

**CITY OF SANTA FE
AMENDMENT No. 7 TO
SERVICE AGREEMENT
ITEM# 19-0384**

This AMENDMENT No. 7 (the "Amendment") amends the CITY OF SANTA FE SERVICE AGREEMENT, dated May 29, 2019 (the "Agreement"), between the City of Santa Fe (the "City") and **VLADIMIR JONES (PRACO)**. (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor whichever occurs last.

1. COMPENSATION.

Article 2, Compensation of the Agreement is amended to read as follows:

2. Compensation

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of **five hundred thousand dollars (\$500,000), such compensation not to exceed five hundred thousand dollars (\$500,000) including gross receipts tax**. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement #19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, **shall not exceed seven million two hundred twenty-seven thousand seven hundred dollars (\$7,227,700)**. This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall

equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 7 to the Agreement as of the dates set forth below.

CITY OF SANTA FE:

CONTRACTOR:



ALAN WEBBER, MAYOR



MEREDITH VAUGHN, CEO

DATE: ~~Apr 19, 2023~~

DATE: Mar 8, 2023

CRS# 03-436229-00-0

Registration# 227045

ATTEST:



KRISTINE BUSTOS MIHELICIC, CITY CLERK *XIV*
GB MTG 04/12/2023

CITY ATTORNEY'S OFFICE:



Marcos Martinez (Mar 7, 2023 14:32 MST)

MARCOS MARTINEZ, SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Emily K. Oster

Emily K. Oster (Apr 19, 2023 13:23 MDT)

EMILY OSTER, FINANCE DIRECTOR

VSF/Advertising 2130521.861850 - \$100,000 ^{Alt}

CCC Operations/Advertising 5206600.561850 - \$400,000



City of Santa Fe
Treasury Department
200 Lincoln Ave.
Santa Fe, New Mexico 87504-0909
505-955-6551

BUSINESS REGISTRATION

Business Name: VLADIMIR JONES
DBA: VLADIMIR JONES

Business Location: PO BOX 387
COLORADO SPRINGS, CO 80901

Owner: VLADIMIR JONES

License Number: 227045

Issued Date: March 02, 2023

Expiration Date: March 02, 2024

CRS Number: 03436229000

License Type: Business License - Renewable

Classification: Out of Jurisdiction Business License

Fees Paid: \$10.00

VLADIMIR JONES
PO BOX 387
COLORADO SPRINGS, CO 80901

THIS IS NOT A CONSTRUCTION PERMIT OR SIGN PERMIT.
APPROPRIATE PERMITS MUST BE OBTAINED FROM THE CITY
OF SANTA FE BUILDING PERMIT DIVISION PRIOR TO
COMMENCEMENT OF ANY CONSTRUCTION OR THE
INSTALLATION OF ANY EXTERIOR SIGN.

THIS REGISTRATION/LICENSE IS NOT TRANSFERABLE TO
OTHER BUSINESSES OR PREMISES.

TO BE POSTED IN A CONSPICUOUS PLACE



City of Santa Fe

Real Estate Summary of Contracts, Agreements, Amendments & Leases

Section to be completed by department

1. Munis Contract # 3200492

Contractor: Vladimir Jones (PRACO)

Description: Advertising Agency for TSF

Contract ☐

Agreement ☐

Lease / Rent ☐

Amendment ☒

Term Start Date: FY20

Term End Date: June 30, 2023

☐ Approved by Council

Date: _____

Contract / Lease:

Amendment # 7 to the Original Contract / Lease # 19-0384

Increase/(Decrease) Amount \$ 500,000

Extend Termination Date to: _____

☐ Approved by Council

Date: _____

Amendment is for: Increase for Advertising Services for FY23

2. HISTORY of Contract, Amendments & Lease / Rent - Please Elaborate (option: attach spreadsheet if multiple amendments)

FY20: 19-0384 (original), \$1,600,000.

FY21: 20-0467 (amend 1), extend term & increase comp \$1,300,00; 21-0205 (amend 2), \$175,000 Increase compensation.

FY22: 21-0324 (amend 3), extend term and increase comp \$1,450,000; 22-0089 (amend 4), \$52,700 increase comp; 22-0321 (amend 5) increase comp \$300,000

FY23: 22-0326 (amend 6), extend term and increase comp \$1,850,000

3. Procurement History:

Mar 13, 2023

Purchasing Officer Review: _____

Date: _____

Comment & Exceptions: _____

4. Funding Source: Visit SF-Adv/\$100,000 & Ctr Ops-Adv/\$400,000

Andy Hopkins (Mar 10, 2023 17:49 MST)

Org / Object: 2130521, 561850 & 5206600, 561850

Mar 10, 2023

Budget Officer Approval: _____

Date: _____

Comment & Exceptions: _____

Staff Contact who completed this form: Shirley Spencer Phone # 6208

Email: sjspencer@santafenm.gov

To be recorded by City Clerk:

Clerk # _____

Date of Execution: _____

ITT Representative (attesting that all information is reviewed)

