** of the submitting organization:

2. For the person authorized by the organization to contractually obligate on behalf of this Offer:

Name _____

Title _____

E-Mail Address _____

Telephone Number _____

3. For the person authorized by the organization to negotiate on behalf of this Offer:

Name _____

Title _____

E-Mail Address _____

Telephone Number _____

4. For the person authorized by the organization to clarify/respond to queries regarding this Offer:

Name _____

Title _____

E-Mail Address _____

Telephone Number _____

5. Use of Sub-Contractors (Select one)

____ No sub-contractors will be used in the performance of any resultant contract OR

____ The following sub-contractors will be used in the performance of any resultant contract:

(Attach extra sheets, as needed)

6. Please describe any relationship with any entity (other than Subcontractors listed in item #5 above, which will be used in the performance of any resultant contract.

(Attach extra sheets, as needed)

7. ____ On behalf of the submitting organization named in item #1 above, I accept the Conditions Governing the Procurement as required in Section II.C.1.

____ I concur that submission of our proposal constitutes acceptance of the Evaluation Factors contained in Section V of this RFP.

____ I acknowledge receipt of any and all amendments to this RFP.

Authorized Signature and Date (Must be signed by the person identified in item #2 above.)

APPENDIX F

ORGANIZATIONAL REFERENCE QUESTIONNAIRE

The State of New Mexico, as a part of the RFP process, requires Offerors to submit a minimum of three (3) business references as required within this document. The purpose of these references is to document Offeror's experience relevant to the scope of work in an effort to establish Offeror's responsibility.

Offeror is required to send the following reference form to each business reference listed. These references must be a part of the proposal and submitted by **February 24, 2021 (Noon)** for inclusion in the evaluation process. The form and information provided will become a part of the submitted proposal. Business references provided may be contacted for validation of content provided therein.

Strategic Marketing & Cooperative Program Administration
RFP# 21-418-1003-00006-00
ORGANIZATIONAL REFERENCE QUESTIONNAIRE
FOR:

(Name of Offeror)

This form is being submitted to your company for completion as a business reference for the company listed above. This form is to be returned to the requestor.

Company providing reference	
Contact name and title/position	
Contact telephone number	
Contact e-mail address	
Project description	
Project dates (starting and ending)	
Technical environment of the related project for which this reference is being provided (i.e., software applications, internet capabilities, data communications, network, hardware, etc.)	

QUESTIONS:

1. In what capacity have you worked with this vendor in the past?

COMMENTS:

2. How would you rate this firm's knowledge and expertise?

_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

3. How would you rate the vendor's flexibility relative to changes in the project scope and timelines?

_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

4. What is your level of satisfaction with hard-copy materials produced by the vendor?

_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

5. How would you rate the dynamics/interaction between the vendor and your staff?

_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

6. Who were the vendor's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?

(3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

Name: _____ Rating:

Name: _____ Rating:

Name: _____ Rating:

Name: _____ Rating:

COMMENTS:

7. How satisfied are you with the products developed by the vendor?
_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

COMMENTS:

8. With which aspect(s) of this vendor's services are you most satisfied?

COMMENTS:

9. With which aspect(s) of this vendor's services are you least satisfied?

COMMENTS:

10. Would you recommend this vendor's services to your organization again?

COMMENTS: