

City of Santa Fe Contract
Advertising Services

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, herein after referred to as the "City", and **Hutton Broadcasting** herein after referred to as the "Contractor."

IT IS MUTUALLY AGREED BETWEEN THE PARTIES:

1. A. "Products and Services Schedule" refers to the complete list of products and services offered under this Agreement and the price for each. Product and service descriptions may be amended with the prior approval of the Agreement Administrator. New products and services shall not be added to the Products and Services Schedule.

B. "Business Hours" means 8:00 a.m. to 5:00 p.m. Mountain Time.

C. "Products and Services schedule" refers to the complete list of products and services offered under this Agreement and the price for each. Product and service descriptions may be amended with the prior approval of the Agreement Administrator. New products and services shall not be added to the Products and Services Schedule.

D. "You" and "your" refers to **Hutton Broadcasting**. "We," "us" or "our" refers to the City and whose accounts are created under this Agreement.

2. **Scope of Work**

The Contractor shall provide Advertising Services for the City, as described in Exhibit "A" attached hereto and incorporated herein.

3. **Compensation**

The City shall pay to the Contractor a total amount of sixty eight thousand seventy-four dollars and thirty-eight cents (\$68,074.38) inclusive of gross receipts taxes, for services rendered as listed in Exhibit "A" attached hereto:

4. **Payment Provisions**

All payments under this Agreement are subject to the following provisions.

- A. Acceptance - In accordance with Section 13-1-158 NMSA 1978, the City shall determine if the product or services provided meet specifications. Until the products or services have been accepted in writing by the City, the City shall not pay for any products or services. Unless otherwise agreed upon between the City and the Contractor, within thirty (30) days from the date the City receives written notice from the Contractor that payment is requested for services or within thirty (30) days from the receipt of products,

the City shall issue a written certification (by letter or email) of complete or partial acceptance or rejection of the products or services. Unless the City gives notice of rejection within the specified time period, the products or services will be deemed to have been accepted.

- B. **Payment of Invoice** - Upon acceptance that the products or services have been received and accepted, payment shall be tendered to the Contractor within thirty (30) days after the date of invoice. After the thirtieth day from the date that written certification of acceptance is issued, late payment charges shall be paid on the unpaid balance due on the contract to the Contractor at the rate of 1.5 % per month. Contractor may submit invoices for payment no more frequently than monthly. Payment will be made to the Contractor's designated mailing address. Payment on each invoice shall be due within 30 days from the date of the acceptance of the invoice. The City agrees to pay in full the balance shown on each account's statement, by the due date shown on said statement.

5. **Term**

THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED IN WRITING BY THE CITY. This Agreement shall begin on date approved by the City, and end on June 30, 2023. The City reserves the right to renew the contract on an annual basis by mutual Agreement not exceed a total of four years in accordance with NMSA 1978, §§ 13-1-150 through 152.

6. **Default and Force Majeure**

The City reserves the right to cancel all or any part of any orders placed under this contract without cost to the City, if the Vendor fails to meet the provisions of this contract and, except as otherwise provided herein, to hold the Vendor liable for any excess cost occasioned by the City due to the Vendor's default. The Vendor shall not be liable for any excess costs if failure to perform the order arises out of causes beyond the control and without the fault or negligence of the Vendor; such causes include, but are not restricted to, acts of God or the public enemy, acts of the State or Federal Government, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, unusually severe weather and defaults of sub-contractors due to any of the above, unless the City shall determine that the supplies or services to be furnished by the sub-contractor were obtainable from other sources in sufficient time to permit the Vendor to meet the required delivery scheduled. The rights and remedies of the City provided in this paragraph shall not be exclusive and are in addition to any other rights now being provided by law or under this contract.

7. **Termination**

A. **Grounds**. The City may terminate this Agreement for convenience or cause. The Contractor may only terminate this Agreement based upon the City's uncured, material breach of this Agreement.

B. Notice; City Opportunity to Cure.

1. Except as otherwise provided in Paragraphs 7.A and 17, the City shall give Contractor written notice of termination at least thirty (30) days prior to the intended date of termination.

2. Contractor shall give City written notice of termination at least thirty (30) days prior to the intended date of termination, which notice shall (i) identify all the City's material breaches of this Agreement upon which the termination is based and (ii) state what the City must do to cure such material breaches. Contractor's notice of termination shall only be effective (i) if the City does not cure all material breaches within the thirty (30) day notice period or (ii) in the case of material breaches that cannot be cured within thirty (30) days, the City does not, within the thirty (30) day notice period, notify the Contractor of its intent to cure and begin with due diligence to cure the material breach.

3. Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor (i) if the Contractor becomes unable to perform the services contracted for, as determined by the City; (ii) if, during the term of this Agreement, the Contractor is suspended or debarred by the City; or (iii) the Agreement is terminated pursuant to Paragraph 17, "Appropriations", of this Agreement.

C. Liability. Except as otherwise expressly allowed or provided under this Agreement, the City's sole liability upon termination shall be to pay for acceptable work performed prior to the Contractor's receipt or issuance of a notice of termination; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. *THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE CITY'S OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.*

8. Amendment

A. This Agreement shall not be altered, changed or amended except by instrument in writing executed by the parties hereto and all other required signatories.

B. If the City proposes an amendment to the Agreement to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Agreement, pursuant to the termination provisions as set forth in Paragraph 7 herein, or to agree to the reduced funding.

9. Status of Contractor

The Contractor, and Contractor's agents and employees, are independent Contractors for the City and are not employees of the City. The Contractor, and Contractor's agents and employees, shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement. The Contractor acknowledges that all sums received hereunder are personally reportable by the Contractor for income tax purposes, including without limitation, self-employment tax and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has written authority to do so, and then only within the strict limits of that authority.

10. **Assignment**

The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without the prior written approval of the City.

11. **Subcontracting**

The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Agreement, nor shall any subcontract obligate direct payment from the City.

12. **Non-Collusion**

In signing this Agreement, the Vendor/Contractor certifies the Vendor/Contractor has not, either directly or indirectly, entered into action in restraint of free competitive bidding in connection with this offer submitted to the City.

13. **Inspection of Plant**

The City may inspect, at any reasonable time during Contractor's regular business hours and upon prior written notice, the Contractor's plant or place of business, or any subcontractor's plant or place of business, which is related to the performance of this contract.

14. **Commercial Warranty**

The Vendor agrees that the tangible personal property or services furnished under this Agreement shall be covered by the most favorable commercial warranties the Vendor gives to any customer for such tangible personal property or services, and that the rights and remedies provided herein shall extend to the City and are in addition to and do not limit any rights afforded to the City by any other clause of this order. Vendor agrees not to disclaim warranties of fitness for a particular purpose or merchantability.

15. **Condition of Proposed Items**

Where tangible personal property is a part of this Agreement, all proposed items are to be NEW and of most current production, unless otherwise specified.

16. **Records and Audit**

During the term of this Agreement and for three years thereafter, the Contractor shall maintain detailed records pertaining to the services rendered and products delivered. These records shall be subject to inspection by the City, the State Auditor and other appropriate state and federal authorities. The City shall have the right to audit billings both before and after

payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

17. **Appropriations**

The terms of this Agreement, and any orders placed under it, are contingent upon sufficient appropriations and authorization being made by the City Council for the performance of this Agreement. If sufficient appropriations and authorization are not made by the legislature, this Agreement, and any orders placed under it, shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the City proposes an amendment to the Agreement to unilaterally reduce funding, the Contractor shall have the option to terminate the Agreement or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

18. **Release**

The Contractor, upon final payment of the amount due under this Agreement, releases the City, its officers and employees, from all liabilities, claims and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the City, unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

19. **Confidentiality**

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without prior written approval by the City.

20. **Conflict of Interest**

A. The Contractor represents and warrants that it presently has no interest and, during the term of this Agreement, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Agreement. The Contractor shall comply with any applicable provisions of the New Mexico Governmental Conduct Act and the New Mexico Financial Disclosures Act.

B. The Contractor further represents and warrants that it has complied with, and, during the term of this Agreement, will continue to comply with, and that this Agreement complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978.

C. Contractor's representations and warranties in Paragraphs A and B of this Paragraph are material representations of fact upon which the City relied when this Agreement was entered into by the parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Agreement, Contractor learns that Contractor's

representations and warranties in Paragraphs A and B of this Paragraph 20 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Paragraph 20 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Agreement to the contrary, the City may immediately terminate the Agreement.

D. All terms defined in the Governmental Conduct Act have the same meaning in this section.

21. **Approval of Contractor Representative(s)**

The City reserves the right to require a change in Contractor representative(s) if the assigned representative(s) are not, in the opinion of the City, adequately serving the needs of the City.

22. **Scope of Agreement; Merger**

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements and understandings have been merged into this written Agreement. No prior agreements or understandings, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

23. **Notice**

The Procurement Code, Sections 13-1-28 through 13-1-199 NMSA 1978, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for bribes, gratuities and kickbacks.

24. **Equal Opportunity Compliance**

The Contractor agrees to abide by all federal and state laws, and local Ordinances, pertaining to equal employment opportunity. In accordance with all such laws, rules, and regulations, the Contractor agrees to assure 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.

25. **Indemnification**

The Contractor shall hold the City and its employees harmless and shall indemnify the City and its employees against any and all claims, suits, actions, liabilities and costs of any kind,

including attorney's fees for personal injury or damage to property arising from the acts or omissions of the Contractor, its agents, officers, employees or subcontractors. The Contractor shall not be liable for any injury or damage as a result of any negligent act or omission committed by the City, its officers or employees.

26. **New Mexico Tort Claims Act**

Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

27. **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.

28. **Limitation of Liability**

The Contractor's liability to the City, for any cause whatsoever shall be limited to the purchase price paid to the Contractor for the products and services that are the subject of the City's, claim. The foregoing limitation does not apply to paragraph 25 of this Agreement or to damages resulting from personal injury caused by the Contractor's negligence.

29. **Incorporation by Reference and Precedence**

If this Agreement has been procured pursuant to a request for proposals, this Agreement is derived from (1) the request for proposal, (including any written clarifications to the request for proposals and any City response to questions); (2) the Contractor's best and final offer; and (3) the Contractor's response to the request for proposals.

In the event of a dispute under this Agreement, applicable documents will be referred to for the purpose of clarification or for additional detail in the following order of precedence: (1) amendments to the Agreement in reverse chronological order; (2) the Agreement, including the scope of work and all terms and conditions thereof; (3) the request for proposals, including attachments thereto and written responses to questions and written clarifications; (4) the Contractor's best and final offer if such has been made and accepted by the City; and (5) the Contractor's response to the request for proposals.

30. **Workers' Compensation**

The Contractor agrees to comply with state laws and rules applicable to workers'

compensation benefits for its employees. If the Contractor fails to comply with the Workers' Compensation Act and applicable rules when required to do so, this Agreement may be terminated by the City.

31. **Inspection**

If this contract is for the purchase of tangible personal property (goods), final inspection and acceptance shall be made at Destination. Tangible personal property rejected at Destination for non-conformance to specifications shall be removed at Contractor's risk and expense promptly after notice of rejection and shall not be allowable as billable items for payment.

32. **Inspection of Services**

If this contract is for the purchase of services, the following terms shall apply.

A. Services, as used in this Article, include services performed, workmanship, and material furnished or utilized in the performance of services.

B. The Contractor shall provide and maintain an inspection system acceptable to the City covering the services under this Agreement. Complete records of all inspection work performed by the Contractor shall be maintained and made available to the City and for as long thereafter as the Agreement requires. The City has the right to inspect and test all services contemplated under this Agreement to the extent practicable at all times and places during the term of the Agreement. The City shall perform inspections and tests in a manner that will not unduly delay or interfere with Contractor's performance.

C. If the City performs inspections or tests on the premises of the Contractor or a subcontractor, the Contractor shall furnish, and shall require subcontractors to furnish, at no increase in contract price, all reasonable facilities and assistance for the safe and convenient performance of such inspections or tests.

D. If any part of the services do not conform with the requirements of this Agreement, the City may require the Contractor to re-perform the services in conformity with the requirements of this Agreement at no increase in contract amount. When the defects in services cannot be corrected by re-performance, the City may:

- (1) require the Contractor to take necessary action(s) to ensure that future performance conforms to the requirements of this Agreement; and
- (2) reduce the contract price to reflect the reduced value of the services performed.

E. If the Contractor fails to promptly re-perform the services or to take the necessary action(s) to ensure future performance in conformity with the requirements of this Agreement, the City may:

- (1) by contract or otherwise, perform the services and charge to the Contractor any cost incurred by the City that is directly related to the performance of such service; or
- (2) terminate the contract for default.

33. **Insurance**

If the services contemplated under this Agreement will be performed on or in City

facilities or property, Contractor shall maintain in force during the entire term of this Agreement, the following insurance coverage(s), naming the City as additional insured.

A. Workers Compensation (including accident and disease coverage) at the statutory limit. Employers liability: \$100,000.

B. Comprehensive general liability (including endorsements providing broad form property damage, personal injury coverage and contractual assumption of liability for all liability the Contractor has assumed under this contract). Limits shall not be less than the following:

- a. Bodily injury: \$1,000,000 per person /\$1,000,000 per occurrence.
- b. Property damage or combined single limit coverage: \$1,000,000.
- c. Automobile liability (including non-owned automobile coverage): \$1,000,000.
- d. Umbrella: \$1,000,000.

C. Contractor shall maintain the above insurance for the term of this Agreement and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

34. **Impracticality of Performance**

A party shall be excused from performance under this Agreement for any period that the party is prevented from performing as a result of an act of God, strike, war, civil disturbance, epidemic, or court order, provided that the party has prudently and promptly acted to take any and all steps that are within the party's control to ensure performance. Subject to this provision, such non-performance shall not be deemed a default or a ground for termination.

35. **Invalid Term or Condition**

If any term or condition of this Agreement shall be held invalid or unenforceable, the remainder of this Agreement shall not be affected and shall be valid and enforceable.