Title

Date



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

1/5/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER AssuredPartners Colorado 101 N Cascade Ave #410 Colorado Springs CO 80903		CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS: APCOI@AssuredPartners.com		FAX (A/C, No):
		INSURER(S) AFFORDING COVERAGE		NAIC #
		INSURER A : Hanover Insurance Company		22292
		INSURER B : Pinnacol Assurance		41190
		INSURER C : Philadelphia Indemnity Company		18058
		INSURER D : Allmerica Financial Benefit		41840
		INSURER E : Swiss Re Corporate Solutions America Insurance Cor		29874
		INSURER F :		

COVERAGES**CERTIFICATE NUMBER:** 1239612326**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Priv&Sec, Cyber			ZH4-8824495-12	9/26/2022	9/26/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ Priv & Sec, Cyber \$ 50,000
D	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			AW4-8846920-12	9/26/2022	9/26/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 0			UH4-8850592-12	9/26/2022	9/26/2023	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y / N <input type="checkbox"/> N / A			1002922	1/1/2023	1/1/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
E C A	Cyber Crime Professional			C-4LVN-187727 PHSD1746234 ZH4-8824495-12	9/26/2022 9/26/2022 9/26/2022	9/26/2023 9/26/2023 9/26/2023	Cyber Aggregate Limit 1,000,000 Crime Limit 500,000 Prof Aggregate Limit 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate Holder is recognized as Additional Insured with respects to liability policies (excluding Worker's Compensation) as required by written contract but only to the extent of such contract.

CERTIFICATE HOLDER**CANCELLATION**

TOURISM Santa Fe
City of Sante Fe
201 West Marcy St.
Santa Fe NM 87501

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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**CITY OF SANTA FE
AMENDMENT No. 6 TO
SERVICE AGREEMENT
ITEM# 19-0384**

This AMENDMENT No. 6 (the "Amendment") amends the CITY OF SANTA FE SERVICE AGREEMENT, dated May 29, 2019 (the "Agreement"), between the City of Santa Fe (the "City") and **VLADIMIR JONES (PRACO)**. (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor whichever occurs last.

1. COMPENSATION.

Article 2, Compensation of the Agreement is amended to read as follows:

2. Compensation

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of **one million eight hundred and fifty thousand dollars (\$1,850,000)**, such compensation not to exceed **one million eight hundred and fifty thousand dollars (\$1,850,000) including gross receipts tax**. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement #19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, shall not exceed **six million seven hundred twenty seven thousand seven hundred dollars (\$6,727,700)**. This amount is a maximum and not a guarantee

ATTEST:

Kristine Bustos Mihelcic
KRISTINE BUSTOS MIHELICIC, CITY CLERK *KB*
GB MTG 07/13/2022

CITY ATTORNEY'S OFFICE:

Marcos Martinez
Marcos Martinez (May 23, 2022 12:36 MDT)
SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Alexis Lotero
Alexis Lotero (Jul 14, 2022 17:06 MDT)
ALEXIS LOTERO, INTERIM FINANCE DIRECTOR

CCC Operations/Advertising 5206600.561850 - \$820,000 *AH*
VSF/Advertising 2130521.861850 - \$1,030,000 *AH*

**CITY OF SANTA FE
AMENDMENT No. 5 TO
SERVICE AGREEMENT
ITEM# 19-0384**

This AMENDMENT No. 5 (the "Amendment") amends the CITY OF SANTA FE SERVICE AGREEMENT, dated May 29, 2019 (the "Agreement"), between the City of Santa Fe (the "City") and **VLADIMIR JONES (PRACO)**, (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor whichever occurs last.

1. COMPENSATION.

Article 2. Compensation of the Agreement is amended to read as follows:

2. Compensation

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of **Three Hundred Thousand dollars (\$300,000), such compensation not to exceed Three Hundred Thousand dollars (\$300,000) including gross receipts tax.** The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement #19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, shall not exceed **Four Million Eight Hundred Seventy Seven Thousand Seven Hundred dollars (\$4,877,700).** This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this

Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

2. AGREEMENT IN FULL FORCE.

Except as specifically provided in this Amendment, the Agreement remains and shall remain in full force and effect, in accordance with its terms.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 5 to the Agreement as of the dates set forth below.

CITY OF SANTA FE:



ALAN WEBBER, MAYOR

DATE: May 12, 2022

CONTRACTOR:



MEREDITH VAUGHN

CEO

CEO

DATE: Apr 27, 2022

CRS# 03-436229-00-0

Registration# 227045

ATTEST:



KRISTINE BUSTOS MIHELIC, CITY CLERK

GB MTG 05/11/2022

CITY ATTORNEY'S OFFICE:

Marcoe Martinez

SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Alexis Lotero

Alexis Lotero (May 12, 2022 11:41 MDT)

MARY MCCOY, FINANCE DIRECTOR

2130521.561850

Visit Santa Fe/Advertising

AJH

**CITY OF SANTA FE
AMENDMENT No. 4 TO
SERVICE AGREEMENT
ITEM# 19-0384**

This AMENDMENT No. 4 (the "Amendment") amends the CITY OF SANTA FE SERVICE AGREEMENT, dated May 29, 2019 (the "Agreement"), between the City of Santa Fe (the "City") and **VLADIMIR JONES (PRACO)**. (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor whichever occurs last.

