

## RFP Formal Written Questions:

1. **Markets** - which markets would be the focus of this scope of work? [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)
2. **Budget** - whether you are able to confirm the budget? [This is a competitive sealed bid process.](#)
3. Based on the RFP I was not sure, if the New Mexico Tourism Department is looking for 1. a “global” agency (based in the US), 2. an agency sitting in Europe, which would be able to cover the entire Continental Europe and/or UK for the New Mexico Tourism Department or 3. an agency covering selected countries only. [Please refer to section IV.A.1.F.4 in the RFP.](#)
4. The RFP references “using available data going back five years” from New Mexico True campaigns to build out an assessment, please indicate where this data can be found or if it made available online. [Please refer to the procurement library for any data we are able to provide.](#)
5. Please indicate annual budget for public relations/earned media or volume of professional services or product expectations required from the PR agency. Is this amount similar as the previous year/contract? [This is a competitive sealed bid process.](#)
6. Does NMTD have an agency of record for paid or owned media? If so, who are those agencies? [Currently, NMTD is contracted with Talweg Creative Inc. as our Advertising Agency.](#)
7. Who is the internal marketing team for NMTD? Who will be the internal contact for the public relations agency? [Please refer to the contact list for the agency on nmtourism.org. Please refer to section I.D.3. for the contact for ANY inquiries about this RFP.](#)
8. Does NMTD currently work with a public relations agency? If so, what is the current firm? [NMTD does not currently work with a public relations agency.](#)
9. **Page 17, section IV:** Could you please clarify the instructions at the top of this page? The document says that offerors should respond in the form of a thorough narrative to each specification – but we wish to confirm what constitutes a *specification*. Are you looking for a narrative statement for each item included under A. Detailed Scope of Work? Or per the scoring table on page 21, are you only looking to evaluate narratives provided for Technical and Mandatory Specifications (items listed under B.1 – B.4.b.iii)? [Please refer to Section IV; “offerors should respond in the form of a thorough narrative to each specification, unless otherwise instructed. The narrative, including required supporting materials will be evaluated and awarded points accordingly”.](#) Each deliverable is numbered 1-3.
10. **Page 17, section IV, A, 1.A.:** Can you share more information regarding your specific International target markets and key priorities? [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)
11. **Page 18, section IV, A, 2.E:** What are you able to share regarding your current approach to working with influencers? (i.e. Are you paying content fees? How are you vetting them? How many are you hosting/partnering with annually? Are you cooperating with the paid media team for any influencer partnerships?) [We are not currently employing an influencer strategy.](#)
12. **Page 18, section IV, A, 3.A:** Are you able to share any of your five-year benchmark reporting examples? [Please refer to the procurement library for any data we are able to provide.](#)
13. **Page 19, section IV, B, 4.A and C, 1:** The mandatory specifications indicate the maximum page limit for entire proposal is 100 pages in length. Does this 100-page limit only include the mandatory specifications section, as our financial stability and audited financial statements are

part of the separate business specifications section? [This is the maximum page limit for the entire proposal.](#)

14. **General:** Are you able to share specific background regarding your staff/team's roles as it relates to daily management of the public relations program? [This would be irrelevant to the composition of the proposal in reference to the scope of work.](#)
15. **General:** How would you describe the delineation between your staff/team and your current agency partner? Are there changes in this division you wish to make with the onset of a new contract? [NMTD does not currently work with a public relations agency.](#)
16. **General:** Could you please provide explicit language regarding what you do (and do not) consider to be a conflict? What is your position on whether an offeror can hold a contract with a City DMO within New Mexico? [NMTD Legal Counsel will determine a conflict at the time of selection or award. A contract with a City DMO is not a conflict.](#)
17. What is your current methodology for measuring the success of public relations efforts? [We currently do not employ a methodology for measuring the success of a public relations efforts.](#)
18. Can you please provide the past five years of results – or direct us to online source for this information? [Please refer to the procurement library for any data we are able to provide.](#)
19. Has the NMTD previously worked with an out-of-state agency? If not, would this be considered? [This procurement is open to all proposers.](#)
20. Is this a mandatory review? Who is the incumbent? [NMTD does not currently work with a public relations agency. This is a competitive sealed bid process.](#)
21. Where would we be able to access overall NMTD Marketing Plans for the past three years? [Please refer to the procurement library for any data we are able to provide.](#)
22. With your visitation trending up each year, what would you consider the least successful aspects of your destination marketing efforts and PR? [Please refer to the procurement library for any data we are able to provide.](#)
23. How many finalists will be selected? [No less than one, and no more than three.](#)
24. 1.A.1 Can you please advise and prioritize your industry partners? [This is not a valid section reference. Our industry partners are not prioritized but will be discussed with the selected contractor.](#)
25. 1.B.1 We've looked online via <https://www.newmexico.org/industry/resources/research/> site, we are seeking more information regarding the background and development of the *New Mexico True* brand promise. Might this be available to help with PR messaging development and continuity? [Please refer to Section I.B](#)
26. 2.B Regarding influencers, is there anything particular that you have found successful that you want to ensure remains in future plans? [We are not currently employing an influencer strategy.](#)
27. 3.B Your visitation has been trending up each year – what are your annual goals and KPIs in an aspirational world? (e.g. what would be considered satisfactory, what would be considered outstanding) [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)
28. Organizational References – If we have a particularly relevant case study/former client that goes back further than three years, are we precluded from submitting it? [Per section IV.B.2, Offerors should provide a minimum of three references from similar projects performed for private, state, or large local government clients within the last three years.](#)
29. What are three key things that differentiate you from your competitors? [Please refer to section V.B.4.b.i.](#)
30. What's the most important thing you want to see reflected in this response? [Please refer to section V.B.4.](#)

