

**The City of Santa Fe
AND
TOURISM Santa Fe (TSF)**

REQUEST FOR PROPOSALS (RFP)

**Santa Fe Communications/Public Relations Contract for
TOURISM Santa Fe**



**RFP#
22/37/P**

Questions & Answers

RFP Release Date: 4/1/2022

RFP Due Date: 5/11/22

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Questions and Answers

	Questions	Answers	RFP Section	RFP PG #
	Example: Can we transfer the PDF to Word and then back to PDF?	There is nothing in the RFP that prohibits this.	III.B.1.a III.B.1.b.	20 21
1	Why are you conducting the RFP at this time?	We're currently in the fourth year of a four-year contract with our current agency. Procurement policy directs us to go out to RFP every four years.		
2	Are you happy with your current agency's performance?	Yes		
3	Has the incumbent agency been invited to bid as well?	Yes		
4	What is the overall budget for the PR program?	\$125,000 - \$140,000		
5	What is the budget for the agency retainer?	\$10,000 - \$11,000/month		
6	Is it possible to get a copy of the most recent annual report for Tourism Santa Fe?	We have not published a detailed Annual Report since 2019, due to COVID. The previous report can be found here.		
7	Is the incumbent agency rebidding?	Yes		
8	Are you able to share budget parameters? For instance, how much will you allocate for a PR monthly retainer?	See #5, above.		
9	In years past, what have been some of your biggest PR wins to date?	Accolades in annual Reader's Choice Best City contests with Travel + Leisure, Conde Nast Traveler, USA today 10Best		

10	Please describe your current work and interest in collaborations with influencers. Are influencers currently part of the PR strategy?	Influencers have not played a large role in our PR strategy, primarily due to the fact that their coverage cannot be valued in the same way that traditional earned media is valued and tracked for our reporting metrics. We do occasionally host influencers in exchange for coverage, however we do not pay any partnership fees.		
11	Please could you provide further information on your key target audiences? You reference the “Seekers” audience segment - please could you share details on this group and ideally a pen portrait.	Our “Seekers” category aligns with the State Tourism Department’s demographic of “Venturesome Traveler.” These people are opinion leaders, early adopters, demonstrate high information seeking behavior, and seek authentic (non “touristy”) travel experiences.	IV.B.3	Page 22
12	Are there any markets where you see opportunities/ are hoping to attract more visitors from?	Southern California, Arizona and Las Vegas	IV.B.3	Page 22
13	Please could you provide some additional information on the ‘Cultural Courage’ brand promise?	Refer to Santa Fe Brand Book found on the Procurement Library for this information.	IV.B.3	Page 22
14	What is a tourism destination whose work you really admire, out of your competitive set or others?	Visit Tucson, Explore Charleston	IV.B.3.a	Page 22
15	Are there any priority locations or attractions for visiting as a part of the FAM trip?	The priority locations change based on the theme/focus of the given FAM trip; i.e. Cultural, Wellness, Art & Artisans, etc. and great frequency and quality of editorial.	IV.B.3.b	Page 22
16	Regarding cost allocation, will costs for fam trips be	These costs should be included as a part of the overall bid. On	IV.B.3.b	Page 22

	covered by Santa Fe, or should we provide a cost estimation as part of a quote?	average, we dedicate approximately \$5,000/year for “out-of-pocket” expenses which would cover the costs for FAM trips.		
17	Please could you confirm whether you have any form of external brand tracking in place? By this we mean a regular survey of external perceptions?	No, we do not have consistent forms of brand/sentiment tracking in place.	IV.B.3.c	Page 22
18	Please could you confirm whether you currently have any tools at your disposal which monitor some or all of the following: a. media/coverage monitoring b. social listening c. sentiment tracking	No, we ask that the PR agency offers these tools and conducts the monitoring for all earned media coverage	IV.B.3.c	Page 22
19	Please could you confirm whether you currently work with an SEO agency?	Yes, our AOR also implements/manages our SEO strategy.	IV.B.3.c	Page 22
20	What has been your most successful campaign or PR initiative?	Coverage of the Santa Fe Margarita Trail		
21	What was your top media hit in the past year? What are your top 3 dream outlets for media coverage?	Top media hits in the past year: 1. Good Morning America, Rise & Shine New Mexico live broadcast. 2. TIME magazine World’s Greatest Places 2021. 3. Travel + Leisure listed Santa Fe as one of “The 10 Best Cities in the World for Art Lovers.”		

