



City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909
www.santafenm.gov

Alan Webber, Mayor

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1
Renee Villarreal, District 1
Peter N. Ives, District 2
Carol Romero-Wirth, District 2
Roman "Tiger" Abeyta, District 3
Chris Rivera, District 3
Mike Harris, District 4
JoAnne Vigil Coppler, District 4

December 13, 2018

NOTE TO PROPONENTS

ADDENDA #2 TO RFP # 19/18/P

Visual Art and Museum marketing Program

Reason for Addendum

- Questions and Answers

Questions & Answers for RFP #19/18/P

Budget

Q: Does this mean that the entire agency fee cannot exceed 25% of \$225,000 and that the rest goes to the Media buying.
Ref. page 12. 4a.

A: Yes, this is correct. Agency fee cannot exceed 25% of \$225,000 and the rest goes towards paid media

Q: Please clarify that the budget does incl. media buying *Ref. page 9. 3rd paragraph, 3b*

A: Yes, Paid media and placement must be included into the total amount of the RFP

Branding

Q: Does **The City Different** (Brand) have guidelines?

A: Yes, however, we're currently in the process of updating the brand guidelines. Guidelines will be supplied to winning agency upon finalization of contract.

Audiences

Q: What is your target audience?

A: National Priority Markets = Denver, Dallas-Ft. Worth, Phoenix; Drive Markets = Colorado Springs/Pueblo, Amarillo, Lubbock, El Paso-Las Cruces, ABQ; Fly Markets = Austin, Los Angeles, Houston, Chicago, NYC, San Francisco, Seattle

A: International - None

A: Higher income and older average age - Tourism Santa Fe's target audience focuses on interest based targeting: art collectors, cultural travelers, experience seekers, outdoor adventurers, meetings and corporate incentive travelers, travel agents and tour operators

Q: Will you share the research and demographics from 'stakeholder input and testing with target consumers' findings from *The City Different Campaign. Ref. page 8. 3rd paragraph, Heading: Integration*

A: **CREATIVE TESTING:**



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- *Independent study, conducted by Albuquerque firm*
- *180 online surveys completed by consumers in Dallas, Denver & Los Angeles, viewing 9 advertisements from the campaign*
- *Participants screened for lifestyle and travel behavior in addition to demographic criteria matching Santa Fe visitors*
- *Panelists rated ads for effectiveness, ranked ads for most liked, least liked, and asked open ended questions to identify insights*
- *Overall campaign rated well for effectiveness with an average of 86% feeling the ads are effective in making the viewer interested in learning more about Santa Fe*
- *Verbatim comments reveal very effective delivery of intended brand messages*

Q: Is the higher income and older average age still the target audience?

A: Interest based and psychographic targeting has taken higher priority over specific age and income targeting

Q: Clarify what are 'the respective niche/pillars?' *Ref. page 8. Last paragraph, 1a.*

- Galleries.** Individual Galleries and Gallery Association
- Museums.** NMMF and independent Museums, for ex. SITE and Georgia O'Keeffe
- Cultural Institutions.** IAIA, Arts Commission, SFAI, Santa Fe Institute
- Non Profit Performance Art and Art Activities.** For ex. Lencis, Performance Santa Fe

A: 2018 TSF Marketing Plan can be accessed here: <https://www.santafe.org/images/Embed/5473-2017%2520Brand%2520Pillars.pdf>

Q: Have you reached out to any of the above niches besides to Arts Commission and the Gallery Association in terms of marketing efforts?

A: Yes, they are aware of the efforts as well as the RFP and the majority are eager and willing to participate depending on the plan and proposed impact.

Target Area

Q: Please clarify 'Visitors to Santa Fe, and the region'. What is incl. in the region? *Ref. page 8. 2nd paragraph, Heading: Tourism, 2nd sentence.*

- Santa Fe City
- Santa Fe County
- Northern New Mexico

A: See Target Audience response above.