36. **Enforcement of Agreement**

A party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Agreement shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

37. **Patent, Copyright and Trade Secret Indemnification**

A. The Contractor shall defend, at its own expense, the City against any claim that any product or service provided under this Agreement infringes any patent, copyright to trademark in the United States or Puerto Rico, and shall pay all costs, damages and attorneys'

fees that a court finally awards as a result of any such claim. In addition, if any third party obtains a judgment against the City based upon Contractor's trade secret infringement relating to any product or services provided under this Agreement, the Contractor agrees to reimburse the City for all costs, attorneys' fees and amount of the judgment. To qualify for such defense and or payment, the City shall:

- i. give the Contractor prompt written notice within 48 hours of any claim;
- ii. allow the Contractor to control the defense of settlement of the claim; and
- iii. cooperate with the Contractor in a reasonable way to facilitate the defense or settlement of the claim.

B. If any product or service becomes, or in the Contractor's opinion is likely to become the subject of a claim of infringement, the Contractor shall at its option and expense:

- i. provide the City the right to continue using the product or service and fully indemnify the City against all claims that may arise out of the City's use of the product or service;
- ii. replace or modify the product or service so that it becomes non-infringing; or,
- iii. accept the return of the product or service and refund an amount equal to the value of the returned product or service, less the unpaid portion of the purchase price and any other amounts, which are due to the Contractor. The Contractor's obligation will be void as to any product or service modified by the City to the extent such modification is the cause of the claim.

38. Survival

The Agreement paragraphs titled "Patent, Copyright, Trademark, and Trade Secret Indemnification; Indemnification; and Limit of Liability" shall survive the expiration of this Agreement. Software licenses, leases, maintenance and any other unexpired Agreements that were entered into under the terms and conditions of this Agreement shall survive this Agreement.

39. Disclosure Regarding Responsibility

A. Any prospective Contractor and any of its Principals who enter into a contract greater than sixty thousand dollars (\$60,000.00) with any City for professional services, tangible personal property, services or construction agrees to disclose whether the Contractor, or any principal of the Contractor's company is presently debarred, suspended, proposed for debarment, or declared ineligible for award of contract by any federal entity, state agency or local public body.

B. Principal, for the purpose of this disclosure, means an officer, director, owner, partner, or a person having primary management or supervisory responsibilities within a business entity or related entities.

C. The Contractor shall provide immediate written notice to the City if, at any time during the term of this Agreement, the Contractor learns that the Contractor's disclosure was at any time erroneous or became erroneous by reason of changed circumstances.

D. A disclosure that any of the items in this requirement exist will not necessarily result in

termination of this Agreement. However, the disclosure will be considered in the determination of the Contractor's responsibility and ability to perform under this Agreement. Failure of the Contractor to furnish a disclosure or provide additional information as requested will be grounds for immediate termination of this Agreement pursuant to the conditions set forth in Paragraph 7 of this Agreement.

E. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the disclosure required by this document. The knowledge and information of a Contractor is not required to exceed that which is the normally possessed by a prudent person in the ordinary course of business dealings.

F. The disclosure requirement provided is a material representation of fact upon which reliance was placed when making an award and is a continuing material representation of the facts during the term of this Agreement. If during the performance of the contract, the Contractor is indicted for or otherwise criminally or civilly charged by any government entity (federal, state or local) with commission of any offenses named in this document the Contractor must provide immediate written notice to the City. If it is later determined that the Contractor knowingly rendered an erroneous disclosure, in addition to other remedies available to the Government, the City may terminate the involved contract for cause. Still further the City may suspend or debar the Contractor from eligibility for future solicitations until such time as the matter is resolved to the satisfaction of the City.

40. **Suspension, Delay or Interruption of Work**

The City may, without cause, order the Contractor, in writing, to suspend, delay or interrupt the work in whole or in part for such period of time as the City may determine. The contract sum and contract time shall be adjusted for increases in cost and/or time associated with Contractor's compliance therewith. Upon receipt of such notice, Contractor shall leave the jobsite and any equipment in a safe condition prior to departing. Contractor must assert rights to additional compensation within thirty (30) days after suspension of work is lifted and return to work is authorized. Any compensation requested for which entitlement is granted and the contract sum adjusted, shall have profit included (for work completed) and for cost only (not profit) for Contractor costs incurred directly tied to the suspension itself and not otherwise covered by Contract remedy. Any change in Total Compensation must be reflected in an Amendment executed pursuant to Section 8 of this Agreement.

41. **Notification**

Either party may give written notice to the other party in accordance with the terms of this Paragraph. Any written notice required or permitted to be given hereunder shall be deemed to have been given on the date of delivery if delivered by personal service or hand delivery or three (3) business days after being mailed.

City of Santa Fe
Water Division Director
City of Santa Fe
801 W. San Mateo

Santa Fe, NM 87504

To Contractor:
Scott Hutton, Owner
Hutton Broadcasting, LLC
2502 Camino Entrada, Ste. C
Santa Fe, NM 87507

Either party may change its representative or address above by written notice to the other in accordance with the terms of this Paragraph. The carrier for mail delivery and notices shall be the agent of the sender.

To Contractor:
Scott Hutton, Owner
Hutton Broadcasting, LLC
2502 Camino Entrada, Ste. C
Santa Fe, NM 87507

Either party may change its representative or address above by written notice to the other in accordance with the terms of this Paragraph. The carrier for mail delivery and notices shall be the agent of the sender.

42. **Succession**

This Agreement shall extend to and be binding upon the successors and assigns of the parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date of the signature by the required approval authorities below.

CITY OF SANTA FE:

John Blair
John Blair (Sep 15, 2022 20:43 MDT)

JOHN BLAIR, CITY MANAGER

DATE: Sep 15, 2022

ATTEST:

Kristine Bustos Mihelcic
KRISTINE BUSTOS MIHELICIC, CITY CLERK X/V

CONTRACTOR:
HUTTON

Up of Sales
NAME AND TITLE

DATE: 9/21/2022

CRS# 02-460903-000
Registration # 224398

CITY ATTORNEY'S OFFICE:

Marcos Martinez

Marcos Martinez (Aug 31, 2022 08:23 MDT)

SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Emily K. Oster

Emily K. Oster (Sep 15, 2022 16:38 MDT)

