



# City of Santa Fe, New Mexico

# memo

**DATE:** May 27, 2014

**TO:** Finance Committee

**FROM:** Robert Rodarte, Purchasing Officer   
Purchasing Division

**VIA:** Marcos A. Tapia, Finance Director   
Finance Department

**ISSUE:** Award of Request for Proposal # '14/09/P  
Communications/Advertising/Social Media Contract for the Santa Fe  
Convention and Visitors Bureau

**SUMMARY:**

On September 30, 2014, three proposals were received for the above referenced service as follows:

	Written Score	Interview Score	Local Preference
TKO Advertising, Santa Fe	3200	2070	
Anagram, LLC, Santa Fe	2910	1800	1980
Griffin & Associates, Albuquerque	2830		

The evaluation criteria consisted of service and charges (15%); in-house capacity (15%); experience in advertising (10%); knowledge of local conditions (20%); creative impact (10%); promote and communicate as a leisure travel (15); and promote and communicate as a meeting/conference (15%). The proposal was reviewed and evaluated by Jim Luttjohann and Cynthia Delgado, SFCVB, Dana Ortega, Director of Sales & Marketing Inn of Loretto, Elizabeth M. Pettus, Owner Things Finer, Shelley Thompson, Director of Cultural Affairs and Veronica Valencia, Director of Marketing La Fonda.

The using department has reviewed the proposals and recommends award to TKO Advertising, Santa Fe in the amount of \$875,000.00 annually for a four year term.

Budget will be available in account number 22108.561850 (EXP – Marketing Lodgers Tax CVB) for each fiscal year in the amount of \$875,000.00.

**ACTION:**

It is requested that this recommendation of award to TKO Advertising, Santa Fe, be reviewed, approved and submitted to the City Council for its consideration.

Attachment(s):

1. Memo of recommendation from the using department.
2. A copy of the professional service agreement.
3. A copy of tabulation score sheet.

## Evaluation Scores

### Santa Fe Communications/Advertising/Social Media Contract for the Santa Fe Convention and Visitors Bureau

'14/09/P

#### Written Evaluation

Evaluation Committee	TKO Advertising	Anagram, LLC	Griffin & Associates
Jim Luttjohann	375	290	320
Cynthia Delgado	375	230	215
Dana Ortega	315	450	240
Elizabeth M. Pettus	345	430	475
Shelley Thompson	385	245	250
Veronica Valencia	445	125	290
Total	2240	1770	1790
Local Preference		1947	

#### Interview Evaluation

Evaluation Committee	TKO Advertising	Anagram, LLC
Jim Luttjohann	415	250
Cynthia Delgado	365	245
Dana Ortega	315	450
Elizabeth M. Pettus	345	330
Shelley Thompson	310	345
Veronica Valencia	320	180
Total	<b>2070</b>	1800
Local Preference		1980



## Memo

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Date: May 22, 2014

To: Finance Committee/City Council

Via: Marcos Tapia, Finance Director 

From: Randy Randall, CVB Director 

Re: Professional Services Agreement with TKO Advertising

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### ITEM & ISSUE:

Request for approval of the Professional Services Agreement with TKO Advertising.

### BACKGROUND AND SUMMARY:

TKO Advertising will provide advertising services on behalf of Santa Fe Community Convention Center. The compensation for this agreement is \$875,000.00, inclusive of GRT, with the option to renew for three additional years. This contract went out to RFP, #14/09/P, and this vendor was selected by the RFP evaluation team.

### REQUESTED ACTION:

Approval of the Professional Services Agreement with TKO Advertising. Funds will be taken from 22108.561850.

## CITY OF SANTA FE

### PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe (the "City") and TKO Advertising (the "Contractor"). The date of this Agreement shall be the date when it is executed by the City and the Contractor, whichever occurs last.

#### 1. SCOPE OF SERVICES

A. The Contractor shall provide the following services for the City:

(1) Promote the City of Santa Fe as a leisure and convention and meeting travel destination to qualified markets via all appropriate media channels including social media, industry shows and grass roots events, as requested by the city and consistent with the Santa Fe Convention and Visitors Bureau Marketing and Executive Directors (CVB).

(2) Develop advertising campaigns, themes, slogans, collateral and recommended advertising media tactics, market strategies and evaluation for media advertising as requested by the CVB.

(3) Working in conjunction with the CVB and submit a yearly advertising 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 efforts.

