

Date: November 9, 2022

Ref: RFP# 2023-005P Marketing Services

ADDENDUM #1

The following is being provided in response to questions/comments submitted by offerors and shall be incorporated into the RFP documents for the above referenced project.

Page 4, I. Introduction, C. Scope of Procurement, remove and replace the entire paragraph with the following:

The Village is seeking to award the RFP for Marketing Services. This may be awarded to one or more firms. It is anticipated that the award/s under this RFP will result in a Professional Services Contract for four (4) years.

Page 49, Appendix F – Detailed Scope of Work, remove and replace the first sentence with the following:

The Village is seeking proposals from marketing firms to develop a comprehensive marketing plan for the Village and to implement the plan over the next four (4) years.

Page 4, I. Introduction,

***Questions Submitted on November 7, 2022:**

Q1. What is the proposed yearly Agency budget (or at least a range)?

A1. This is a qualifications based procurement. Once the qualified firm/s are selected, individual Task Orders, including pricing will be assigned for the different components.

Q2. What is the media budget for the year?

A2. Please see the answer to Question 1 above.

Q3. Based on this description of the ask for Marketing Services, do these budgets include marketing to all of these audiences: "with the goal of attracting, expanding, and retaining businesses, residents, and visitors."?

A3. Please see the answer to Question 1 above.

Q4. Clarification re: NM Resident Business Preference certificate as we don't have one, nor would we qualify as we aren't a NM company. Is that a requirement?

A4. No, it is not a requirement.

Q5. If the preference certificate is not a requirement will we be subject to losing points in the evaluation process?

A5. No, you will not lose any points. Points are added to firms who have the certification. Please visit the hyperlink on page 18 of the RFP, C. General Requirements, 32. New Mexico Preferences for additional details.

Q6. How often would you expect in person meetings? If at all.

A6. This will require a combination of Zoom meetings and in person meetings depending on the specific Task Order. These will be established once a firm has been selected.

Q7. Who is the incumbent agency of record?

A7. The Agency.

Q8. What budget range do you anticipate allocating annually?

A8. Please see the answer to Question 1 above.

Q9. What is the length of the contract before it has to go out for RFP again?

A9. Four (4) years.

The above clarification/adjustments shall be incorporated in the RFP documents and included in your proposal. Please enter the latest addendum number on the bid page where requested.

All other terms and conditions of RFP #2023-005P remain unchanged.

Please sign and return by E-Mail (See Below)

Company

Signature

Date of Receipt

Email : Purchasing@ruidoso-nm.gov

Phone : 575-258-4343, Ext. 1082