

CITY OF SANTA FE "REQUEST FOR PROPOSALS"

Advertising Agency of Record Contract for TOURISM Santa Fe

RFP #'19/25/P

Questions/Answers

Q1: Is there a suggested weight between media and production?

A1: Short answer is, NO, but we obviously want the majority of the \$1.5M working as hard as possible to move the needle and going towards paid media.

Q2: Will TSF be able to pre-pay for media buys similar to the New Mexico Tourism Department (NMTD)?

A2: YES

Q3: Can you share a rough overview of production deliverables? (# of 30s, etc.)

A3: Currently, traditional TV is not a part of our existing media plan, but we have made a concerted effort to move towards more digital/OTT/pre-roll placements that would require the production of :15's and :30's. Depending on the proposal's targeting rationale, I envision a baseline need for at least 1-2 :30's and possibly 1 :15.

Q4: **Page 3 section 1** notes that you'd like firms to submit one electronic file and two copies of the proposal to the Purchasing Office. On page 13 section 12, eight copies of the proposal are requested. Can you please confirm whether you would like two or eight hard copies?

A4: Please submit eight (8) copies of the proposal to the Purchasing Office, in addition to one (1) electronic copy on a USB drive.

Q5: Will the contractor and City of Santa Fe be able execute a Non-Taxable Transaction Certificate (NTTC) to become tax exempt?

A5: Yes, A Nontaxable Transaction Certificate (NTTC) obtained from the Taxation and Revenue Department (TRD) allows you as a seller or lessor to deduct the receipts from qualified transactions from your gross receipts. This will need to be obtained from:

New Mexico Taxation and Revenue Department

P.O. Box 5557

Santa Fe, New Mexico 87502-5557

Or your [Local District Tax Office](#)

Q6: **Section F. i.** asks to "provide a sample campaign creative that promotes Santa Fe as both a leisure travel destination, as well as a meeting/conference destination". Are you requesting a new spec campaign to be included in our response?

A6: Yes, we are requesting new spec creative for both leisure and meetings/conferences to be included in the submitted proposals.

Q7: What is the required document format in terms of font size, page orientation, margins, etc.?

A7: There were not specific document formatting instructions included in the RFP, but please refer to the following basic formatting standards for font size:

FONT SIZE: Arial, Courier New or Palatino Linotype at a font size of 10 points or larger, Times New Roman at a font size of 11 points or larger; or Computer Modern family of fonts at a font size of 11 points or larger must be used.

PAGE ORIENTATION: No specific formatting requirement.

MARGINS: The margins must be at least one inch on all sides.

Q8: On Deliverable 7, it asks for a list of ten customers with similar types of service including names, emails and current phone numbers. Do we need 10 from each agency (if it's a collaborative bid) or 10 in general?

A8: Please provide 10 total references.

Q9: Submittal Requirements 2B: TOURISM Santa Fe requests the agency provide an account director "accessible on a daily basis." Does this mean the account director must be based in Santa Fe?

A9: No, this does not require the Account Director (AD) to be located in Santa Fe, but we do require that the dedicated AD be available via phone, email, etc. on a daily basis.

Q10: Scope of Services: TOURISM Santa Fe says, "The city would like to expand the existing visitor demographics..." Has TOURISM Santa Fe identified one or more key demographic audience groups to target? If so, please describe.

A10: No, TSF has not specifically identified these groups or targets, but ultimately, we understand the need to continue to expand upon a younger demographic and speak to them in a way that allows Santa Fe to be in the inclusion set for future travels.

Q11: Conformance to Specifications F (i): "...promotes Santa Fe as both a leisure travel destination, as well as a meeting/conference destination, and, (ii) Submit example of media planning, execution, and the impact of those particular buys." What is the budget breakdown in percentage (based on the FY20 Budget of \$1.5million) between Leisure Destination campaign and Meeting/Conference Destination campaign? What was the percentage breakdown of the FY19 budget between Leisure and Meeting/Conference?

A11: None of the previous year's advertising budget was used/targeted at the Group Market in the form of general advertising and we will more than likely proceed the same way in FY20. However, there are other "Media Channels" that will require consistency of messaging between Group and Leisure so the emphasis should be on the creative components and not the media planning for meetings/conferences.

Q12: Is this RFP the result of a contract term expiring or a mandated review process? If not, why are you looking for a new agency now?

A12: The City of Santa Fe Purchasing Policy and Procedures indicates that contracts shall not exceed four (4) years and must be re-bid on and/or go to RFP every four (4) years.

Q13: What learnings can you share about your recent partnership with advertising agencies; for example, what has worked really well and what areas have been more challenging?

A13: We're a small yet mighty team. We enjoy working with agency partners that share a passion and excitement for the city of Santa Fe. Additionally, we expect our agency partners to demonstrate a vision for what the future of tourism advertising and marketing will be in 3-5 years and plan our brand strategy accordingly. We want to align ourselves with an agency partner that truly wants and values our business and is eager to grow with us.