1. COMPENSATION.

Article 2, Compensation of the Agreement is amended to read as follows:

2. Compensation

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of **Fifty Two Thousand Seven Hundred dollars (\$52,700)**, such compensation not to exceed **Fifty Two Thousand Seven Hundred dollars (\$52,700) including gross receipts tax**. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement #19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, shall not exceed **Four Million Five Hundred Seventy Seven Thousand Seven Hundred dollars (\$4,577,700)**. This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall

equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

2. AGREEMENT IN FULL FORCE.

Except as specifically provided in this Amendment, the Agreement remains and shall remain in full force and effect, in accordance with its terms.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 4 to the Agreement as of the dates set forth below.

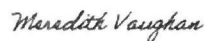
CITY OF SANTA FE:



ALAN WEBBER, MAYOR

DATE: Mar 10, 2022

CONTRACTOR:



MEREDITH VAUGHN

CEO

CEO

DATE: Feb 15, 2022

CRS# 03-436229-00-0

Registration# 227045

ATTEST:



KRISTINE BUSTOS MIHELICIC, CITY CLERK 
GB MTG 03/09/2022

CITY ATTORNEY'S OFFICE:

Marcos Martinez

SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Mary McCoy

MARY MCCOY, FINANCE DIRECTOR

5206600.561850

CCC Ops/Advertising

AH
AH

ITEM #21-0324

Contract No. 19-0384

Munis No. 3200492

CITY OF SANTA FE
CONTRACT AMENDMENT No. 3

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, hereinafter referred to as the "City," and Vladimir Jones (Praco), hereinafter referred to as the "Contractor."

IT IS MUTUALLY AGREED BETWEEN THE PARTIES THAT THE FOLLOWING PROVISIONS OF THE ABOVE-REFERENCED CONTRACT ARE AMENDED AS FOLLOWS:

Section 3, Compensation, is hereby amended to read as follows:

1. Compensation.

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of one million four hundred fifty thousand dollars (\$1,450,000) such compensation not to exceed \$1,450,000 including gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement # 19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, shall not exceed four million five hundred twenty five thousand dollars (\$4,525,000). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

2. Term

THIS CONTRACT AS AMENDED BY THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY OF SPECIFIED DATE WHICHEVER IS LATER. This Contract as amended shall terminate on June 30, 2022, unless

terminated pursuant to contract. There is an option to renew for one additional year.

All other articles of this contract remain the same.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of signature by the City and Contractor below, or a specified date, whichever is later.

City of Santa Fe:

By: *Alan Webber*
Alan Webber, Mayor

Date: Jul 23, 2021

Attest:

By: *Kristine Mihelcic*
Kristine Mihelcic (Jul 26, 2021 13:24 MDT)
Kristine Bustos Mihelcic, City Clerk
GB MTG 06/30/2021

Date: Jul 26, 2021

City Attorney's Office:

By: *Marcos Martinez*
Marcos Martinez (May 13, 2021 10:43 MDT)
Senior Assistant City Attorney

Date: May 13, 2021

Approved for Finances:

By: *Alexis Lotero, Assistant Finance Director*
Alexis Lotero, Assistant Finance Director (Jul 22, 2021 14:19 MDT)
Mary McCoy, Finance Director

Date: Jul 22, 2021

Contractor:

By: *Meredith Vaughn*
Meredith Vaughn, CEO

Date: May 14, 2021

The records of the Taxation and Revenue Department reflect that the Contractor is registered with the Taxation and Revenue Department of the State of New Mexico to pay gross receipts and compensating taxes.

CRS Number: #03-436229-00-0

Business License Number: #21-00157691

Object/Org: 2130521.561850 - \$570,000 & 5206600.561850 - \$880,000 = \$1,450,000 *AJH*
AJH

CITY OF SANTA FE
CONTRACT AMENDMENT No. 2
Item#19-0384

THIS AMENDMENT is made and entered into by and between the City of Santa Fe, hereinafter referred to as the "City," and Vladimir Jones (Praco), hereinafter referred to as the "Contractor."

IT IS MUTUALLY AGREED BETWEEN THE PARTIES THAT THE FOLLOWING PROVISIONS OF THE ABOVE-REFERENCED CONTRACT ARE AMENDED AS FOLLOWS:

Section 3, Compensation, is hereby amended to read as follows:

3. Compensation.


- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of one hundred and seventy five thousand dollars (\$175,000), such compensation not to exceed \$175,000 including gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement #19-0384 and all Amendments to this Agreement, including gross receipts tax and expenses, shall not exceed three million seventy five thousand dollars (\$3,075,000). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

All other articles of this contract remain the same.



IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of signature by the City and Contractor below, or a specified date, whichever is later.

City of Santa Fe:

By: 
Alan Webber, Mayor

Date: May 13, 2021

Attest:

By: 
Kristine Bustos Mihelcic, City Clerk 
GB MTG 05/12/2021

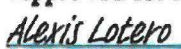

Date: May 14, 2021

City Attorney's Office:

By: 
Marcos Martinez (Mar 25, 2021 11:44 MDT)
Senior Assistant City Attorney

Date: Mar 25, 2021

Approved for Finances:

By: 

Mary McCoy, Finance Director

Date: May 13, 2021

Contractor:

Vladimir Jones (Praco)

By: 
Meredith Vaughn, CEO

Date: Mar 30, 2021

The records of the Taxation and Revenue Department reflect that the Contractor is registered with the Taxation and Revenue Department of the State of New Mexico to pay gross receipts and compensating taxes.

CRS Number: #03-436229-00-0

Business License Number: #21-00157691

Object/Org: 2130521.561850 - \$140,000 - (BAR attached) & 5206600.561850 - \$35,000

CITY OF SANTA FE
CONTRACT AMENDMENT No. 1

Contract No. 19-0384

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, hereinafter referred to as the "City," and Vladimir Jones (Praco), hereinafter referred to as the "Contractor."

IT IS MUTUALLY AGREED BETWEEN THE PARTIES THAT THE FOLLOWING PROVISIONS OF THE ABOVE-REFERENCED CONTRACT ARE AMENDED AS FOLLOWS:

1. Compensation.

Section 3, Compensation, is hereby amended to read as follows:

- A. Under this Agreement, the City shall pay to the Contractor in full payment for services rendered additional compensation at the rate of one million three hundred thousand dollars (\$1,300,000), such compensation not to exceed \$1,300,000, excluding gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Agreement shall be paid by the City to the Contractor.

The total amount payable to the Contractor under Agreement # 19-0384 and all Amendments to this Agreement, excluding gross receipts tax, shall not exceed two million nine hundred seventy two thousand six hundred and fifty seven dollars (\$2,900,000). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

2. Term.

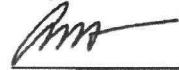
THIS CONTRACT AS AMENDED BY THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY OR A SPECIFIED DATE WHICHEVER IS LATER. This Contract as amended shall terminate on June 30, 2021, unless terminated pursuant to the Contract. There is an option to renew for one more additional year.

All other articles of this contract remain the same.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of signature by the City and Contractor below, or a specified date, whichever is later.

City of Santa Fe:

By:

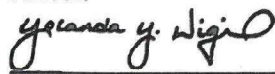


Alan Webber, Mayor

Date: Sep 16, 2020

Attest:

By:



Yolanda Y. Vigil, City Clerk

Date: Sep 17, 2020

GB Mtg 09/09/20

GC
GC

City Attorney's Office:

By:



Marcos Martinez (Jul 8, 2020 10:12 MDT)

Senior Assistant City Attorney

Date: Jul 8, 2020

Approved:

By:



Mary McCoy, Finance Director

Date: Sep 16, 2020

Contractor:

By:

See Attached

Meredith Vaughn, CEO

Date: _____

The records of the Taxation and Revenue Department reflect that the Contractor is registered with the Taxation and Revenue Department of the State of New Mexico to pay gross receipts and compensating taxes.

CRS Number: #03-436229-00-0

Business License Number: #20-00157691

BU/Line Item: 2130521.561850

CITY OF SANTA FE

PROFESSIONAL SERVICES CONTRACT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the "City," and Vladimir Jones, hereinafter referred to as the "Contractor," and is effective as of the date set forth below upon which it is executed by the Parties.

IT IS AGREED BETWEEN THE PARTIES:

1. Scope of Work.

In collaboration with Tourism Santa Fe (TSF), the Contractor shall perform the following Scope of Work for the purpose of increasing tourism in the city of Santa Fe and building on the success and momentum of The City Different Brand (Brand):

A. Integrated Advertising Campaign and Comprehensive Media:

- 1) Contractor is responsible for the creative development, production, trafficking/distribution, media placement, and ongoing collaboration and account services for TSF to further strengthen the Brand's effectiveness.
- 2) Contractor shall identify target markets including prioritized domestic fly markets, regional drive markets, and in state travelers.
- 3) Contractor shall employ marketing strategies using both traditional and new media elements, including, but not limited to print, television, out of home, digital display, online video, digital native content, paid social media, strategic marketing partnerships, and experiential marketing.