FINANCE DIRECTOR

5050382.561850

Business Unit Line Item

AH
AH



Local Multimedia Marketing & Advertising For Your Business



2022 DIGITAL MARKETING SERVICES PROPOSAL – *FY23*

Presented By: Christopher Alexander
Hutton Broadcasting, LLC

Jesse Williams

Traction Works

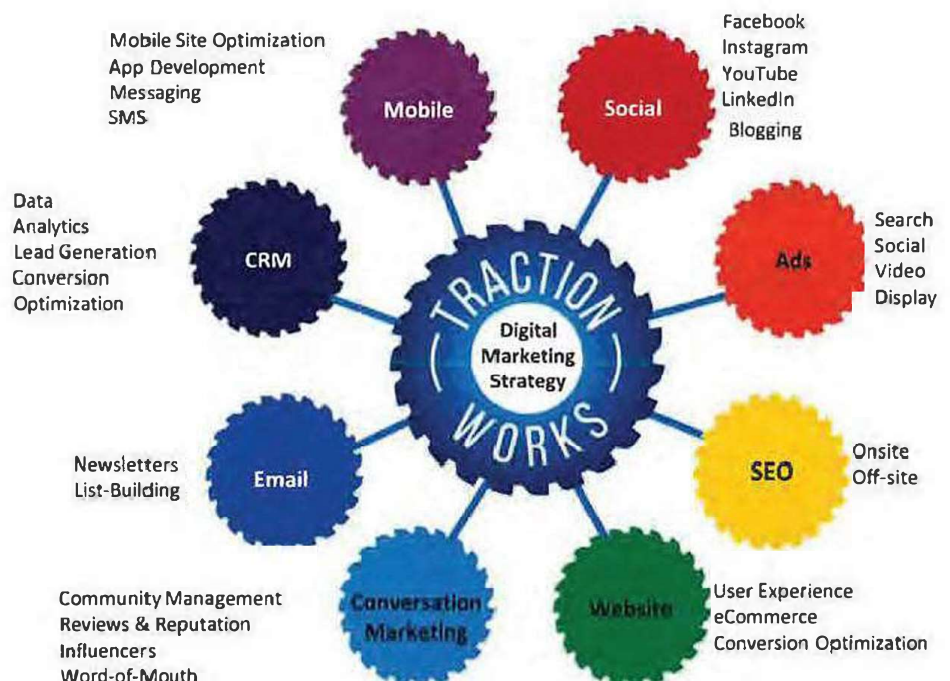


Traction Works is New Mexico's premier Digital Marketing resource. We specialize in providing local businesses with a full suite of marketing services from strategy through execution. Our solutions are custom tailored to help companies grow their businesses through increased awareness, lead generation, and sales.

As a division of Hutton Broadcasting, **Traction Works' Digital Marketing Services** complement your business's radio and digital screen campaigns to create a fully integrated marketing plan that extends the reach of your advertising message while delivering measurable business results.

Our solutions extend your awareness-building marketing through message amplification that directly targets your ideal consumer where they work, live, and play online and in their social networks.

From Facebook ads that can target consumers not only by zip code, but also by household income and personal interests, to Google ads that position a business as a top result in an online search for a consumer good or service, to distribution services that exponentially extend the reach of content produced for video screens, **Traction Works** can craft a strategy that integrates the top-performing marketing channels to cost-effectively exceed your business goals.



Proposal



Digital Marketing Recommendations

Project Overview

City of Santa Fe/Water Conservation is interested in continuing to improve their online web presence and mission exposure. Our goals will be to implement a strong SEO strategy, digital advertising on recommended channels Google/Youtube & Facebook/IG Marketing strategies and communication to generate awareness, provide education, promote **Water Conservation** and increase engagement and action with community

Scope of Work and Deliverables

The Statement of Work (SOW) is the foundation of all of Traction Works work with our clients. The SOW sets internal and external expectations for the scope of work and deliverables involved. The purpose of this document is to outline the roles, responsibilities, and deliverables for Traction Works digital marketing and advertising for **santafenm.gov/water_conservation**. This document represents our mutual understanding of the project scope and deliverables.

Program Objectives

- Develop SEO Strategy-Audit and research to identify keywords and phrases most likely to drive increased traffic and result in improved local, regional and State-Wide Google organic search rankings for **santafenm.gov/water_conservation**
- Execute SEO tasks and create SEO driven content to improve keyword positioning, website presence and organic traffic from search engines.
- Implement a long-term Google Ads advertising strategy to generate website traffic and email collection
- Generate **City of Santa Fe/Water Conservation** brand, product and message awareness with YouTube video, Google display, and Facebook/Instagram advertising.
- Performance Analytics reporting on campaign KPIs, including access to report dashboards for real time conversion tracking.

This proposal includes Search Engine Optimization, Google/YouTube Advertising, and Facebook/Instagram Advertising services designed to increase discoverability, improve the online presence and drive awareness for **City of Santa Fe/Water Conservation**

Proposal



1.0 SEARCH ENGINE OPTIMIZATION (SEO)

1.1 ONGOING SEO - Website Optimization

During the term of this agreement Traction Works will audit and research to identify keywords and phrases most likely to drive increased traffic and result in improved Google organic search rankings for **santafenm.gov/water_conservation**.

Search Engine Website Optimization includes

- Research to identify keywords and phrases most likely to drive increased traffic and result in improved Google organic search rankings.
- Keyword research on industry specific term for each top level page
- Page title and meta description development for 10 top level pages
- Insertion of new page titles and meta descriptions for top level pages.

1.2 ONGOING SEO - Blogs & Social Posts

During the term of this agreement Traction Works will identify content pillars most likely to driving meaningful traffic to **santafenm.gov/water_conservation** and will develop one article per month following the **City of Santa Fe/Water Conservation** content calendar.

Ongoing SEO includes:

- Creation of core content pillars and pillar category pages on **santafenm.gov/water_conservation**
- (1) 500 word article per month including writer interviews for each
- SEO implementation for blogs and blog category pages
- (1) Google My Business, (1) Facebook, (1) santafe.com and backlink per article
- Initial interview with Traction Works senior writer to identify **City of Santa Fe/Water Conservation** voice for writing
- Monitoring of Google My Business results and recommendations to improve performance

Proposal



2.0 GOOGLE ADVERTISING

During the terms of this agreement Traction Works will create and manage paid Google Search Advertising important keywords to drive traffic to santafenm.gov/water_conservation

Ongoing Google Search Ads setup includes:

- Audit and assessment of industry campaigns to identify best performing keywords, targeting, copy, and bid strategy
- New campaign setup with optimized geographic targeting parameters
- Keyword research to evaluate and expand keywords for optimal impressions and click-thru
- Bid strategy to optimize against campaign objectives, e.g., click-thru
- Ad copywriting for 4-6 initial ads utilizing identified keywords
- Initial ad group will serve as a benchmark and testbed for ongoing optimization
- Ad group setup and launch of a new campaign

Ongoing Google Search Ads Management includes:

- Copyediting to adjust underperforming ads
- Development of 2 new ads per month to replace the least effective ads
- Ongoing keyword analysis to delete underperforming keywords and test new
- Monthly bid adjustment to best manage monthly budget against identified objectives
- Ongoing optimization to filter best ads based on performance

Ongoing YouTube Ads Management includes:

- Upload and posting of client 15 second YouTube ad videos
- Pre-roll video ad campaign creation for (2) video ads
- Regional, demographic and specific YouTube channel targeting (optional)
- Monthly bid adjustment to best manage monthly budget against identified objectives
- Ongoing optimization to amplify best performing video ads

Scope of Work and Deliverables (cont.)