Q14: Which campaigns in the travel/tourism/hospitality category do you most admire? Why?

A14: The campaigns in the travel/tourism/hospitality categories that we most admire are the ones that are the most effective and represent the destination in the most authentic way.

Q15: How is the marketing team at TOURISM Santa Fe structured? Whom would the agency work with on a day-to-day basis? Does this contract report directly to the Director of Marketing, Jordan Guenther?

A15: The marketing team, led by Jordan Guenther, will review and approve all creative and media. Major planning and strategy tactics are subject to approval by the Executive Director, Randy Randall, for Tourism Santa Fe (TSF). The day-to-day TSF contacts with whom the agency/Account Director will work with are: Joy Rice, Marketing Manager and Jordan Guenther, Director of Marketing.

Q16: How does the Marketing team engage with the Meeting and Convention Sales team? What crossover exists in advertising efforts, if any?

A16: The Marketing team and the Sales/Meeting & Conventions team are beginning to work and align more closely in a strategic manner. Currently, there is not a lot of crossover in advertising and/or destination branding efforts, but that process could be improved upon.

Q17: We noticed a reference to a Finance Committee as part of the contracting process. Is there a Marketing Committee? If so, who sits on the Marketing Committee (i.e. members of the travel and tourism industry within the Santa Fe community?)

A18: The Finance Committee that is referenced in the RFP is a part of the other city "committees" that provide oversight and approval in terms of city governance. The contract that results from this RFP must go through multiple committees, along with Finance, for final approval/execution.

Q18: How much of the current media allocation is spent in-state?

A18: None; at least not anything substantial.

Q19: What percent of the media budget is currently allocated to the B2B/meeting and convention market?

A19: None. See "A11" for additional information.

Q20: Are international targeting efforts to be included in our response/consideration or are those efforts supported by a separate budget?

A20: Tourism Santa Fe (TSF) is not currently allocating any budget towards attracting International visitation, but if the Respondent sees an opportunity, please indicate in your response.

Q21: How are conversions measured on santafe.org?

A21: Conversion on santafe.org are currently measured based on the visit of a user (both organic and digital marketing-driven) to specific web pages such as: Accommodations, Hotels & Motels, Lodging Specials, Deals & Specials, Must See Events, and Visitor Guide.

Q22: How are you currently measuring ROI against website visitation and engagement?

A22: We utilize a reporting tool that has the ability to measure the direct impacts of our digital advertising efforts, as it relates to Hotel Revenue and Flight Bookings.

Q23: How are you measuring overall campaign effectiveness on an ongoing basis?

A23: In addition to Hotel Revenue and Flight Bookings (referenced above in “A22”), we measure Cost Per Thousand (CPM), Click-Through Rate (CTR), Conversion Rate (CVR), Cost Per Click (CPC), Cost Per View (CPV), Interaction Rate, Impressions, and Website Visits—depending on the tactic.

Q24: How much do you value (i.e. conversion value) an outbound click to your accommodations, dining, or entertainment partners.

A24: Our local business partners play an important role in our success as a tourist destination. We are not a membership-based organization and as a result, outbound clicks to partner sites are not a conversion metric for which we are held accountable. That being said, we do attempt to send as much traffic as possible to our partners when it makes sense.

Q25: What other metrics are important to you regarding the objective of website engagement?

A25: Pages per Session, Time on Site, and Bounce Rate

Q26: What current CPL (cost per lead) model do you optimize against?

A26: On the sales/meetings side of things, we utilize a CPL strategy versus a CPA strategy. We optimize our sales pipeline/number of leads by working with qualified third-party lead generation companies

Q27: Do you have figures for lifetime customer value?

A27: No, not at this time.

Q28: What tracking and attribution modeling do you employ to evaluate channel performance? Data Driven? U-Curve, Last Click?

A28: We are currently not utilizing attribution modeling.

Q29: What CRM platform do you use, and have you built API connectors to any ad platforms?

A29: Our CRM platform is IDSS. We have not built API connectors to any ad platforms.

Q30: How would your ideal target audience differ from your current visitor?

A30: See “A10”

Q31: Are there creative briefs or a creative strategy document we are able to review as part of developing our RFP response?

A31: [Click here](#) to review our Brand Pillars.

Q32: We know how tourism ready Santa Fe is currently. What, if any, changes do you see in the city in the next 5 – 10 years that may affect brand strategy?

A32: City contracts do not extend beyond a four-year period without an RFP renewal, so we're mostly concerned with the next 2-4 years. With that in mind, we tend to concern ourselves more with travel trends; i.e. experiential travel opportunities, more engagement and activations in the UGC world, and a greater need for continued development of engaging content.