B. Collaboration:

- 1) Contractor shall be available upon reasonable notice to plan and review work in progress under the terms of this Agreement.
- 2) Contractor shall collaborate with TSF and third-party contractors, as appropriate, in the development of strategic plans that integrate advertising activities and other TSF programs including but not limited to web development, social media, public relations, meetings and conferences, and tourism trade.
- 3) Contractor may, in its discretion and at the request of TSF, assist in presenting TSF's advertising objectives, strategic plans and creative direction to industry partners, in legislative meetings, and in public forums. Travel expenses associated with planning or presentations are the responsibility of the Contractor.
- 4) Contractor shall collaborate with TSF and submit a yearly advertising plan that will be a strategic component of the TSF Marketing Plan that designates target markets and is supported by statistics and research required to achieve goals. In

addition, on a yearly basis perform market research to inform and guide the advertising decisions.

C. Contractor Services:

- 1) Contractor shall submit to TSF a budget tracker showing a detailed breakdown of all production and media budgets, amount committed to date, and amount billed to date no later than the tenth business day of the following month. Failure to provide an updated budget tracking may result in the delay of future payments directly related the reports but will not result in a delay in payment of monthly fees. Contractor shall also provide TSF with a production expense estimate, which must be submitted and approved prior to invoicing. Invoices should include line item detail with any variance vs. estimate explained.
- 2) Contractor shall submit a report on the effectiveness of the campaign(s) to TSF Marketing Director on a quarterly basis. The report shall include cost per inquiry, return on the advertising dollar investment, and any/all tracking mechanisms deemed appropriate by TSF.
- 3) The Contractor shall submit periodic reports to the governing body, at least quarterly, listing the expenditures for those periods. Within ten days of receiving the reports, the governing body shall furnish copies of them to the tax advisory board.

D. Production:

- 1) The Contractor shall develop, design and produce advertising copy, layouts, designs and artwork for print, broadcast, radio, outdoor, interactive, audiovisual and on-line media and deliver such material to TSF for approval and then to advertising media, printer, broadcaster, internet provider or producer upon approval on time. Creative design and production include promotions and other projects as deemed necessary by TSF. Before releasing any material, including all forms of advertisement, to the media, the Contractor will obtain approval for all final layouts, copy or artwork from TSF. Final material shall be submitted to TSF for approval at least 24 hours in advance of release date.

E. Advertising and Media Buys:

- 1) Contractor shall arrange for all media to be billed at the net cost of time or space directly to the Contractor, which shall be paid from funds designated for media buys. The Contractor is responsible for placing written orders for time or space in advertising media and maintaining the records of all insertion orders, tear sheets, invoices, and all other billing information for a minimum of three (3) years. Contractor will notify TSF when prepayment of advertisement and/or production is required. TSF will make prompt payment in accordance with Section 2 of this Agreement.

- F. The parties understand this is a non-exclusive agreement and Contractor may freely contract with other entities for the performance of service.**

G. Standard of Performance; Licenses:

- 1) The Contractor represents that it possesses the experience and knowledge necessary to perform the services described under this Agreement.
- 2) The Contractor agrees to obtain and maintain throughout the Terms of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives, and subcontractors.
- 3) Contractor will use its best efforts to contract with local Santa Fe businesses to serve TSF and build the Brand. Contractor shall notify TSF of its subcontractors and update the City on any subcontractor changes

2. Compensation.

A. The City shall pay to the Contractor in full payment for services satisfactorily performed at the rate of One Million Six-Hundred Thousand dollars (\$1,600,000), such compensation not to exceed One million six-hundred thousand dollars, excluding gross receipts tax.

The total amount payable to the Contractor under this Agreement, excluding gross receipts tax and expenses, shall not exceed One Million Six Hundred Thousand Dollars total contract price for the full term of the contract. This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

B. The City shall pay to the Contractor in full payment for services satisfactorily performed pursuant to the Scope of Work at the rate of \$100,000 dollars (\$100,000) in FY19, and \$1,500,000 in FY20. . The total amount payable to the Contractor under this Agreement, excluding gross receipts tax and expenses, shall not exceed \$100,000 in FY19. The \$100,000 in FY19 shall be used for Increased Production or Media (net) as approved by Client. The \$1,500,000 in FY20 shall be broken down as follows:

FY19 Increased Production and/or Media (net)	\$100,000
Media (net)	\$1,020,000
Production (net)	\$150,000
Research/Other	\$22,500
Travel	\$5,000
Agency Services Retainer	<u>\$302,500</u>
TOTAL	\$1,600,000

C. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the City finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services and outlining steps the Contractor may take to provide remedial action. Upon certification by the

City that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked. However, the City shall not incur late charges, interest, or penalties for failure to make payment within the time specified herein

3. Term.

THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Agreement shall terminate on June 30, 2020, with the option to renew three additional years unless terminated pursuant to paragraph 4 (Termination), or paragraph 5 (Appropriations). In accordance with Section 13-1-150 NMSA 1978, no contract term for a professional services contract, including extensions and renewals, shall exceed four years, except as set forth in Section 13-1-150 NMSA 1978.

