

Question:

1. Whether companies from Outside USA can apply for this?
(like, from India or Canada)

Answer:

Pursuant to Section IV.A.

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 to broaden reach and increase performance capacity for maximized national and international exposure.

Question:

2. Whether we need to come over there for meetings?

Answer:

Pursuant to Section IV.A.1.b. of the RFP:

- b) Provide NMTD with assistance for the planning and delivery of presentations pertaining to the topic of earned media when assigned. **This may require attendance by a representative from the contractor to present either virtually or in-person.**

Question:

3. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

Answer:

Pursuant to Appendix C - 16 and 17:

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.

Public Relations RFP #24-418-1002-00001-00 Questions and Answers

Question:

4. Can we submit the proposals via email?

Answer:

Per section I.E of the RFP:

E. PROPOSAL SUBMISSION

Submissions of all proposals must be accomplished via Survey Monkey at:

<https://www.surveymonkey.com/r/nmtd-pr-rfp-2024>

5. What is the expected overall PR budget for FY'25 (inclusive of OOP and fees)?

Pursuant to section V.B.7 – The evaluation of each Offeror's cost proposal will have a maximum available award amount of 100 points and be conducted using the following formula:

Lowest Responsive Offeror's Cost

----- X 100 (Available Award Points)
Each Offeror's Cost

6. Can you provide the historic budget breakdown from FY'24?

a. Service Fees budget

The current budget for service fees is \$20,000.00 per month in FY24

b. PR OOP budget (media hosting, media events, conferences, etc.)

Per the current PR contract there is a maximum of \$100,000.00 per year allowed for PR OOP.

c. Influencer OOP budget (influencer fees, hosting, etc.)

There is currently no budget assigned to Influencers separate from the PR OOP.

7. What destinations do you consider to be your core competitors?

Arizona, Utah, Colorado.

8. What are the key elements that you are looking for to make a PR AOR change?

Pursuant to NMSA 13-1-150.B – A contract for professional services may not exceed four years, including all extensions and renewals. Pursuant to the RFP Section IV.A. Detailed Scope of Work – indicates all the key elements we are looking for in a Public Relations Vendor.

9. What are the top pain points with your current PR AOR?

Pursuant to the RFP Section IV.A. Detailed Scope of Work – indicates all the key elements we are looking for in a Public Relations Vendor.

10. Are all Evaluation Committee members employees of NMTC?

If not, what other agencies/organizations will be included as part of your selection process?

All evaluation committee members are employees of NMTC.

11. Could you share additional information on your target consumer/demographics as well as any statistical data (demographic and psychographic) on the "venturesome traveler" audience described in the RFP?

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Pursuant to NMSA 1978, 9-15A-7.2.A-B – The following information created, obtained or maintained by the department is not subject to inspection pursuant to the Inspection of Public Records Act [Chapter [14](#), Article [2](#) NMSA 1978]:

- A. proprietary technical or business information related to the development of specific marketing or advertising campaigns for the state; and
- B. a consumer's individually identifiable information provided during an online, tourism-related transaction related to a product or service provided by the department or its contractors.

New Mexico Tourism Department Research

12. What industry conferences do you attend and which organizations are you a member of?
The New Mexico Tourism Department has previously attended the IPW and International Media Marketplace conferences and is a member of the US Travel Association.
13. Can you share your ad buy plan for FY'23 or FY'24?
This information is not pertinent to the RFP being issued and is data that belongs to a different division within the Tourism Department.
[Public Records \(newmexico.org\)](#)
14. 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?)
Pursuant to section IV.B.3. of the RFP, offerors are being evaluated based on the following:

1. Desirable Specification

1) Proposal Samples

By utilizing the research data provided in the procurement library, Offeror must provide the following three (3) samples for review and scoring:

- a) **Editorial Strategy & Scheduling** – Using the “New Mexico True” brand essence of “Adventure Steeped in Culture,” craft a 12-month editorial strategy. This strategy should include an editorial calendar with proposed campaigns and short- and long-lead pitches, including timing and topics. For the purpose of this sample, the 12-month editorial strategy should span July 1, 2024 – June 30, 2025.
- b) **Sample Familiarization Trip** –In 2026, New Mexico and the U.S. will be celebrating the 100 Year Centennial of Historic Route 66. For this sample, please propose a group FAM tour that incorporates destinations, experiences and amenities across New Mexico. Please specify the proposed invitation list and timing for this FAM tour.
- c) **In-Market Activation** – Please propose an in-market activation that aligns with one of the Tourism Department’s primary markets and/or a major media market. The activation should target individuals in travel media and highlight New Mexico as an ideal destination for the venturesome traveler.

