

City of Santa Fe, New Mexico

City of Santa Fe
Housing and Community Department
Economic Development Division



5/7/14

Request for Qualifications
(RFQ)

The Buzz Project

Submit Proposal to: Kate Noble, Interim Housing and Community
Development Director
Economic Development Division
City of Santa Fe
P.O. Box 909
Santa Fe, NM 87504

Or hand-deliver to:
Economic Development
500 Market Street, Suite 200

No later than: 12:00pm local time, Monday, May 19, 2014

The Buzz Project

Request For Qualifications – Economic Development Division

Mission: To design and successfully execute a social media campaign which will build buzz around Santa Fe events and/or assets during the summer of 2014.

Objective: Create buzz and visibility on social media around Santa Fe this summer.

Key Outcomes:

- Development of skills for local talent; creating ways for talented locals to make money is even better.
- Attracting younger tourists.
- Providing content for future use and strategy, i.e. high quality photos showcasing local assets, high quality video, data to inform, i.e. about customers, talent recruitment, important trends and more.
- Delivery of clear metrics of success, i.e. how do we know this was money well spent?

Proposal:

Proposals should be no more than 2 pages plus an additional 1 page for the project budget (no more than 3 total pages), and are **due by noon on May 19, 2014**. An information session will be held from noon -1:30pm on May 15, 2014 at the City of Santa Fe's Market Station offices (entrance just down from REI in the Railyard). The proposed project plan should be complete by December 31, 2014. A maximum of \$50,000 is available, but less is better. Proposals should do the following:

- Demonstrate how the key outcomes and overall objective will be achieved. Include a timeline for key actions.
- Describe what Santa Fe events and/or assets will be showcased through the project and how those assets will be used for the project.
- Explain what social media mechanisms and trends will be used and how that will achieve the key outcomes. Include detailed measures of effectiveness.
- Provide a brief description of the project team and their experience, skills and qualifications.
- Include a clear and detailed budget. Show how city funds will be used and what other contributions (leverage) will be put into the project.
- Provide understandable, useful metrics and detailed deliverables. Explain exactly what will be measured and what the measures will mean. Please also include what content will be produced for future use and strategy.

Evaluation Criteria and Evaluation Committee

The evaluation committee will consist of City of Santa Fe staff members across different departments and divisions and will be scored according to the following:

Overall project proposal and alignment with key outcomes:	50%
Measurements and deliverables:	25%
Demonstrated knowledge of social media and strength of the team:	15%
Budget:	10%