3.0 FACEBOOK & INSTAGRAM ADVERTISING

During the term of this agreement, Traction Works will create and manage targeted paid advertising campaigns on recommended channels, Facebook and Instagram, to build awareness for ***santafenm.gov/water_conservation***

Paid advertising campaign setup includes:

- Audit and assessment of current campaigns to identify best performing messaging strategy, targeting, copy, and bid strategy
- Campaign setup with optimized targeting parameters
- Bid strategy to optimize against campaign objectives, e.g., click-thru, site visits, leads, etc.
- Ad copywriting and design for ads utilizing identified messaging strategy when applicable
- Ad group setup and launch of new campaigns

Ongoing advertising campaign management includes:

- Remarketing to deliver additional, relevant ads to those visiting the site from initial campaigns.
- Copyediting to adjust underperforming ads
- Development of (2) new ads per month during campaign to replace the least effective ads
- Monthly bid adjustment to best manage monthly budget against identified objectives
- Ongoing optimization to filter best ads based on performance to maximize ROI

4.0 PERFORMANCE ANALYTICS

Monthly report call or direct email and custom dashboard access to track identified key performance indicators for website and advertising success metrics.

Monthly Performance Report includes:

- Paid advertising effectiveness including site visits, email subscribers, ad engagement and conversion metrics
- Access to digital marketing reports dashboard with real time metric updates
- One in depth quarterly performance evaluation and digital marketing recommendation presentation every three or six months (at **City of Santa Fe/Water Conservation** discretion).

Proposal



Internal Use Only:

Sales Manager Approval: _____

Accounts Payable Approval: _____

Budget Parameters

This estimate covers the scope of work outlined within this Statement of Work. Any deviations from this document may impact the time and costs identified here. If the scope of this project changes significantly from the scope of work contained herein or Traction Works is required to provide additional services or resources, the estimate will be adjusted accordingly and a Change Order will be issued.

As consideration for Traction Works' performance of the Services and Deliverables under this Statement of Work, **City of Santa Fe/Water Conservation** shall pay the fees outlined below for digital marketing. Out-of-pocket or any additional service fees than defined in this Statement of Work will be billed as incurred.

Proposed Investment (FY 23)

July 1, 2022 through June 30, 2023

Digital Marketing Management

Search Engine Optimization

\$500/month +NMGRT

Google Advertising Management*

- Search, Display Network, & YouTube Video Ads

\$500/month +NMGRT (ad-spend not included)

Facebook/IG Advertising Management*

\$500/month +NMGRT (ad-spend not included)

Total Monthly Digital Marketing Management \$1,500/month +NMGRT

Recommended Monthly Ad Spend

**Monthly digital ad spend budget is at client discretion and is billed to client directly from recommended advertising channel (Facebook & Google). Recommended total Ad Spend \$500-1,000 month. We will help manage the Google Grant if applicable (\$10,000 pe month)*

Authorized Approvals

Please signify approval for this engagement by signing below and returning to Traction Works. By signing, client approves scope, schedule and cost estimate associated with this project. Any modifications to the scope may impact both the schedule and estimate.

Approval

Date

Contact

Client

Video

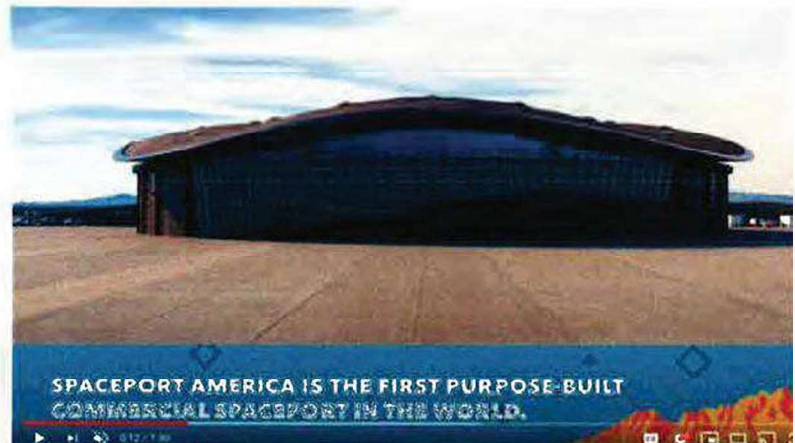
Hutton Digital Display is New Mexico's indoor billboard company. We have over 75 screens placed at key locations throughout Santa Fe and Northern New Mexico including DeVargas Center (Mall), the Santa Fe Airport, the Santa Fe Visitors Centers and more. Our screens provide a hot list of what to do and where to go. See below for a few examples of the work Hutton Broadcasting has produced for our customers.

Our award-winning producers create fun facts and trivia about the entire state for our audiences to enjoy.



The HDD Platform Includes:

- Engaging video content that keeps the audience watching
- 75+ Digital Display Screens in Santa Fe & Los Alamos
- In-Room Closed Circuit Television Channel in 10 Premium Hotels in Santa Fe
- HDD Santa Fe Hotel Channel, located as the default channel in Santa Fe's most prestigious hotels, your message circulated in our programming content every 90 minutes



VIDEO

Santa Fe

Santa Fe

- DeVargas Mall 2x screens (Ross Kiosk)
- DeVargas Mall 2x screens (Atrisco Kiosk)
- DeVargas Mall 1x Center Court
- DeVargas Mall 2x (Pizza Etc. Kiosk)
- DeVargas Mall 2x screens (Starbucks Kiosk)
- New York Deli Downtown
- Railyard Fitness
- Ohori's Luna
- Chopstix
- El Gancho Swim & Racquet Club
- NM Hard Cider Tap Room
- Bourbon Grill
- Century Bank Downtown
- Boxcar
- Cowgirl
- Just for Grins Dentistry
- Dr. Field Good's Kitchen
- Squeaky Clean Carwash (North)
- Ohori's Midtown
- MVD Express
- Joe's Dining (Screen 1)
- Joe's Dining (Screen 2)
- Baja Tacos
- Century Bank St. Michael's
- Santa Fe Brewing Company The Bridge
- Santa Fe Brewing Company Eldorado
- Quick Lane (Santa Fe Auto Park)
- Posa's El Merendero | 2,500
- Santa Fe Fitness & Martial Arts (Screen 1)
- Santa Fe Fitness & Martial Arts (Screen 2)
- Santa Fe Fitness & Martial Arts (Screen 3)
- Cleopatra's Café (South)
- PC's Restaurant
- Puerto Penasco Restaurant
- Marty Sanchez
- Squeaky Clean Carwash (South)
- Capitol Grill
- Century Bank Rodeo Rd.
- Flying Tortilla
- Toyota of Santa Fe Main
- Toyota of Santa Fe Express Maintenance

Santa Fe Travel

- Santa Fe Jet Center
- Signature Jet Center
- Santa Fe Municipal Airport x6
- Santa Fe Chamber of Commerce
- Inn of the Governors
- Santa Fe Sage Inn
- Guadalupe Inn
- Luxx Hotel
- North Road Inn
- Railyard Visitors Center
- Convention Visitor Center
- Plaza Visitor Center
- 2x Hilton Buffalo Thunder

