

**The City of Santa Fe  
AND  
TOURISM Santa Fe (TSF)**

**REQUEST FOR PROPOSALS (RFP)**

**Advertising Agency of Record Contract  
for TOURISM Santa Fe**



**RFP#  
23/49/P**

Questions & Answers

Proposal Issue Date: March 10, 2023

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Questions and Answers

	Questions	Answers	RFP Section	RFP PG #
	Example: Can we transfer the PDF to Word and then back to PDF?	There is nothing in the RFP that prohibits this.	III.B.1.a III.B.1.b.	20, 21
1.	Regarding the Conflict of Interest Form: Language in the Conflict of Interest Form (RFP p. 50) states “each key personnel shall also complete” the form; language in IV.B.1.b Organizational Experience (RFP p. 26) defines key personnel as “anyone from the company that will be affiliated with the TSF account.” Is this to be interpreted as a requirement for a separate Conflict of Interest Form for each person who will work on the TSF account (e.g., 25 personnel = 25 forms) or is one form from the company sufficient to fulfill this requirement?	If there are 25 personnel working on the TSF account, then 25 Conflict of Interest forms need to be returned signed by each personnel.	Appendix G	50, 51
2.	Do the mandatory forms (Letter of Transmittal Form, Campaign Contribution Disclosure Form, Non-Collusion Affidavit Form, Conflict of Interest Form) count toward the 100 maximum page count noted in III.C.1 Proposal Content and Organization on RFP p. 23?	No, those forms do not count towards the 100 maximum page count. However, if the mandatory forms are not included in the proposal, the proposal will be non-responsive.	Appendix D Appendix E Appendix F Appendix G	42 - 51

3.	Whether companies from outside USA can apply for this? (like, from India or Canada)	Yes, but the preference of TOURISM Santa Fe would be to work with a domestic agency that has a keen understanding of the Santa Fe market.		
4.	Whether we need to come over there for meetings?	Yes, there will be several meetings throughout the year that will require agency representatives to be in Santa Fe.		
5.	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Yes, some of the tasks can be performed from outside of the Santa Fe market, i.e. media planning/media placement), while other tasks within the scope will need to be performed in market; i.e. production shoots.		
6.	Can we submit the proposals via email?	All Offeror Proposals must be received for review and evaluation by the Central Purchasing Office via email at: <a href="mailto:Purchasing_RFP@santafenm.gov">Purchasing_RFP@santafenm.gov</a> no later than 3:00 PM MDT on April 26, 2023 (SECTION II.A, SEQUENCE OF EVENTS). Proposals received after this deadline will not be accepted. The date and time of receipt will be recorded on each proposal. Proposals must be submitted electronically through email until further notice. Refer to Section III.B.1 for instructions. Proposals submitted by facsimile will not be accepted.	Section I, E.  Section II, B.	7, 12
7.	Is there any budget information you are able to share?	The existing contract is for \$1,850,000 and it's our goal to increase that amount every year.		
8.	How often are in-person meetings required/preferred?	We'd like to meet with our agency partners in-person at least 2-3 times/year.		
9.	Where do you feel your existing brand platform it is not being impactful/not accomplishing your goals?	We feel as though our existing brand platform is accomplishing the goals set forth, however, there is always opportunity for growth and refinement.		
10.	Do you have any platform restrictions when it comes to media? i.e. TikTok?	No - no restrictions as long as the media platforms are aligned with our brand beliefs/ideals/strategies. TikTok is not currently part of our media plan, but we have evaluated adding it into future plans.		
11.	What challenges is the destination facing from a tourism perspective that you are hoping the response and brand direction can solve for?	Not necessarily a challenge, but an ongoing goal of TSF's is to continue to lower the average visitor age to the destination, which we have been quite successful in doing over the last 4 years.		
12.	Can you share any research: visitor profiles, perception or tracking studies, advertising	Additional research and data can be found here: <a href="https://www.santafe.org/industry/rfp/">https://www.santafe.org/industry/rfp/</a>		