(4) Recommend media, both trade and consumer, to be used in the communication campaign and submit a detailed media plan and budget for the current fiscal year and any fiscal year after that. The media plan should be flexible and allow for adjustment based on unforeseen challenges and opportunities. Contractor must be able to negotiate on behalf of the City of Santa Fe for value added or a reduced rate for all media buys leveraging the agencies buying ability.

(5) Recommended media must be substantiated with a complete profile of each media partner. (These items can include but are not limited to: Circulation, average medium income, age etc. of readership, BPI Statements, etc....).

- (6) Prepare necessary copy, layouts, designs and artwork for advertising as requested by the CVB in a timely manner so that a comprehensive approval process (5 days) can occur.
- (7) Meet with media representatives on behalf of the City of Santa Fe CVB. Place order(s) and purchase time or space in advertising media using insertion orders as requested by the City.
- (8) Provide other advertising services as may be deemed necessary by the City and mutually agreed upon by both parties, including attendance at special events and coordination, travel and attendance at industry events.
- (9) Meet with designated Bureau staff in scheduled meetings, retreats and strategy sessions.
- (10) Contractor shall be available to plan and review work in progress pertaining to the items listed above and fully coordinates all activities with the CVB at reasonable times and intervals.
- (11) The activities of the Contractor in placing media advertising and providing special services shall be fully coordinated with the City. Contractor shall obtain approval from the City before placing any advertising.
- (12) Submit a report on the effectiveness of the communication campaign to the CVB Marketing Director on a quarterly basis. The report shall include cost per inquiry return on the advertising dollar investment, competition and any/all tracking mechanisms deemed appropriate by the agency and the CVB Director.
- (13) Perform in a collaborative manner with the CVB's other communications Contractors, under the direction of the CVB Marketing Director.
- (14) All services performed by the contractor shall be confirmed in writing by the contractor and approved by the City.
- (15) All media including raw footage created by the contractor shall remain in the possession of the City and be delivered on a real time basis.
- (16) Development of a strategy and tactical plan for an in-market execution of social media marketing communications program that advances goals of current campaign, augments current

communication efforts and increases and enhances the quality of unpaid traffic to santafe.org.

- (17) On a daily basis perform the following work items.
- a. Develop content strategy based upon overarching campaign messaging.
  - b. Define messaging roll-out based upon appropriateness of channel (e.g. Facebook, Twitter, YouTube, LinkedIn, Flickr, Tumblr, Pinterest, Instagram, Four-Square, Google+, etc.).
  - c. Set editorial calendar for each priority channel.
  - d. Define individual outreach and content tactics –e.g. when/where repurpose content, when to create new, when to syndicate content, when to tie into existing campaign assets, when to create social channel ONLY programs:
    - i. Identify all opportunities for socially enabling current advertising and communication program (i.e. socially enabled advertising, contests/sweeps, etc.)
    - ii. Develop all widget/app strategy – identify opportunities to create new or tie into existing (e.g. UrbanSpoon, Open Table, Yelp, etc.)
  - e. Define strategy for the following as appropriate:
    - i. Social sharing
    - ii. Reviews/ratings
    - iii. Influencer programs
    - iv. Industry outreach
  - f. Define success metrics:
    - i. Outputs -- number of tweets, posts, re-posts, mentions, etc.
    - ii. Outtakes – sentiment (positive, negative, messaging tie ins)
  - g. Outcomes – traffic increase, increase in qualified leads, inquiries, conversions.
  - h. Set-up Google Analytics to measure outputs:
    - i. Set-up additional reporting procedures to measure outtakes and outcomes
  - j. Build a dashboard for ongoing measurement and tracking.

B. The City agrees to make available without charge to the Contractor pictures, background information, historical data and other pertinent information in the

City files.

2. STANDARD OF PERFORMANCE; LICENSES

A. The Contractor represents that it possesses the experience and knowledge necessary to perform the services described under this Agreement.

B. The Contractor agrees to obtain and maintain throughout the term of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives and subcontractors.

3. COMPENSATION

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed eight hundred and seventy five thousand dollars (\$875,000.00.00), inclusive of applicable gross receipts taxes. .

B. The Contractor shall be responsible for payment of gross receipts taxes levied by the State of New Mexico on the sums paid under this Agreement.

C. Payment shall be made upon receipt and approval by the City detailed statements containing a report of services completed. Compensation shall be paid only for services actually performed and accepted by the City

4. APPROPRIATIONS

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City, this Agreement 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.

5. TERM AND EFFECTIVE DATE

This Agreement shall be effective when signed by the City and terminate on June 30, 2015, unless sooner pursuant to Article 6 below. There is an option for an annual renewal for an additional three (3) years. Should either party wish to exercise this renewal option, written notice shall be given to the other party ninety (90) days before expiration of this Agreement. Negotiations shall take place and conclude before termination of this Agreement.