15. What are your priority SM channels - any you’re looking to explore/launch?
The primary Social Media Channels for New Mexico True are Facebook, IG, Twitter, YouTube, and Tiktok.

Public Relations RFP #24-418-1002-00001-00 Questions and Answers

16. As part of your KPI tracking, can you share a sample of your current media tracking database?

Pursuant to NMSA 1978, 9-15A-7.2.A-B – The following information created, obtained or maintained by the department is not subject to inspection pursuant to the Inspection of Public Records Act [Chapter 14, Article 2 NMSA 1978]:

A. proprietary technical or business information related to the development of specific marketing or advertising campaigns for the state; and

B. a consumer's individually identifiable information provided during an online, tourism-related transaction related to a product or service provided by the department or its contractors.

New Mexico Tourism Department Research

Pursuant to section IV.B.3. of the RFP, offerors are being evaluated based on the following:

2. Desirable Specification

2) Proposal Samples

By utilizing the research data provided in the procurement library, Offeror must provide the following three (3) samples for review and scoring:

- a) **Editorial Strategy & Scheduling** – Using the “New Mexico True” brand essence of “Adventure Steeped in Culture,” craft a 12-month editorial strategy. This strategy should include an editorial calendar with proposed campaigns and short- and long-lead pitches, including timing and topics. For the purpose of this sample, the 12-month editorial strategy should span July 1, 2024 – June 30, 2025.
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- c) **In-Market Activation** – Please propose an in-market activation that aligns with one of the Tourism Department’s primary markets and/or a major media market. The activation should target individuals in travel media and highlight New Mexico as an ideal destination for the venturesome traveler.

17. Is this RFP part of your regularly scheduled procurement process or is there something else driving the search at this time?

This is a regularly scheduled procurement. Pursuant to NMSA 13-1-150.B – A contract for professional services may not exceed four years, including all extensions and renewals.

18. How many agencies are being invited to participate in the RFP? How many will be chosen to present?

This is an open RFP, and is opened to all who choose to submit a proposal by the deadline set forth in the RFP.

19. Will the incumbent agency of record be participating in the RFP?

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Pursuant to NMSA 13-1-116 – The contents of any proposal shall not be disclosed so as to be available competing offerors during the negotiation process.

20. Which destinations do you consider in your competitive set?

Arizona, Utah, Colorado.

21. Is there a milestone news moment for the destination coming up that you are looking to capitalize on?

Pursuant to section IV.B.3. of the RFP, offerors are being evaluated based on the following:

3. Desirable Specification

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:

- a) **Editorial Strategy & Scheduling** – Using the “New Mexico True” brand essence of “Adventure Steeped in Culture,” craft a 12-month editorial strategy. This strategy should include an editorial calendar with proposed campaigns and short- and long-lead pitches, including timing and topics. For the purpose of this sample, the 12-month editorial strategy should span July 1, 2024 – June 30, 2025.
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22. Do you have a destination marketing plan that you can share for us to review/ be inspired as we create a proposal?

[New Mexico Tourism Department Research](#)

23. Are there any new hotels or attractions opening in the coming year that you want to specifically promote?

Pursuant to section IV.B.3. of the RFP, offerors are being evaluated based on the following:

4. Desirable Specification

4) Proposal Samples

By utilizing the research data provided in the procurement library, Offeror must provide the following three (3) samples for review and scoring:

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- a) **Editorial Strategy & Scheduling** – Using the “New Mexico True” brand essence of “Adventure Steeped in Culture,” craft a 12-month editorial strategy. This strategy should include an editorial calendar with proposed campaigns and short- and long-lead pitches, including timing and topics. For the purpose of this sample, the 12-month editorial strategy should span July 1, 2024 – June 30, 2025.
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- c) **In-Market Activation** – Please propose an in-market activation that aligns with one of the Tourism Department’s primary markets and/or a major media market. The activation should target individuals in travel media and highlight New Mexico as an ideal destination for the venturesome traveler.

24. What was your biggest PR win in the past two years? Can you share an example of a placement from the last year that hit all of the KPI marks for you?

<https://www.vogue.com/article/new-mexico-road-trip-guide>

25. We do not see a budget identified in the RFP. Will you be sharing a planned budget for the contracted services.

A: Pursuant to section V.B.7 – The evaluation of each Offeror’s cost proposal will have a maximum available award amount of 100 points and be conducted using the following formula:

Lowest Responsive Offeror’s Cost

----- X 100 (Available Award Points)

26. Do you have a separate budget to engage with influencers as part of the influencer programs?

The New Mexico Tourism Department does not have a separate budget to engage with influencers.