	effectiveness, economic impact?			
13.	Can you share an approximate budget your agency partner would be responsible for managing – agency fees, production costs and media expenditures?	The existing contract is for a total of \$1,850,000. It’s our goal to increase that amount every year.		
14.	Are there any budget details you are able to share regarding this contract?	The existing contract is for a total of \$1,850,000.		
15.	You mention cost per inquiry as a KPI – can you provide an overview of what is considered an “inquiry” (guide downloads, newsletter sign-ups)?	An inquiry is a Visitors Guide order, newsletter sign up, Visit Santa Fe app downloads, and clicks to santafe.org from digital paid media campaigns.		
16.	What tracking do you have in place currently to monitor conversions? Do you use any third-party tools?	We use Google Analytics to monitor conversion, as well as Datafy and Placer.ai for visitor data and analytics. Our current AOR uses Dataroma to monitor conversions.		
17.	How much audience research exists, and when was it fielded?	The last visitor information study was conducted in 2015.  Additional research and data can be found here: <a href="https://www.santafe.org/industry/rfp/">https://www.santafe.org/industry/rfp/</a>		
18.	Do you collect visitor feedback?	We currently do not have a method for formally tracking visitor feedback. We do operate 4 Visitor Centers which interact with visitors daily.		
19.	How has the brand and subsequent campaigns performed in recent years?	The City Different brand remains consistent and has performed well in recent years. We have seen overall visitation increase and an ongoing goal to lower the average visitor age has been successful due to recent campaigns.		
20.	What are the biggest challenges Santa Fe faces as a tourist destination? as a community? as a natural environment?	Not necessarily a challenge, but an ongoing goal of TSF’s is to continue to lower the average visitor age to the destination, which we have been quite successful in doing over the last 4 years.		
21.	How is success for TOURISM Santa Fe measured currently?	From a business perspective, one metric for success is increased visitation which is measured through hotel occupancy and ADR. From a paid media perspective, increased awareness of Santa Fe as a premier travel destination.		

22.	How engaged are residents, local businesses and partners in the promotion and support of tourism?	The hospitality industry is one of the largest employers in Santa Fe and many residents work in the industry and support tourism. We have the support of local businesses as well. Many businesses in Santa Fe are small and independently owned with their customer base largely being visitors to Santa Fe. They are engaged with Tourism Santa Fe frequently and support our initiatives and promotions.		
23.	Who do you see as your biggest competitor(s)?	From a destination perspective, our biggest competitors are: <ul style="list-style-type: none"> <li>• New Orleans, LA</li> <li>• Charleston, SC</li> <li>• Sedona, AZ</li> <li>• Savannah, GA</li> <li>• Aspen, CO</li> <li>• Telluride, CO</li> <li>• Taos, NM</li> </ul>		
24.	Have sustainability issues been a topic of conversation for TSF and the community at large?	Sustainability is an ongoing topic of conversation for the City of Santa Fe and the community. Our 25-year sustainability plan includes strategies to achieve carbon neutrality, improve quality of life and social equity, enhance ecological resilience, and strengthen the economy. To learn more about our goals and strategies visit <a href="https://sustainabilitysantafenm.com/home#dashboard">https://sustainabilitysantafenm.com/home#dashboard</a> .		
25.	What is the annual agency budget for Tourism Santa Fe?	The existing contract is for a total of \$1,850,000.		
26.	What is the annual media budget?	We strive to maintain a media budget of at least 70% of the total contract amount.		
27.	It states in the RFP that it was issued on 3/10/2023 but it wasn't available on Bidnet until 3/16/2023, will that affect any due dates?	No, this will not impact any of the dates listed in the Schedule of Events.	Section II, A. Sequence of Events	11
28.	Has research for the primary markets been done? If so, can we get access to that research?	Based on prior CDI/BDI research sourced from Longwoods International overnight marketable trips research (and calculated based on 3-year rolling visitation data to normalize the impact of COVID disruption), our focus markets for impact are: <ul style="list-style-type: none"> <li>• Dallas Ft. Worth</li> <li>• Austin</li> <li>• Denver</li> <li>• Colorado Springs</li> <li>• Phoenix</li> <li>• Los Angeles</li> </ul>		

29.	Are there creative briefs or a creative strategy document we are able to review as part of developing our RFP response?	No. Background information, including Santa Fe history and current marketing strategy can be found in the RFP.  Additional brand resources can be found here: <a href="https://www.santafe.org/industry/rfp/">https://www.santafe.org/industry/rfp/</a>	Section I, B.	5
30.	How long has the current agency been working with TSF and is the relationship strong?	Our relationship with our current agency dates back to June 2020. Per state statute, we are required to go out to RFP every four years.		