Approval Process

Q: Who is part of approval committee for TSF? What is the approval process for creatives and for media placement?

A: Director of Marketing and Marketing Manager are the day-to-day primary contacts and will provide the majority of the direction and approval on creative and paid media plan. Executive Director will be brought into the approval process as needed and will occasionally provide oversight and final approval.



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Rationale behind the \$1000 incentives

Q: Management - Is the selected firm responsible to manage \$1000 patriots? Please define this role. *Ref. page 8. 5th paragraph.*

A: Yes. The selected firm and the finalized media recommendation will be pivotal in securing these additional funds from supporting partners. This recommendation must include a component to benefit businesses including art galleries and high-end retail and/or museums who contribute \$1,000 to the overall advertising efforts of this campaign, differentiating their presence in advertising efforts from those who do not contribute dollars to the campaign.

Q: **New Mexico True** - What is the relationship b/w the TSF's The City Different Campaign and New Mexico True?

A: TSF's "City Different" branding is completely separate from the state's NM True branding and initiative(s)

Submittal Requirements, page 11

Q: #4. What is the questionnaire? Is it the CSF NDA and/or Campaign Contribution Form?

A: The Questionnaire can be found in "related Documents" section here:
https://www.santafenm.gov/bids_rfps/detail/1918p

Q: #8. Financial Statement: Is a P&L OK? I've got a 2018 handy. Does that work?

A: Yes.

Evaluation Criteria, page 12

Q: 2. Mandatory Specifications - We are a bit confused here. There is no Creative Brief or Media Brief included in the RFP. We are not sure how to execute this for the RFP. Does it need to be executed or does this pertain to after the contract is awarded? We referred to the Scope of Services as well. The Scope relates to the awarding of the contract and expectations.

A: The Creative Brief can be found within the "Description of What is Requested" section on Pg 8. Not executed, but a proposed plan of action should be submitted as part of the response.

Scope of Services, page 8

Q: 1. Develop a Visual Arts and Museum Brand Strategy/Management Plan

Niche/Pillar: Does this refer to the other niches such as travel, cuisine, shipping etc? As in namely, when delivering the Visual Art & Museum Marketing Program maintain an awareness of the differentiation or eventual roll out to the other niches?

A: 2018 TSF Marketing Plan, which illustrates each of the brand pillars, can be accessed here:
<https://www.santafe.org/images/Embed/5473-2017%2520Brand%2520Pillars.pdf>

Q: The roll out of the City Different to the Visual Arts/Museum niches needs to start with santafe.org and its other marketing efforts in order to present itself as a unified vision. Is this part of the scope of services? Could this be an add-on? Is there a possibility to address the recent logo as well?

A: SantaFe.org will undoubtedly be a primary funnel of information with regards to the uniformity of the Visual Arts/Museum strategy. SantaFe.org is handled by a different contract, but it will be imperative that all contractors work closely together to ensure consistency. No, the current logo is not a part of the scope of this RFP.

Q: On page 12, under Evaluation Criteria, item #2 says that points will be awarded based on the quality of the candidate's



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integrated creative campaign to deliver on the Creative Brief and the recommended Media Strategy/Plans to deliver on the Media Brief. The assumption is that we need to strategize around these documents, so could you point us in the direction of where the documents are located?

A: The Creative Brief can be found within the "Description of What is Requested" section on Pg 8

Q: Please confirm the due date of December 19, 2018 and the number of copies needed. There are conflicting dates and numbers presented in the RFP.

A: Proposals Due: December 20, 2018 at 2:00PM

Submit one electronic file and two copies of the proposal. Proposals will be received by the Purchasing Office, until 2:00 p.m. local prevailing time, December 20, 2018.

Q: Does the contract need to be spent in full before the end of the fiscal year, June 30, 2019? This would essentially make it a 6-month campaign.