31. What is the number one trait you look for or value in an agency partner? [Please refer to section I.A.](#)
32. In terms of media relations, what would be an example of your dream coverage? [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)
33. What destination campaigns or work do you admire? [We are focused and dedicated to growing New Mexico's economy through tourism.](#)
34. You mention integrating with paid and owned strategies – do you have an agency that handles paid and owned? Would you need agency support in these areas (i.e. native advertising, promoted social posts) as part of this scope? [Currently, NMTD is contracted with Talweg Creative Inc. as our Advertising Agency.](#)
35. What is the biggest change you would like to see from the previous years' work to this year? Where do you see missed opportunity with prior years' efforts? [NMTD does not currently work with a public relations agency.](#)
36. Is there a creative brief or strategic overview that explains the thinking that led to "New Mexico True?" Can we have access to these documents? [Please refer to the procurement library for any data we are able to provide. Please refer to I.B.](#)
37. How is your research function structured? What research may we have access to as we develop proposals? [Please refer to the procurement library for any data we are able to provide.](#)
38. Will agencies be at all penalized for not having a core team based in New Mexico? Is it preferred for the core team to be based in New Mexico? [No preference is assigned for this in the RFP document other than the rule each agency follows as stated in section V.9.](#)
39. As part of the submission, are you looking for a specific organizational chart for who would work on this business along with staff bios? [This would be helpful, but not required.](#)
40. Can you confirm that within the submission, you are looking for capabilities, cost and the three requested samples? Can you confirm you are not looking for a comprehensive action plan at this stage? [Please refer to section V.B.4.b. and section V.B.4.b.i.](#)
41. What is the budget range for this four-year engagement? If you are unable to share a range, can you share a cap or maximum? [This is a competitive sealed bid process.](#)
42. Over the next 4 years what are the top 2-3 areas where you think New Mexico True can make the largest gains? [This is what we hope to accomplish with a Public Relations Agency.](#)
43. What international market(s) do you expect this program to reach? How would you categorize the ratio or emphasis for New Mexico True communications efforts, between the domestic and international markets? [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)

#### **IV Specifications – Page 17**

45. Strategy A. 2) Please provide the 2019 YTD and 2020 paid and owned media plans. [Please refer to the procurement library for any data we are able to provide.](#)
46. Strategy A. 3) Please share more information about the targeted influencers NMTD is focused upon and any other relevant information. [For all items listed in the detailed scope of work section IV.A, please refer to the procurement library for any data we are able to provide. The detailed scope of work refers to the deliverables and expectations of the selected contractor upon award and execution.](#)

47. Strategy A. 4) Please list the journalists, editors and producers NMDT has worked with over the past 12 months. For all items listed in the detailed scope of work section IV.A, please refer to the procurement library for any data we are able to provide. The detailed scope of work refers to the deliverables and expectations of the selected contractor upon award and execution.
48. Strategy A. 6) Please provide the current key performance metrics as referenced in this RFP question. Related, the annual report mentions PTAT, reach and fans as the metrics, is NMDT looking for something new? For all items listed in the detailed scope of work section IV.A, please refer to the procurement library for any data we are able to provide. The detailed scope of work refers to the deliverables and expectations of the selected contractor upon award and execution.
48. Strategy D. Please list the media missions, familiarization tours (and media) the state has hosted over the past 24 months For all items listed in the detailed scope of work section IV.A, please refer to the procurement library for any data we are able to provide. The detailed scope of work refers to the deliverables and expectations of the selected contractor upon award and execution.