6. TERMINATION

A. This Agreement may be terminated by the City upon 30 days written notice to the Contractor.

(1) The Contractor shall render a final report of the services performed up to the date of termination and shall turn over to the City original copies (electronic and hard copy) of all work product, research or papers prepared under this Agreement.

(2) Compensation is not based upon hourly rates for services rendered, therefore the City shall pay the Contractor for the reasonable value of services satisfactorily performed through the date Contractor receives notice of such termination, and for which compensation has not already been paid.

7. STATUS OF CONTRACTOR; RESPONSIBILITY FOR PAYMENT OF EMPLOYEES AND SUBCONTRACTORS

A. The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor, and its 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.

B. Contractor shall be solely responsible for payment of wages, salaries and benefits to any and all employees or subcontractors retained by Contractor in the performance of the services under this Agreement.

C. The Contractor shall comply with City of Santa Fe Minimum Wage, Article 28-1-SFCC 1987, as well as any subsequent changes to such article throughout the term of this contract.

8. 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.

9. CONFLICT OF INTEREST

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. Contractor further agrees that in the performance of this Agreement no persons having any such interests shall be employed.

10. ASSIGNMENT; SUBCONTRACTING

The Contractor shall not assign or transfer any rights, privileges, obligations or other interest under this Agreement, including any claims for money due, without the prior written consent of the City. The Contractor shall not subcontract any portion of the

services to be performed under this Agreement without the prior written approval of the City.

11. RELEASE

The Contractor, upon acceptance of 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 to any obligation not assumed herein by the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

12. INSURANCE

A. The Contractor, at its own cost and expense, shall carry and maintain in full force and effect during the term of this Agreement, comprehensive general liability insurance covering bodily injury and property damage liability, in a form and with an insurance company acceptable to the City, with limits of coverage in the maximum amount which the City could be held liable under the New Mexico Tort Claims Act for each person injured and for each accident resulting in damage to property. Such insurance shall provide that the City is named as an additional insured and that the City is notified no less than 30 days in advance of cancellation for any reason. The Contractor shall furnish the City with a copy of a Certificate of Insurance or other evidence of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

B. Contractor shall also obtain and maintain Workers' Compensation insurance, required by law, to provide coverage for Contractor's employees throughout

the term of this Agreement. Contractor shall provide the City with evidence of its compliance with such requirement.

C. 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.

13. INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the City from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit, judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.

14. 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.

15. THIRD PARTY BENEFICIARIES

By entering into this Agreement, the parties do not intend to create any right, title or interest in or for the benefit of any person other than the City and the

Contractor. No person shall claim any right, title or interest under this Agreement or seek to enforce this Agreement as a third party beneficiary of this Agreement.

16. RECORDS AND AUDIT

The Contractor shall maintain, throughout the term of this Agreement and for a period of three years thereafter, detailed records that indicate the date, time and nature of services rendered. These records shall be subject to inspection by the City, the Department of Finance and Administration, and the State Auditor. The City shall have the right to audit the billing both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

17. APPLICABLE LAW; CHOICE OF LAW; VENUE

Contractor shall abide by all applicable federal and state laws and regulations, and all ordinances, rules and regulations of the City of Santa Fe. In any action, suit or legal dispute arising from this Agreement, the Contractor agrees that the laws of the State of New Mexico shall govern. The parties agree that any action or suit arising from this Agreement shall be commenced in a federal or state court of competent jurisdiction in New Mexico. Any action or suit commenced in the courts of the State of New Mexico shall be brought in the First Judicial District Court.

18. AMENDMENT

This Agreement shall not be altered, changed or modified except by an amendment in writing executed by the parties hereto.

19. SCOPE OF AGREEMENT

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the services to be performed

hereunder, and all such agreements, covenants and understandings have been merged into this Agreement. This Agreement expresses the entire Agreement and understanding between the parties with respect to said services. No prior agreement or understanding, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

20. NON-DISCRIMINATION

During the term of this Agreement, Contractor shall not discriminate against any employee or applicant for an employment position to be used in the performance of services by Contractor hereunder, on the basis of ethnicity, race, age, religion, creed, color, national origin, ancestry, sex, gender, sexual orientation, physical or mental disability, medical condition, or citizenship status.