4. Termination.

A. Termination. This Agreement may be terminated by either of the parties hereto upon written notice delivered to the other party at least thirty (30) days prior to the intended date of termination. Except as otherwise allowed or provided under this Agreement, the City's sole liability upon such termination shall be to pay for acceptable work performed prior to the Contractor's receipt of the notice of termination, if the City is the terminating party, or the Contractor's sending of the notice of termination, if the Contractor is the terminating party; 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. Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor if the Contractor becomes unable to perform the services contracted for, as determined by the City or if, during the term of this Agreement, the Contractor or any of its officers, employees or agents is indicted for fraud, embezzlement or other crime due to misuse of state funds or due to the Appropriations paragraph herein. 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.

B Termination Management. Immediately upon receipt by either the City or the Contractor of notice of termination of this Agreement, the Contractor shall: 1) not incur any further obligations for salaries, services or any other expenditure of funds under this Agreement without written approval of the City; 2) comply with all directives issued by the City in the notice of termination as to the performance of work under this Agreement; and 3) take such action as the City shall direct for the protection, preservation, retention or transfer of all property titled to the City and records generated under this Agreement. Any non-expendable personal property or equipment provided to or purchased by the Contractor with contract funds shall become property of the City upon termination and shall be submitted to the City as soon as practicable.

5. Appropriations.

The terms of this Agreement 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 City Council, this Agreement shall terminate immediately 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.

6. **Status of Contractor.**

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

7. **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.

8. **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.

9. **Release.**

Final payment of the amounts due under this Agreement shall operate as a release of the City, its officers and employees, and the State of New Mexico from all liabilities, claims and obligations whatsoever arising from or under this Agreement.

10. **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 the prior written approval of the City.

11. **Product of Service – Copyright.**

All materials developed or acquired by the Contractor under this Agreement shall become the property of the City and shall be delivered to the City no later than the termination date of this Agreement. Nothing developed or produced, in whole or in part, by the Contractor under this Agreement shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

12. Conflict of Interest; Governmental Conduct Act.

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.

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 Article 12 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 Article 12 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 Article 12 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.

13. 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 Article 4 herein, or to agree to the reduced funding.

14. 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 Agreement or understanding, oral or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

15. Penalties for violation of law.

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 illegal bribes, gratuities and kickbacks.

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 Section 38-3-1 (G) NMSA 1978. 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.

18. 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.

19. Professional Liability Insurance. Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

20. Other 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.

21. Records and Financial Audit.

The Contractor shall maintain detailed time and expenditure records that indicate the date, time, nature and cost of services rendered during the Agreement's term and effect and retain them for a period of three (3) years from the date of final payment under this Agreement. The records shall be subject to inspection by the City. 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

22. Indemnification.

The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys' fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Agreement, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Agreement. In the event that any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Agreement is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

23. 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.

24. 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.

25. 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.

26. Notice.

Any notice required to be given to either party by this Agreement shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the City: TOURISM Santa Fe
Attn: Randy Randall
201 W. Marcy Street
Santa Fe, NM 87501

To the Contractor: Vladimir Jones
Attn: Meredith Vaughn, CEO
6 North Tejon Street #400
Colorado Springs, CO. 80903-3928

27. Authority.

If Contractor is other than a natural person, the individual(s) signing this Agreement on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter into a binding contract.

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:


ALAN WEBBER, MAYOR

DATE: 5/31/19

CONTRACTOR:

Vladimir Jones

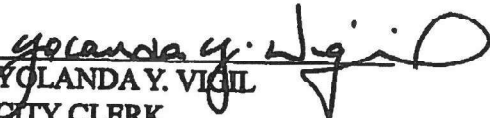

NAME AND TITLE

DATE: 6/4/19

CRS# 03-436229-00-0

Registration # 19-00157691

ATTEST:


YOLANDA Y. VIGIL
CITY CLERK
cc mtg 5/29/2019

APPROVED AS TO FORM:

 4/29/19
ERIN MCSHERRY, CITY ATTORNEY

APPROVED:


MARY MCCOY, FINANCE DIRECTOR 

22108.561850



CITY OF SANTA FE PROCUREMENT CHECKLIST

Contractor Name: Vladimir Jones (PRACO)

Procurement Title: Advertising Agency for TSF

Procurement Method: State Price Agreement ☐ Cooperative ☐ Sole Source ☐ Other ☐

Exempt ☐ Request For Proposal (RFP) ☒ Invitation To Bid (ITB) ☐ Contract under 60K ☐ Contract over 60K ☐

Department Requesting TSF Staff Name Shirley Spencer

Procurement Requirements:

A procurement file shall be maintained for all contracts, regardless of the method of procurement. The procurement file shall contain the basis on which the award is made, all submitted bids, all evaluation materials, score sheets, quotations and all other documentation related to or prepared in conjunction with evaluation, negotiation, and the award process. The procurement shall contain a written determination from the Requesting Department, signed by the purchasing officer, setting forth the reasoning for the contract award decision before submitting to the Committees.