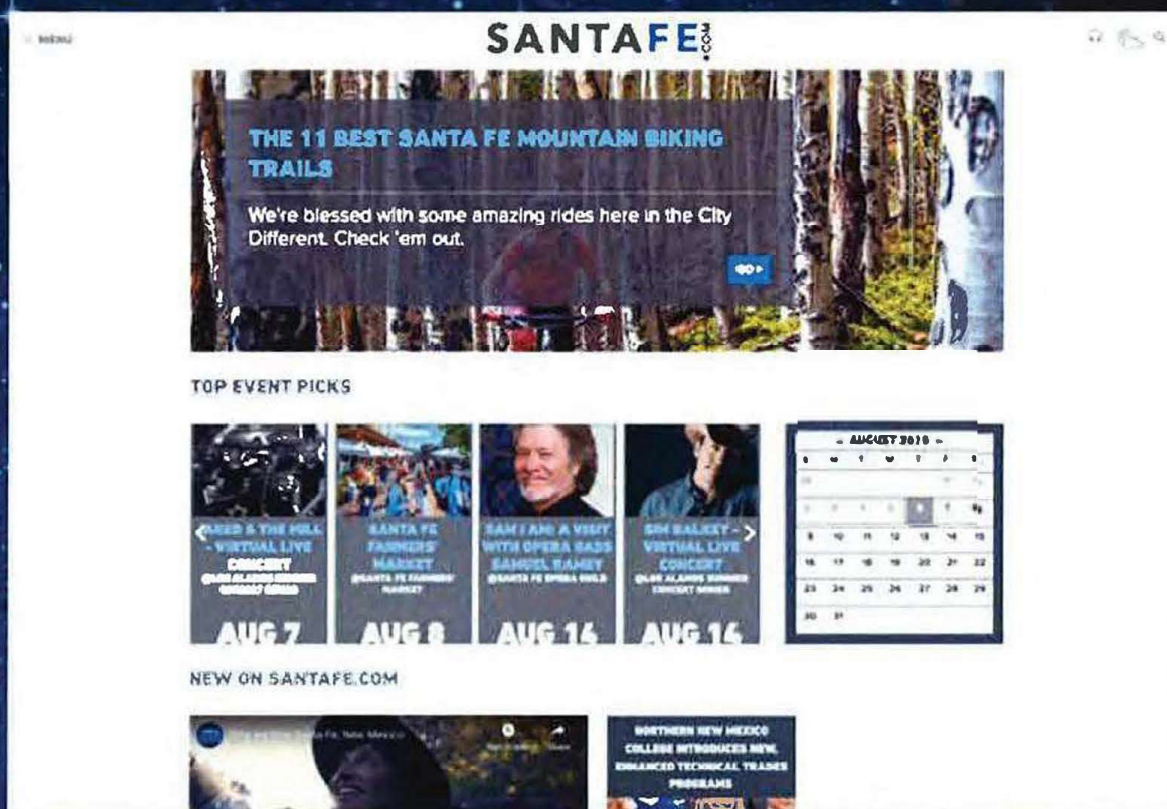
In-Room Hotel Channel Partners



SANTAFE.COM

LAS CRUCES

SantaFe.com is Northern New Mexico's top arts, culture and entertainment website. Reaching over 500,000 unique visitors every year, SantaFe.com is the best resource for locals and visitors searching online for what to do, where to stay, shop and dine in Santa Fe and the surrounding areas.



Traffic Highlights

- 2.5 Million pageviews in 2021
- 70K+ sessions per month
- 50K+ users per month

Traffic by State

- New Mexico
- Texas
- California
- Nevada
- Colorado

Demographics

- 57% of users are female
- 43% of users are male
- 40% of users are 25 – 54
- 36.25% of users are 55+

Top User Interests

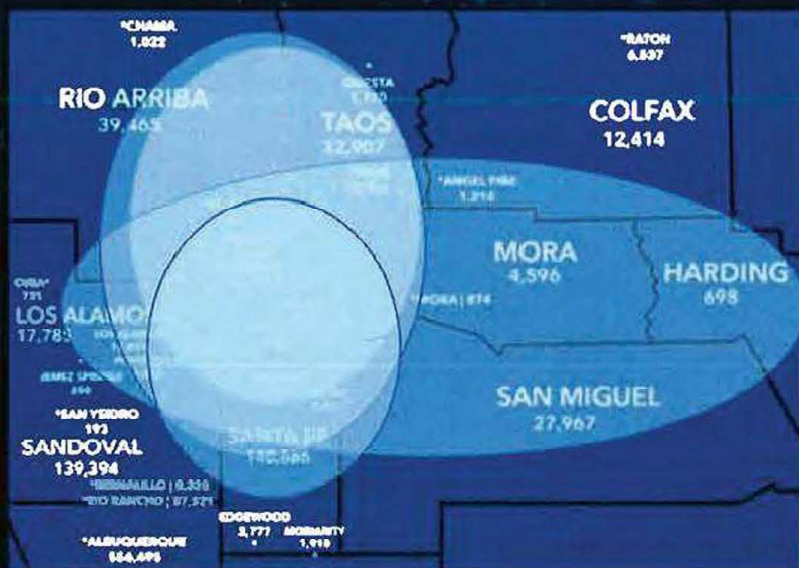
- Food & Dining
- Shopping
- Travel
- Arts & Entertainment
- Lifestyle & Hobbies | Outdoor

Radio

Hutton Broadcasting is Northern New Mexico's number one radio group in audience, revenues and results. Our six radio stations blanket over 6000 square miles from North Albuquerque to Colorado to Texas. We have the top formats including Newstalk, Country, Adult Album Alternative, Pop, Sports and Jazz. Our client list is a Who's Who of New Mexico businesses. Our goal is to create captivating entertainment to improve reach and retention, creating opportunities for our advertisers.



- Radio Reaches 92% of the population
- Hutton Broadcasting radio stations keeps the community of Santa Fe "in the know" and entertained
- Radio connects your business to the community
- Our stations showcase the best of local and national talent
- Radio drives search & results
- Radio is closer to the point of purchase



Our stations reach the people you want to reach with frequency that is affordable and provides results. Our reach blankets Northern New Mexico.

Radio Campaign Schedule

Stations:



Flight: July 2022 through June 2023 – FY23

First two weeks of every month

Flight Schedule

KQBA - FM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

KVSF - FM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

KBAC - FM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

KTRC - AM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

KVSF - AM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

KLBU - AM

Day Part	Length	Total Commercials
Mon-Su 5a-12a	:30	30

180 x 30 -second commercials



HUTTON

BROADCASTING



SANTA FE PLACE MALL

Advertising at the Santa Fe Place Mall

- Conveniently located off Cerrillos Rd, the heart of Santa Fe that connects the north and south side of town
- Santa Fe Place occupies 57 acres, offering plenty of room for top stores and entertainment
- * Offers a one-of-a-kind advertising experience since Santa Fe doesn't allow billboard advertising