21. SEVERABILITY

In case any one or more of the provisions contained in this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

22. NOTICES

Any notices required to be given under this Agreement shall be in writing and served by personal delivery or by mail, postage prepaid, to the parties at the following addresses:

City of Santa Fe:  
Convention & Visitors Bureau  
ATTN: Randy Randall,  
Executive Director  
Santa Fe, NM 87504

Contractor:  
TKO Advertising, Inc.  
ATTN: Raul Garza,  
Creative Director  
Albuquerque, NM 87104

IN WITNESS WHEREOF, the parties have executed this Agreement on the date set forth below.

CITY OF SANTA FE:

CONTRACTOR:  
TKO ADVERTISING, INC.

\_\_\_\_\_  
JAVIER M. GONZALES, MAYOR

\_\_\_\_\_  
RAUL GARZA, CREATIVE DIR.

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
YOLANDA Y. VIGIL, CITY CLERK

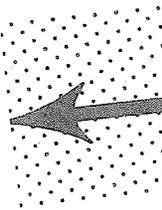
APPROVED AS TO FORM:

*Kelley A. Brennan*  
\_\_\_\_\_  
KELLEY A. BRENNAN, *9/2/14*  
INTERIM CITY ATTORNEY

APPROVED:

\_\_\_\_\_  
MARCOS A. TAPIA, FINANCE DIRECTOR

PSA/TKO ADVERTISING/22108.561850~~6~~





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
07-01-2013

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 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).

<b>PRODUCER</b> USAA INSURANCE AGENCY INC/PHS 812846 P:(888)242-1430 F:(877)905-0457 PO BOX 33015 SAN ANTONIO TX 78265	<b>CONTACT NAME:</b> PHONE (A/C No, Ext): (888)242-1430   FAX (A/C, No): (877)905-0457 E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE INSURER A : Hartford Lloyd's Ins Co INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :
<b>INSURED</b> TKO ADVERTISING INC 700 N LAMAR BLVD STE 200B AUSTIN TX 78703	NAIC #

<b>COVERAGES</b>	<b>CERTIFICATE NUMBER:</b>	<b>REVISION NUMBER:</b>
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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 SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<b>GENERAL LIABILITY</b> <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liab GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC	<input type="checkbox"/>	<input type="checkbox"/>	65 SBA PV7245	07/14/2013	07/14/2014	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	<input type="checkbox"/>	<input type="checkbox"/>	65 SBA PV7245	07/14/2013	07/14/2014	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 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 Ded <input checked="" type="checkbox"/> RETENTION \$ 10,000	<input type="checkbox"/>	<input type="checkbox"/>	65 SBA PV7245	07/14/2013	07/14/2014	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000 \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				WC STATU-TORY LIMITS   OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101. Additional Remarks Schedule, if more space is required)

Those usual to the Insured's Operations. RE: 1512 Pacheco St Ste 106 Santa Fe NM 87505

**CERTIFICATE HOLDER**

Sante Fe Convention &  
 Visitors Bureau  
 201 W MARCY ST  
 SANTA FE, NM 87501

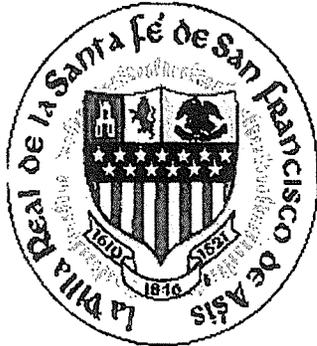
**CANCELLATION**

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  
PO BOX 909  
Santa Fe NM, 87504

# City of Santa Fe, New Mexico

## BUSINESS LICENSE

Official Document  
Please Post

Business Name: **TKO ADVERTISING**

Location: **SF COUNTY**

Class: **BUSINESS LOCATED OUT OF CITY LIMITS**

Comment:

Control Number: 0049161

License Number: 14-00123016

Issue Date November 15, 2013

Expiration Date December 31, 2014

**TKO ADVERTISING**  
**1720 CENTRAL AVE SW STE B**

**ALBUQUERQUE NM 87104**

**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.**



**City of Santa Fe  
Summary of Contracts, Agreements, & Amendments**

**Section to be completed by department for each contract or contract amendment**

1 **FOR:** ORIGINAL CONTRACT  or CONTRACT AMENDMENT

2 Name of Contractor TKO Advertising

3 Complete information requested  Plus GRT  
 Inclusive of GRT

Original Contract Amount: \$875,000

Termination Date: 6/30/15

Approved by Council Date: \_\_\_\_\_  
 or by City Manager Date: \_\_\_\_\_

Contract is for: CVB Advertising

Amendment # \_\_\_\_\_ to the Original Contract# \_\_\_\_\_

Increase/(Decrease) Amount \$ \_\_\_\_\_

Extend Termination Date to: \_\_\_\_\_

Approved by Council Date: \_\_\_\_\_  
 or by City Manager Date: \_\_\_\_\_

Amendment is for: \_\_\_\_\_

4 **History of Contract & Amendments:** (option: attach spreadsheet if multiple amendments)  Plus GRT  
 Inclusive of GRT