		<p>The article was based on a money.co.uk study.</p> <p>Top three dream outlets:</p> <ol style="list-style-type: none"> 1. New York Times 2. Conde Nast Traveler 3. Travel + Leisure 		
22	Is the incumbent agency invited to the RFP?	Yes		
23	Is there a budget or budget range for fees and/or hard costs?	See #5, above.		
24	Who is your target audience?	We primary focus our PR efforts on “interest based” national targeting: art collectors, cultural travelers, experience seekers, cuisine, outdoor adventurers, meetings and corporate incentive travelers, travel agents and tour operators		
25	Is social media managed internally or through an agency? Will the PR agency have a direct line of contact?	Social media is managed internally through a dedicated social media coordinator staff position. Yes, the PR agency will have a direct contact to the coordinator.		
26	“The contractor should identify where TSF would rank on its client list.” Could you please clarify what is meant by “rank”?	Essentially, how high of a priority would TOURISM Santa Fe be given within the agency’s current roster?	5a	Page 23
27	What are some of the biggest challenges the Santa Fe brand is facing?	Perceptions that Santa Fe’s climate is hot/desert like Phoenix, that the city is not family friendly and only for an older/retired visitor demographic		

28	Is there a budget you can share for the scope of work outlined in the RFP?	See #4, above.		
29	Are there additional states you consider your biggest competition outside of those mentioned on page 22?	No.		
30	What gaps do you think exist in your current PR strategy?	Efforts targeting niche interest publications in areas like art/culture or food/beverage or outdoor/adventure. Inclusion in more regional publications/outlets.		
31	What are the top three traits you look for in an agency partner?	Quality longstanding tourism relationships with national media outlets, editors and freelance writers Creativity and willingness to try new strategies and tactics Responsive and timely		
32	While the stated PR goals are “to build awareness of Santa Fe as a premier travel destination to a diverse demographic and to promote Santa Fe as a “one of a kind” destination—inspiring visitors to come explore and discover why Santa Fe is ‘The City Different,’” does the destination have any business goals or objectives for the upcoming FY/contract term?	<u>TOURISM Santa Fe Goals - Fiscal Year 2023:</u> <ul style="list-style-type: none"> • Provide superior customer service with zero complaints in all areas of marketing, sales and operations • Help city hotels maintain the increased average rate and restore pre-COVID occupancy levels • Expand the effectiveness of the Santa Fe Marketplace with 50% more participation and a 	Section I.A. and IV.A.	

		<p>100% increase in sales generated</p> <ul style="list-style-type: none"> • Put renewed focus on the Margarita Trail • Revise the Facility Operations Guide that is intended for client use • Complete accreditation for LEED Platinum, Fitwell and GBAC Star Facility • Obtain a minimum of \$250k in coop funding from the NM Tourism Department • Assist Finance in generating accurate and timely lodger's tax information • Achieve a 50% rebound in future group sales bookings • Expand our solicitation of high end tour and travel business • Achieve \$22M earned media value from our Public Relations efforts • Expand the value of city generated and city supported events through increased participation and added days • Generate 240 meeting leads and 50 definite bookings • Increase meeting planner trade show participation to 17 that produce 70 strong leads 		
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		<ul style="list-style-type: none"> Continue to reduce the average age of the visitor 		
33	How long will each Finalist Offeror have for oral presentations?	Plan for these to be in-person presentations and for finalists to have one-hour for their presentation.	Section II.B.9.	Page 8
34	Are there any file transfer sites that are not permitted by the City of Santa Fe for download (Hightail, Dropbox, WeTransfer)?	No, not that we are aware of.	Section III.B.1.	Page 17
35	Can you provide clarity on the electronic submission size limits/restrictions? [EXCEPTION: Single electronic files that exceed 50mb may be submitted as multiple uploads, which must be the least number of uploads necessary to fall under the 50mb limit.]	<p>If file size of Offeror’s proposal exceeds 50mb, then Offeror can split the proposal into two parts to reduce file size. Separate the proposals as described in Section III.B.1. You must then send two separate emails with the two versions of your proposal.</p> <p>NOTE: the City’s Purchasing Department will NOT accept File Transfer links (Dropbox, WeTransfer, etc.) and failure to comply may result in your proposal being deemed ineligible.</p> <p>Please reach out directly to purchasing_RFP@santafenm.gov with any additional questions related to submitting your proposal.</p>	Section III.B.1.	Page 17
36	Is the page count requirement (80) inclusive of or excluded the required documents (i.e. signed letter of transmittal, campaign	The 80-page count does not include the required documents that must be submitted along with the Offeror’s proposal.	Section III.C.1.	Page 18

	contribution disclosure form, etc.)			
37	Do you anticipate any adjustment to the total annual budget for PR service fee and out of pocket expenses in the upcoming year / new contract?	Nothing significant	Section IV.C.4. and Appendix C	Page 24