A: Yes. Or, media can be pre-paid to run after June 30, 2019 but all funds must be spent prior to the end of the current FY.

Q: The RFP demands a filled-out questionnaire, but none is provided in the document. If this is required, please let me know.

A: The Questionnaire can be found in "related Documents" section here:

https://www.santafenm.gov/bids_rfps/detail/1918p

Background and Summary

...we have worked with the Arts Commission and the Board of the Gallery Association to assist in conceiving a special marketing effort to target this potential art buyer.

Q: Are you primarily focused on driving art sales or more so on increasing traffic count and bookings for Santa Fe lodging?

A: The primary focus and logical next step is to integrate The City Different brand into a more robust advertising program that specifically addresses Santa Fe's unique visual arts and museums scene, as well as supports Santa Fe galleries and cultural institutions by generating increased traffic to Santa Fe. The result of this will also be an increase in bookings for Santa Fe lodging.

Q: Do they have online tracking or some sort of feedback loop with the various lodging partners, museums, art markets, etc.?

A: No, not presently. A recommendation on how to track the return and impact of the advertising efforts would be appreciated.

Q: Are all communications with retailers/galleries/museums routed through the TSF or will the agency work directly with them on an individual basis?

A: The selected agency and TSF will agree on a strategy and the agency can either work directly with selected partners or can use TSF as a conduit for information sharing.

Develop a Visual Arts and Museum Brand Strategy/Management Plan

Determine how the Brand should be communicated and expressed accurately within each respective niche / Pillar.

Q: Are you able to share a list of the niches?



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A: 2018 TSF Marketing Plan, which illustrates each of the brand pillars, can be accessed here:

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Q: Are you looking for different (but unified) strategies for each of these: museums & galleries, art markets, classes & workshops, Indian market, art markets, and studio tours & artwalks?

A: If a unified approach/message works for all then we'd like to explore that option. However, if that does not exist within your proposal then different (but unified) strategies for each will be required.

Develop a Brand Action Plan

Develop an action plan to bring the Brand to life through initiatives, such as promotions, public relations, etc.

Q: Do you have internal staff/resources to implement the action plan or do you need execution support?

A: Yes

Q: What are the KPIs to benefit businesses who contribute \$1,000 to the overall advertising efforts of this campaign?

A: We're seeking input from the selected agency to work alongside TSF to develop these KPIs

Media Planning and Placement

High-end art collectors and visitors is supposed to be 70% of the dollars, and the other 30% promotes "non-profit art activities and non-profit performing arts tourism related attractions, facilities and events, including but not limited to the city's non-profit museums."

Q: Would that include anything listed under History & Culture and Performing Arts sections in "Things to Do"?

A: Yes

Production and Design

Develop, design and produce advertising copy, layouts, designs and artwork for print, radio, digital, interactive media, audio visual and on-line media and deliver such material to the advertising media, printer, broadcaster, internet provider on time.

Q: Do you have a POV on how you would like the media to be dispersed amongst traditional and digital channels besides our recommendations?

A: No

Provide creative consultation and develop a "best practices" guide that participating gallery owners and museums can implement moving forward.

Q: Are you looking for templated designs in this case?

A: Yes

Q: Should this guide be turnkey/self-explanatory or do you prefer an on-site training kick off?

A: The guide should be turnkey and easy to understand, but on-site training will be expected.

Q: Should this focus on things like SEO, CRM, website UX/UI, print ads/brochures, event promotions, and other media strategies or would it also include things like logos, signage, gallery layout, etc.?

A: This should be a comprehensive guide of "best practices" that partners can choose to implement into their respective advertising/marketing/PR plans



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Q: Do you collect CRM data? If so, how is it stored and managed, and do they use it for marketing outreach

A: Yes. All collected data is used for re-marketing purposes

All other pertinent information for RFP # 19/18/P will remain the same.

RECEIPT ACKNOWLEDGE BY PROPONENT