REQUIRED DOCUMENTS FOR APPROVAL BY PURCHASING*

YES N/A

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Approved Procurement Checklist (by Purchasing)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Memo addressed to City Manager (under 60K) Committees/City Council (over 60K)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	State Price Agreement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	RFP
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Evaluation Committee Report
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ITB
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bib Tab
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Quotes (3 valid current quotes)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cooperative Agreement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sole Source Request and Determination Form
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contractors Exempt Letter
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Purchasing Officers approval for exempt procurement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	BAR
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FIR
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Executed Contract, Agreement or Amendment
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Current Business Registration and CRS numbers on contract or agreement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Summary of Contracts and Agreements form
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Certificate of Insurance
<input type="checkbox"/>	<input checked="" type="checkbox"/>	All documentation presented to Committees
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Other:

Shirley Spencer

Administrative Manager

3/9/23

Department Rep Printed Name (attesting that all information included)

Title

Date

Contracts Supervisor

Mar 13, 2023

Purchasing Officer (attesting that all information is reviewed)

Title

Date

ITT Representative (attesting that all information is reviewed)

Title

Date

Include all other substantive documents and records of communication that pertain to the procurement and contract.



City of Santa Fe, New Mexico


Memorandum



DATE: March 8, 2023

TO: Governing Body
Finance Committee
Quality of Life

VIA: John Blair, City Manager
Emily Oster, Finance Department Director
Travis K. Dutton-Leyda, Chief Procurement Officer
Richard D. Brown, Community Development Director *Richard Brown*

FROM: Randy Randall, TSF Executive Director 
Randy Randall (Mar 17, 2023 20:30 MDT)

ITEM AND ISSUE:

Request for the Approval of Amendment #7 Agreement in the Total Amount of \$500,000 for the Advertising Services for Term FY23; Contractor: Vladimir Jones (PRACO); Randy Randall, TSF Executive Director, randall@santafenm.gov, 505-955-6209.

Request for Approval of Budget Amendment Resolution (BAR) in the Amount of Three Hundred Thousand Dollars (\$300,000) to be Utilized for Amendment #7 of Contract 19-0384 to Increase the Compensation of a Total \$500,000 for Advertising Services for Term FY23; Randy Randall, TSF Executive Director, randall@santafenm.gov, 505-955- 6209.

Committee Review:

Finance 04/03/2023

Quality of Live 04/05/2023

Governing Body 04/12/2023

BACKGROUND AND SUMMARY:

As a result of Community Convention Center revenues significantly exceeding budgeted amounts and the remaining funds of the grant from the NM Tourism Department, TOURISM Santa Fe has \$500,000 available to increase its investment in advertising (Amendment #7, below). Through its agency of record, Vladimir Jones, TSF proposes to use these funds as follows:

1. Increased advertising strength in current, proven, and effective digital campaigns.
2. Audit of website, santafe.org, and correction of issues to increase effectiveness.
3. New four-month digital campaign with Travel + Leisure targeting their high-end travel audience.
4. New digital campaign through Datafy to targeted and custom audiences in our regional drive markets.
5. Expansion of our existing paid search capacity.
6. Refresh of Santa Fe Margarita Trail branding and photo/video production.

On January 11, 2019, the City advertised for request for proposals (RFP '19/25/P). This RFP was for professional services for TOURISM Santa Fe's Agency of Record (AOR). Vladimir Jones was selected to the AOR and to provide agency services:

Original Contract 19-0384 began in FY20 for 1,600,000;

Amendment #1 was to extend the term to FY21 and increase the compensation amount to \$1,300,000

Amendment #2 added an additional \$175,000 to the reduced funding in FY21

Amendment 3 was to extend the term for FY22 and increase compensation by \$1,450,000

Amendment #4 was to increase compensation by \$52,700 for FY22

Amendment #5 was to increase compensation by \$300,000 for FY22

Amendment #6 was to extend the term for FY23 (final year) and increase compensation by \$1,850,000

This Amendment #7 request is to increase the compensation for FY23 by \$500,000 for a total contract of \$7,227,700 over 4-year term FY20-FY23.

PROCUREMENT METHOD:

RFP 19/25/P

CONTRACT NUMBER:

3200492

FUNDING SOURCE/S:

Fund Name/Number: Lodgers Tax/213

Munis Org Name/Number: CCC OPS/5606600

Munis Object Name/Number: Advertising Services/561850
\$100,000

Fund Name/Number: SFCONVCTR/520

Munis Org Name/Number: VSF/2130521

Munis Object Name/Number: Advertising Services/561850
\$400,000

ACTION REQUESTED:

TOURISM Santa Fe respectfully requests your review and approval.

CITY OF SANTA FE

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

"REQUEST FOR PROPOSALS"

Advertising

RFP #19/25/P

PROPOSAL DUE:

February 18, 2018

2:00 P.M.

