



# City of Santa Fe, New Mexico



## SOLE SOURCE REQUEST AND DETERMINATION FORM

This sole source request form **must** be submitted to the City of Santa, Purchasing Division for authorization, determination and processing by the Chief Procurement Officer (CPO).

*Please ensure to complete this form in its entirety - (\*) must be completed.*

**\*Date:** March 3, 2023

**\*Prepared By:** Jordan Guenther

**\*Title:** Director of Marketing, Tourism  
Santa Fe

**\*Vendor Name** CrowdRiff

**\*Address:** 116 Spadina Ave, Suite 600

**\*City:** Toronto

**\*State:** Ontario

**\*Zip Code:** M5V 2K6

**\*Description of Goods/Service to be procured:**

**\*Estimated Cost:** \$22,000/year

**Term of Contract:**

One (1) to Four (4) year from award

Four (4) Years

**\*Sole Source Request Justification Questions 1-3.**

- 1. Explain the purpose/need of purchase. Ensure to include a thorough scope of work for the services, construction or items of tangible personal property (if this is an amendment request to an existing contract, attach current contract).**

CrowdRiff is a proprietary visual marketing platform that inspires new and returning interest to travel brands and destinations such as Santa Fe. It will allow the TOURISM Santa Fe team to effectively discover, curate, and activate the most engaging visual content from social media platforms.

CrowdRiff's proprietary social search enables brands and destinations, such as TOURISM Santa Fe, to find social content that no other social aggregator can replicate, in either quantity or quality. Coupling this search with the unique ability to use artificial intelligence to auto tag and score social photos and to "backfill" social media content up to 5 years in the past will provide TOURISM Santa Fe with a complete collection of social images for use in our marketing efforts.



# City of Santa Fe, New Mexico



2. Provide a detailed explanation of the criteria developed and specified by the department as necessary to perform and/or fulfill the contract.

X

The contractor has affirmed sole source for the services, construction or items of tangible personal property (*Attach memo from vendor*). Provide documentation of due diligence for other possible vendors/contractors to provide the requested services/goods proved unsuccessful; or

☐

Other: explanation of the reasons, qualifications, proprietary rights or unique capabilities (*unique and how this uniqueness is substantially related to the intended purpose of the contract*) of the prospective contractor that makes the prospective contractor *the one source* capable of providing the required professional service, service, construction or item(s) of tangible personal property. (Please do not state the source is the “best” source or the “least costly” source. Those factors do not justify a “sole source.”) *Unique and how this uniqueness is substantially related to the intended purpose of the contract.*

3. Explain why other similar professional services, services, construction or item(s) of tangible personal property *cannot* meet the intended purpose of the contract.

Based on our extensive research, CrowdRiff is the only platform where brands and destinations can store *earned* (social) **and** *owned* visual assets in one place, which is an ongoing need reflective of our current contract.

There are no other products available that offer this level of extensibility and flexibility. CrowdRiff will continue to enable TOURSIM Santa Fe to store all of our photos in one place for convenient, cost-effective storage and organization, reducing the need for multiple platforms across the agency. Most notably, CrowdRiff is the only platform on the market using the new Google Vision technology. This technology enables auto-tagging to ensure that all visual assets are organized and easily accessible.




# City of Santa Fe, New Mexico



## \*Approvals:

Based on the above facts, the City of Santa Fe Purchasing Officer has made the determination that the justification for a Sole Source procurement is in accordance with the State Procurement Code, Section 13-1-126 Sole source procurement., NMSA 1978 and shall be posted for a 30-day period prior to award.

 3.6.23  
\_\_\_\_\_ for TDL  
Travis Dutton-Leyda, CPO Date  
Purchasing Officer for the  
City of Santa Fe

**Pursuant to the State Procurement Code, Section 13-1-126 Sole source procurement., NMSA 1978, the 30-day posting period of the Notice of Intent to Award this Sole Source request was met and no obligation to the award to the above referenced contractor were received. *This Sole Source determination will be valid for a period of one (1) year from the date of the award.***

\_\_\_\_\_  
Travis Dutton-Leyda, CPO Date  
Purchasing Officer for the  
City of Santa Fe

## \*Required Attachments:

*\*Letter from Contractor acknowledging they are the only source (on their business letterhead and signed by the head of business or financial operations),*

*\*Quote from sole source Contractor*

*\*Agenda Item to be presented to City Council if over \$60,000 for Professional Services and \$60,000 for Goods and Non-Professional Services*