Q33: **P. 10, 2.A.** states, "the agency must detail how they will further the success and momentum of *The City Different* brand with a complete, integrated advertising campaign..." Is *The City Different* a required component of the TSF brand or are we able to expand on that brand platform in our response?

A33: Yes, *The City Different* branding is a required component, but we would like to continue to build upon the success and evolve *The City Different* brand. Feel free to expand on that brand platform in your response.

Q34: **P. 11 of, letter 2.E.**, states "The agency must demonstrate strength in copywriting and art direction, particularly in taking a complex destination which has a significant amount of existing **iconic imagery** and turning it into a simple, easily understood communications vehicle." Does the iconic imagery in the statement above explicitly mean the visual elements of the current campaign need to appear in future campaigns? (i.e., chilies, corn, pottery, turquoise, etc.)

A34: No, this does explicitly mean the visual elements of the current campaign need to appear in future campaigns. Our reference to "iconic imagery" refers to imagery which features key elements of Santa Fe. This may include images of chile, Native American pottery, key landmarks, and architecture—all of which are stored in our digital asset management tool.

Q35: **P. 3** states "submit one (1) electronic file and two (2) copies of the proposal"; **p. 13** states eight (8) copies submitted. Please let us know which of these two requirements we should adhere to.

A35: See "A4"

Q36: Monday February 18th is Presidents Day. Will your offices be open on that day for receipt of the RFP?

A36: Yes, our offices will be open that day. However, please note that there has been a change of address for receipt of proposals. Receipt of proposals: February 18, 2019, at 2:00pm local prevailing time **Purchasing Office 200 Lincoln Avenue, room 122, Santa Fe, NM 87504**

Q37: Please confirm that the requested electronic copy should be delivered via USB and not via email.

A37: Correct; the requested electric copy should be delivered via USB and not via email.

Q38: Have you ever worked with and/or awarded an out of state agency this contract in the past?

A38: Yes.

Q39: Would a detailed Case Study be evaluated and scored in the same manner as actual spec creative?

A39: No.

Q40: Do all media responsibilities, including traditional and digital, need to be housed all within the same agency?

A40: No.

Q41: Wondering if there is a strategy statement/documentation of "The City Different" brand foundation from which we should work, or if you'd like us to include potential new strategic thinking as a foundation for doing the "sample ad campaign" requested in the RFP?

A41: "The City Different" has been around as a marketing moniker/tagline for Santa Fe for quite some time. However, there has not been a *true* effort to build a brand foundation for "The City Different." We're eager to see new, strategic thinking in order to begin the branding process.

Q42: **p. 13/question #10** requests copies of New Mexico Taxation and Revenue gross receipts and City of Santa Fe Business Registrations. Because we are not a locally-based participant we do not have this type of information or registrations. Is there anything you'd like us to provide instead?

A42: No.

Q43: Historically, what % of budgets have been allocated to B2B vs. leisure? Based on TSF's goals and strategic plan, do these allocations need to change in the future? If so, what would be a more appropriate and effective allocation approach?

A43: See "A11"

Q44: Is there anything you can share that would help us understand how Santa Fe arrived at "The City Different" tagline, as well as TSF's POV about what the tagline is meant to communicate?

A44: Some background/History on *The City Different*:

The Spanish laid out the city according to the "Laws of the Indies", town planning rules and ordinances which had been established in 1573 by King Philip II. The fundamental principle was that the town be laid out around a central plaza. On its north side was the Palace of the Governors, while on the east was the church that later became the Cathedral Basilica of Saint Francis of Assisi.

An important style implemented in planning the city was the radiating grid of streets centering from the central Plaza. Many were narrow and included small alley-ways, but each gradually merged into the more casual byways of the agricultural perimeter areas. As the city grew throughout the 19th century, the building styles evolved too, so that by statehood in 1912, the eclectic nature of the buildings caused it to look like "Anywhere USA". The city government realized the economy was in decline after the railway moved west to Lamy and did not locate in Santa Fe and the federal government closed Fort Marcy. Government officials believed it would behoove Santa Fe to promote tourism. So, to achieve the goal, the city created a unified building style – the Spanish Pueblo Revival look. Based on work done restoring the Palace of the Governors, this style came from the many defining features of local architecture: vigas (rough, exposed beams that extrude through supporting walls, and are thus visible outside as well as inside the building) and canales (rain spouts cut into short parapet walls around flat roofs), features borrowed from many old adobe homes and churches built many years before and found in the Pueblos, along with the earth-toned look (reproduced in stucco) of the old adobe exteriors. This style became official and all buildings were to be built using these elements. By 1930 a broadening included the "Territorial" style which included the addition of portales (large, covered porches) and white-painted window and door pediments (and also sometimes terra cotta tiles on sloped roofs, but with flat roofs still dominating).

The city had become "different". Thus, Santa Fe was nicknamed "The City Different".

For further reading, [click here](#).