PURCHASING OFFICE

CITY OF SANTA FE

2651 SIRINGO ROAD

BUILDING "H" SANTA FE,

NEW MEXICO 87505

PROPOSAL SCHEDULE

RFP # '19/25/P

- | | | |
|----|--|---|
| 1. | Advertisement | January 18, 2019 |
| 2. | Issuance of RFP'S: | January 18, 2019 |
| 3. | Receipt of proposals: | February 18, 2019 at 2:00 p.m.
local prevailing time.
Purchasing Office 2651
Siringo Road Bldg., "H"
Santa Fe, New Mexico
87505 (505) 955-5711 |
| 4. | Evaluation of proposals: | February 19-22, 2019 |
| 5. | Notify Finalists: | March 1, 2019 |
| 6. | Interviews: | March 26-29, 2019 |
| 7. | Recommendation of
award to Finance Committee: | April 29, 2019 |
| 8. | Recommendation of
award to City Council: | May 8, 2019 |

DATES OF CONSIDERATION BY FINANCE COMMITTEE AND CITY COUNCIL ARE TENTATIVE AND SUBJECT TO CHANGE WITHOUT NOTICE.

ORG	DESC	OBJECT	TYPE	STATUS	CY_ORIGINAL_BUD	CY_REVISD_BUD	CY_REMAIN_BUD
5206600	Cleaning Fees	432400	R	A	0.00	0.00	11,738.29
5206600	Concessionaire's Fees	439550	R	A	-3,667.00	-3,667.00	48,726.13
5206600	Gen Profit-Sharing Fees	439555	R	A	-17.00	-17.00	-17.00
5206600	Liquor Fees	439600	R	A	-2,493.00	-2,493.00	6,330.00
5206600	Facility Rental	439650	R	A	0.00	0.00	264,560.23
5206600	Hotel Rebates	439655	R	A	0.00	0.00	44,254.69
5206600	Other Charges/Equip.	439730	R	A	0.00	0.00	24,724.25
5206600	Other Charges/AudioVisual	439733	R	A	-13,254.00	-13,254.00	39,388.30
5206600	Other-reimb exp	439910	R	A	0.00	0.00	0.00
5206600	Land-rentals	460150	R	A	-30,494.00	-30,494.00	-12,706.71
5206600	Restaurant rental	460255	R	A	0.00	0.00	250.00
5206600	Facilities-rental	460350	R	A	0.00	0.00	0.00
5206600	Utilities Reimbursements	460400	R	A	0.00	0.00	0.00
5206600	Reimbursements/Refunds	470400	R	A	-2,115.00	-2,115.00	-2,115.00
5206600	Sales of Fixed Assets	470600	R	A	0.00	0.00	0.00
5206600	Gain on Sale - Investments	470800	R	A	0.00	0.00	0.00
5206600	Gain on Sale - Fixed Assets	470900	R	A	0.00	0.00	0.00
5206600	Miscellaneous Revenues	471400	R	A	0.00	0.00	0.00
5206600	Interest on Investments	480020	R	A	0.00	0.00	0.00
5206600	Interest (Amort of Prem/Disc)	480022	R	A	0.00	0.00	0.00
5206600	Interest on Receivables	480025	R	A	-2,279.00	-2,279.00	-2,279.00
5206600	NM Dept of Fin and Admin	490210	R	A	0.00	0.00	0.00
5206600	NM Department of Tourism	490300	R	A	0.00	0.00	0.00
5206600	Santa Fe County	491010	R	A	0.00	0.00	50,000.00
5206600	Miscellaneous Other Grants	491320	R	A	0.00	0.00	0.00
5206600	Operating Transfers In	600100	R	A	0.00	0.00	0.00
5206600	Unrealized Gains/Losses	600300	R	A	0.00	0.00	0.00
5206600	Transfer Fixed Assets (in)	600400	R	A	0.00	0.00	0.00
5206600	Operating Transfer In From 100	650100	R	A	0.00	0.00	0.00
5206600	Operating Transfer In From 213	650213	R	A	-5,485,714.00	-5,485,714.00	-5,485,714.00
5206600	Interfund Transfer In From 213	655213	R	A	0.00	0.00	0.00
5206600	Interfund Transfer In From 520	655520	R	A	0.00	0.00	0.00

23-0161 Vladimir Jones PRACO TOURISM GB

Final Audit Report

2023-04-25

Created:	2023-04-17
By:	Xavier Vigil (xivigil@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAAAdKbYq9dbIFpqThB4ZxRTO6_STL2-g9ZR

"23-0161 Vladimir Jones PRACO TOURISM GB" History

 Document created by Xavier Vigil (xivigil@ci.santa-fe.nm.us)

2023-04-17 - 6:39:41 PM GMT- IP address: 63.232.20.2

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2023-04-17 - 6:41:12 PM GMT

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2023-04-19 - 7:18:48 PM GMT- IP address: 104.47.65.254

 Signer ekoster@santafenm.gov entered name at signing as Emily K. Oster

2023-04-19 - 7:23:20 PM GMT- IP address: 63.232.20.2

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Signature Date: 2023-04-19 - 7:23:22 PM GMT - Time Source: server- IP address: 63.232.20.2

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Signature Date: 2023-04-25 - 7:50:46 AM GMT - Time Source: server- IP address: 73.98.12.205



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2023-04-25 - 7:50:46 AM GMT