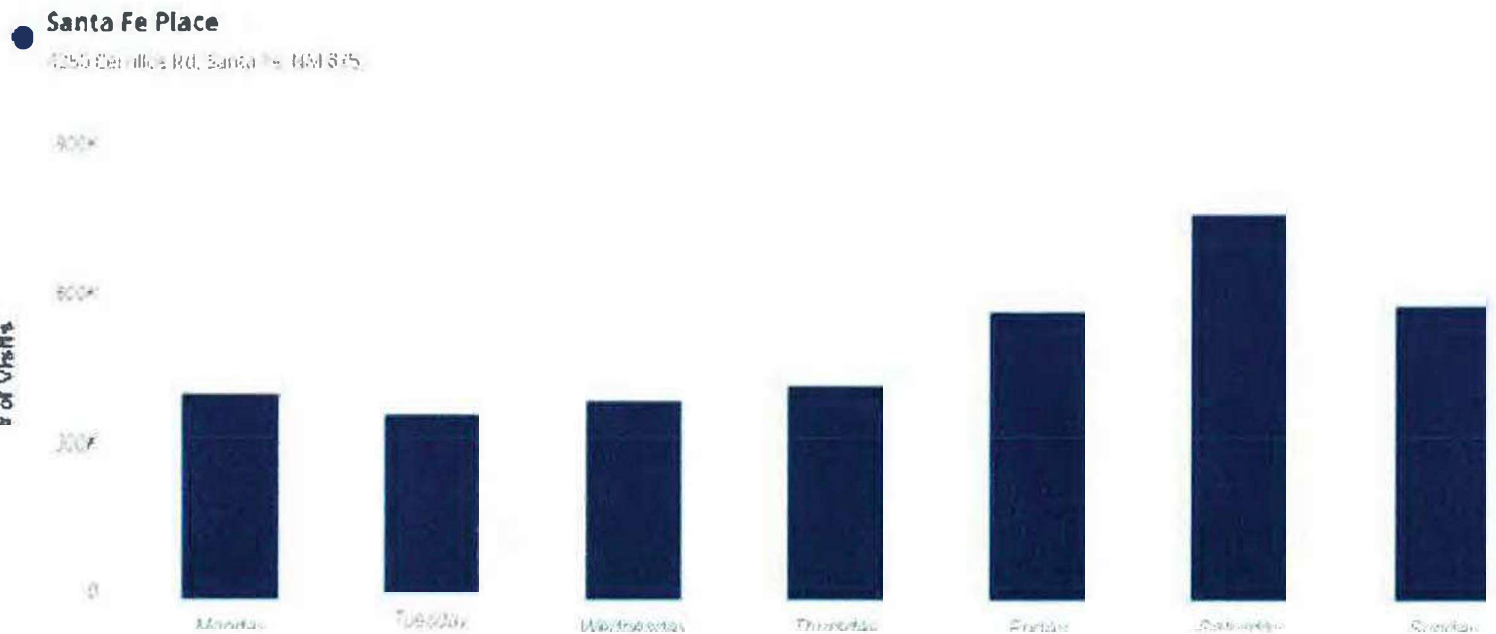
Santa Fe Place draws a wide range of clientele including but not limited to Santa Fe, Albuquerque, Las Alamos, Taos, Las Vegas, Espanola and Pecos.

Demographics

Santa Fe Place Mall sees an average of 3.6 million visits per year from at least 486.3 thousand people who dwell for over 70 minutes.

Visits	3.6M	Visit Frequency	7.34
Visits / sq ft	6.21	Avg. Dwell Time	76 min
Visitors	486.3K		

Daily Visits

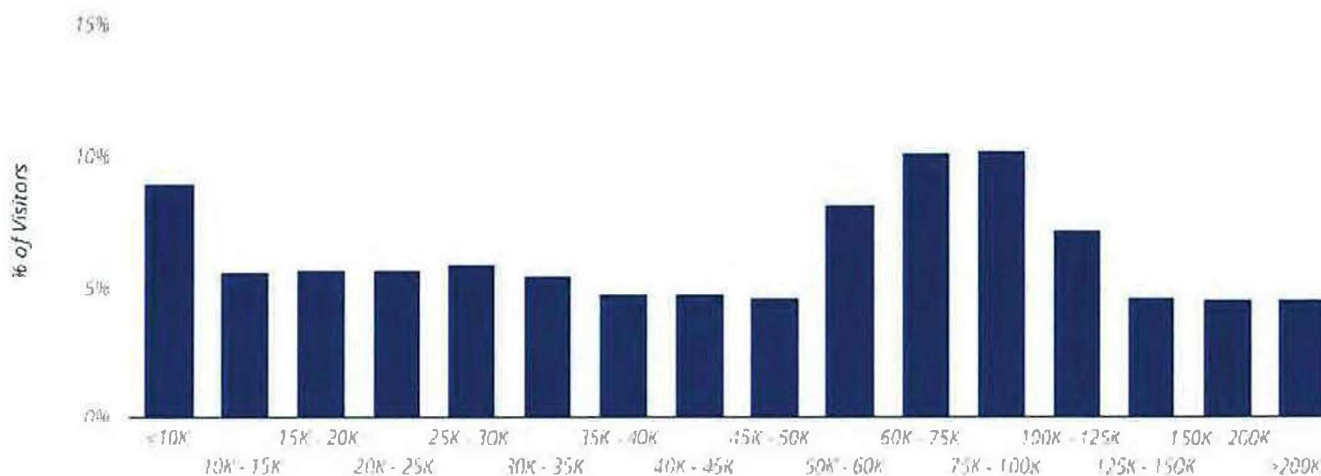


Average Household-Income (USD)

Santa Fe Place / Cerrillos Rd

Average HH/H

\$69.1K



Visitors average a household income of 69.1 thousand dollars and use that income at top-rated national stores in one of Santa Fe's favorite places to shop.

Favorite Places

Santa Fe Place / Cerrillos Rd, Santa Fe, NM

10K - 15K

Distance Visitors

Plaza Santa Fe / 3531 Zafarano Dr, Santa Fe, NM 87507

0.4 mi 269.5K (55.4%)

Coronado Center / 6600 Menaul Boulevard Northeast, Albuquerque, NM 87110

48.3 mi 187.5K (38.6%)

Entrada Contenta Center / 5701 Herrera Dr, Santa Fe, NM 87507

1.6 mi 185.3K (38.1%)