#### **IV Specifications – Page 18**

49. Reporting A. Is the five years of historic earned media already identified and in-house, or is this something the public relations partner will be required to provide? For all items listed in the detailed scope of work section IV.A, please refer to the procurement library for any data we are able to provide. The detailed scope of work refers to the deliverables and expectations of the selected contractor upon award and execution.
50. Organizational Experience – This wording is similar to the Advertising Agency RFP (20-418-1003-00001-00) where firms were penalized for including experience from outside of New Mexico and/or from non-New Mexico companies, despite being a part of a team with a New Mexico office. Will the same scrutiny used for the Advertising Agency RFP be applied to the Public Relations Agency RFP? Please refer to IV.B.1 which does not differentiate between locality of experience.

#### **IV Specifications – Page 19**

51. Organizational References – The wording is similar to the Advertising Agency RFP (20-418-1003-00001-00) where firms were penalized for including references from out of state companies, despite being a part of a team with a New Mexico office. Will the same scrutiny used for the Advertising Agency RFP be applied to the Public Relations Agency RFP? Please refer to IV.B.2 which does not differentiate between locality of references.
52. Mandatory Specifications b. i. Will NMDT please provide more clarity about what it is seeking? Is NMDT wanting bidder to use information from the procurement library to develop a detailed performance monitoring plan or are other sources available? Please specify the attributes of value for the competitive analysis? Please refer to the procurement library for any data we are able to provide.
53. Which states/countries has NMDT seen the most success with when attracting tourism? Please refer to the procurement library for any data we are able to provide.
54. What are the desired target demographics? Please refer to the procurement library for any data we are able to provide.
55. What is the overall budget of NMDT? What is the budget for public relations? This is a competitive sealed bid process.

56. What are the rates for your current PR agency? [NMTD does not currently work with a public relations agency.](#)
57. Is the incumbent agency participating in the review? [NMTD does not currently work with a public relations agency.](#)
58. Is this a mandated review or voluntary? [NMTD does not currently work with a public relations agency. This is a competitive sealed bid process.](#)
59. Can you provide the names and titles of the members of the evaluation committee? [No, this would jeopardize the procurement process.](#)
60. What are the chief challenges/misperceptions you face from a marketing/PR perspective? [Please refer to section I.B](#)
61. What are the current annual goals and objectives NMDT and its partners are working towards? [Please refer to the procurement library for any data we are able to provide.](#)
62. What do you see as success indicators for 2020 and beyond?  
What do you realistically want to accomplish?  
[This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)
63. Can NMDT provide any guidance on current target markets/segments? Specifically, can NMDT share a demographic/psychographic profile of their target consumer?
  - a. If NMDT has this information, how was it arrived at (i.e., research, other activities)?  
[Please refer to the procurement library for any data we are able to provide.](#)
64. What efforts would you say have been most and least successful within the past three years? [Please refer to the procurement library for any data we are able to provide.](#)
65. Are you looking for on-the-ground support for all domestic and international media fams/visits? Or, are you just looking for trip coordination for these and on-the-ground support, as needed? [NMTD is seeking on-the-ground support.](#)
66. Within the United States, what are the top producing cities/states for NMDT? [Please refer to the procurement library for any data we are able to provide.](#)
67. What destinations do you consider to be within your competitive set? [Please refer to section V.B.4.b.i.](#)
68. Can you provide priority markets in and outside of the U.S.? What markets (media, prospects) are most important to NMDT? [Please refer to the procurement library for any data we are able to provide.](#)
69. Are there particular aspects of your industry that you would like to highlight, areas that may have been previously underserved/overlooked? [Please refer to the procurement library for any data we are able to provide.](#)
70. What specific assets do you wish to promote (food, culture, weddings, outdoors, etc.)? [Please refer to the procurement library for any data we are able to provide.](#)
71. For budgeting purposes, are travel, food and accommodations for media fams normally covered by NMDT or contributed by its partners, or should we estimate these costs into our budget? [Please refer to Appendix D page 35 of the RFP.](#)
72. How do you see collaboration between the selected PR partner and other partners (i.e. advertising, social media, digital, etc.)? [The expectation will be high level professional collaborative effort as determined by NMTD.](#)
  - a. How often are group planning sessions facilitated? [This is what we would like our PR agency to help us determine. This is contingent on strategic planning with the selected PR agency.](#)