Amount \$ \_\_\_\_\_ of original Contract# \_\_\_\_\_ Termination Date: \_\_\_\_\_  
Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_  
Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_  
Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_  
Reason: \_\_\_\_\_

Total of Original Contract plus all amendments: \$ \_\_\_\_\_



**City of Santa Fe  
Summary of Contracts, Agreements, & Amendments**

5 **Procurement Method of Original Contract:** (complete one of the lines)

RFP# 14/09/P Date: 9/30/13  
 RFQ  \_\_\_\_\_ Date: \_\_\_\_\_  
 Sole Source  \_\_\_\_\_ Date: \_\_\_\_\_  
 Other \_\_\_\_\_

6 **Procurement History:** \_\_\_\_\_  
 example: (First year of 4 year contract)

7 **Funding Source:** CVB Lodgers Tax/Advertising BU/Line Item: 22108.561850

8 **Any out-of-the ordinary or unusual issues or concerns:**  
 \_\_\_\_\_  
 (Memo may be attached to explain detail.)

9 **Staff Contact who completed this form:** Antoinette Armijo  
 Phone # X6210

10 **Certificate of Insurance attached.** (if original Contract)

**Submit to City Attorney for review/signature**  
**Forward to Finance Director for review/signature**  
**Return to originating Department for Committee(s) review or forward to City Manager for review and approval (depending on dollar level).**

**To be recorded by City Clerk:**

Contract # \_\_\_\_\_

Date of contract Executed (i.e., signed by all parties): \_\_\_\_\_

Note: If further information needs to be included, attach a separate memo.

**Comments:**

CITY OF SANTA FE

**"REQUEST FOR PROPOSALS"**

**SANTA FE  
COMMUNICATIONS/ADVERTISING/SOCIAL MEDIA  
CONTRACT FOR THE SANTA FE CONVENTION AND  
VISITORS BUREAU**

RFP #14/09/P

**PROPOSAL DUE:**

September 30, 2013

**2:00 P.M.**

**PURCHASING OFFICE  
CITY OF SANTA FE  
2651 SIRINGO ROAD  
BUILDING "H" SANTA FE,  
NEW MEXICO 87505**

## TABLE OF CONTENTS

Advertisement for proposals.....	1
Proposal schedule.....	2
Information to proponents.....	3
Special Conditions.....	9
Scope of services required.....	11
Submittal Requirements.....	14
Final evaluation for written proposals and interviews.....	15
Communications/Advertising Contract Questionnaire.....	18

### Attachments:

1. Instructions Relating to Local Preference Certification Form
2. Local Preference Certification Form
3. Resident Veterans Preference
4. Sample Contract
5. Minimum Wage Ordinance

**REQUEST FOR PROPOSALS**

**PROPOSAL NUMBER '14/09/P**

Proposals will be received by the City of Santa Fe and shall be delivered to the City of Santa Fe Purchasing Office, 2651 Siringo Road Building "H" Santa Fe, New Mexico 87505 **until 2:00 P.M. local prevailing time, September 30, 2013.** Any proposal received after this deadline will not be considered. This proposal is for the purpose of procuring professional services for the following:

**SANTA FE COMMUNICATIONS, ADVERTISING /SOCIAL MEDIA CONTRACT FOR THE SANTA FE CONVENTION AND VISITORS BUREAU**

The proponent's attention is directed to the fact that all applicable Federal Laws, State Laws, Municipal Ordinances, and the rules and regulations of all authorities having jurisdiction over said item shall apply to the proposal throughout, and they will be deemed to be included in the proposal document the same as though herein written out in full.

The City of Santa Fe is an Equal Opportunity Employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation or national origin. The successful proponent will be required to conform to the Equal Opportunity Employment regulations.

Proposals may be held for sixty (60) days subject to action by the City. The City reserves the right to reject any of all proposals in part or in whole. Proposal packets are available by contacting: Shirley Rodriguez, City of Santa Fe, Purchasing Office, 2651 Siringo Road, Building "H" Santa Fe, New Mexico, 87505, (505) 955-5711.

\_\_\_\_\_  
Robert Rodarte, Purchasing Officer

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