

AMENDMENT #1

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

REQUEST FOR PROPOSALS (RFP)

Tourism and Destination Development Roadmap



RFP# 19-418-1003-00002-00

Release Date: March 5, 2019

Due Date: March 25, 2019

Request for Proposal # 19-418-1003-00002-00 is amended as described
herein:

SEC. III.C.1- Correcting the last letter reading “b” to “e”.

From:

- b) Include two examples of comprehensive strategic or destination development plan that the Offeror has provided oversight for.

To:

- e) Include two examples of comprehensive strategic or destination development plan that the Offeror has provided oversight for.

SEC.V.B. 4.a –Replace “a” and add “a” through “e”.

From:

B.4. Mandatory Specifications	Pass/Fail
B.4.a. Provide a detailed description of overarching strategy for successful design and execution of this study; Provide documentation and evidence-based rationale for any analyses, measurement, or modeling to be used in the execution of this study; Provide a plan for obtaining suitable sample sizes in each of New Mexico’s advertising fly markets; and Provide a plan for providing a comprehensive report (to include interpretations of findings) on the outcomes of the study.	

To:

B.4. Mandatory Specifications	Pass/Fail
a) Provide a detailed description of overarching strategy for successful design and execution of this program, to include: <ul style="list-style-type: none">a. Program goalsb. Potential pitfallsc. Recommended partners throughout the state	

<ul style="list-style-type: none"> b) Provide a plan for working with multiple partners and agencies throughout New Mexico; c) Provide an outline for analyzing or obtaining data for our competitive set of states (Utah, Colorado and Arizona) regarding tourism assets and image; d) Provide a plan for coordinating regional listening sessions in New Mexico; and e) Provide a plan for developing and delivering relevant action items and recommendations for implementation to all identified partners. 	
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THESE DOCUMENTS SHALL HAVE THE SAME MEANING AND EFFECT AS IF ORIGINALLY ISSUED. ALL OTHER ITEMS, TERMS AND CONDITIONS SHALL REMAIN THE SAME.

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

Offerors must acknowledge receipt of this Amendment.