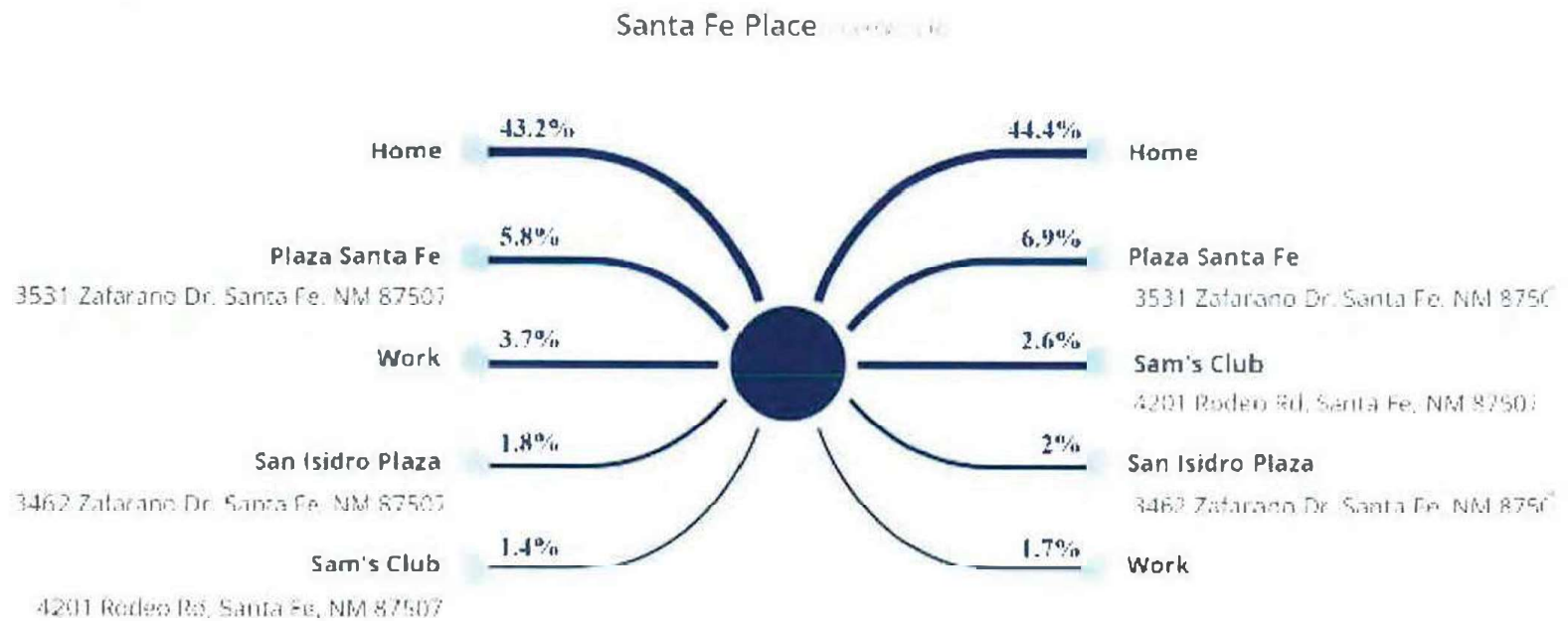
DeVargas Center / 564 N Guadalupe St, Santa Fe, NM 87501

5.3 mi 184.4K (37.9%)

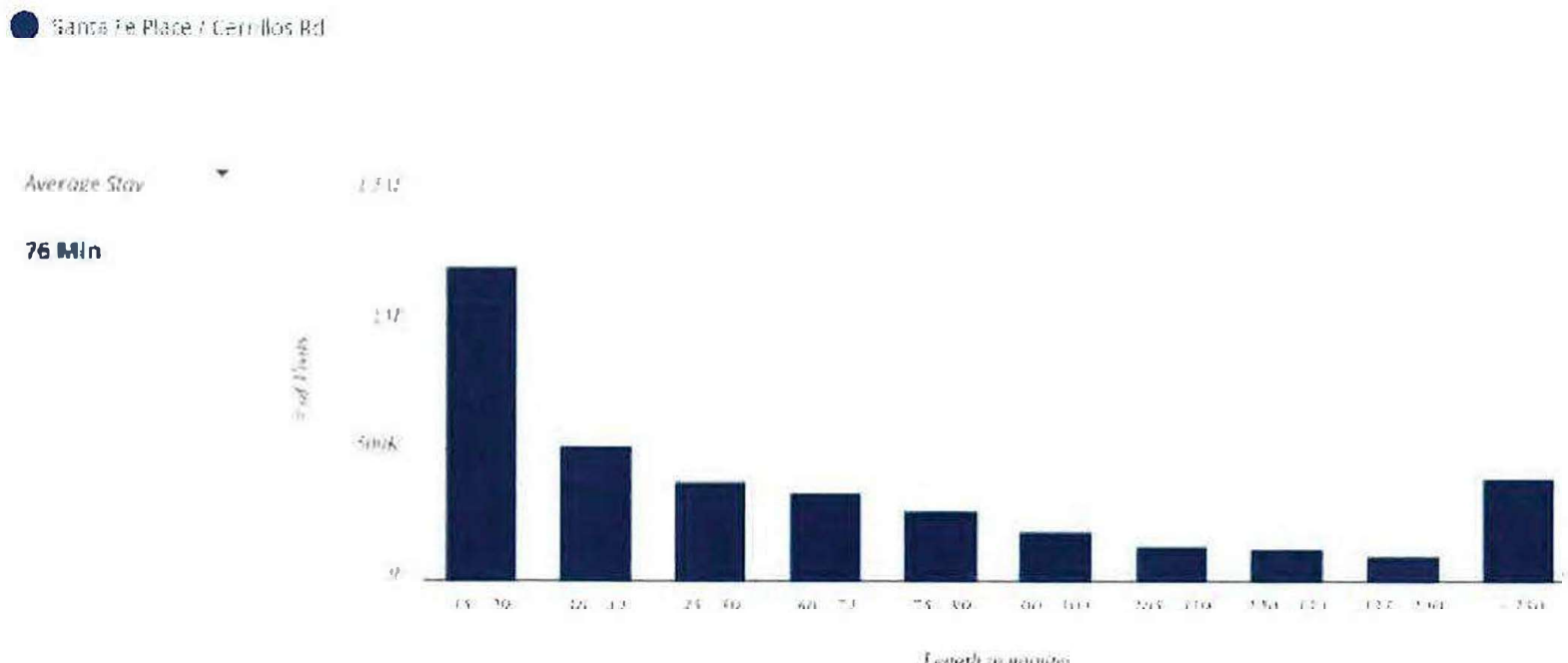
San Isidro Plaza / 3462 Zafarano Dr, Santa Fe, NM 87507

0.5 mi 182.4K (37.5%)

Visitor Journey



Length-Of-Stay



Hutton Broadcasting Marketing Recommendations:**Video ASSET Development and Delivery****Video Production - three (3) 60 sec and three (3) 15 sec Packages**

Total VALUE - \$9,000 +tax

**Flights: July 2022 – June 2023 – FY23****Six (6) Station Radio Package**☐ 180-30 second commercials per month**All Radio Creative and Production Included*

Total Value: \$4,500 per month

SantaFe.com☐ Featured Business Listing/Landing Page/Advertorial Strategy/Newsletter (1) per month

Total Value: \$750 per month | \$9,000 Annual Value

SCREENS☐ Hotel TV Channel (60 second video)/Airport Travel Screens/HDD Screens (15 second video)

Total Value: \$3,500 per month | \$42,000 Annual Value

Santa Fe Place Mall☐ Banner Display Campaign 40W x 50.5H

Total Value: \$500 per month

printing cost \$200 per poster**Digital Marketing Services**☐ On going SEO/Google-YouTube/Facebook-IG

Total Value: \$1,500 +tax per month | \$18,000 Annual Value (not including medio spend)

TOTAL Monthly VALUE: \$10,750

Total Investment per month - \$4,625 +tax (\$5,015.23)**Plus Media Spend \$8,000 +tax --- \$666.67 +tax (\$722.92) – monthly**ApprovalSigned