

## 1. Budget & Funding

- What is the anticipated budget or funding range for this contract? If not finalized, can you share a ballpark or guidelines (e.g., Lodgers' Tax allocations)? **The proposed budget for the new FY is \$370,000 and all the funding is coming from Lodgers' Tax for this contract.**
- Is there a funded amount or budget for this work? **Yes, this will be funded in our new Fiscal Year Budget**
- Is there a budget for media buys, paid social, and influencer collaborations? **Yes there is budget for these items in the total budget but cost for each should be determined by offeror what to allocate out of the total budget.**
- Is there a budget for content production (e.g., photo/video shoots, asset acquisition)? **Yes this is also budgeted in the total budget.**

## 2. Contract Term & Structure

- What is the term length for this engagement? Will there be renewal options? **The term for this contract will be a 4 year contract renewing beginning July 1 annually to account for changes in scope and potential cost changes annually. The awarded offeror will provide an annual cost proposal at the time of the new FY budget creation.**
- What type of contract will this be (e.g., firm fixed, time & materials)? **Firm Fixed based on estimated time and materials.**
- What is the period of performance? **July 1 through June 30 of each FY of the contracted 4 year term.**
- Is there a preferred compensation structure (e.g., retainer, hourly, task-based)? **Compensation structure should be based on reimbursables for tasks completed and materials bought and billed monthly.**
- Are there limitations on how pricing should be proposed? **No.**

## 3. Proposal Process & Format

- Will proposals be discussed publicly at a Town Council meeting? If so, when? **The winning proposal will be the only proposal discussed publicly at a Town Council meeting when approval of the proposal is being requested by staff. At this time there is not a set date, that is contingent on the evaluation and award but tentatively that will be at the June 24, 2025 meeting. The winning bidder can attend virtually for any questions Council may have regarding the proposal.**
- Can you confirm if oral presentations will be expected or optional? **Oral presentations will only be required for finalist entities that are chosen after the preliminary evaluation. If offerors are not selected as finalists then they will not move on to the**

**presentation round. Presentations are schedule on June 5, 2025 with time slots ranging from 1:00PM to 4:00PM and exact times will be provided to finalists once chosen.**

- If oral presentations aren't held, will all vendors receive full points? **Only for finalists will these be held.**

- Is there a preferred format or template for the cost proposal? **No, offerors can submit their cost proposal in any format as long as it outlines the total annual cost for the first year of the contract term and is separate from the technical proposal.**

- Is there a maximum page count or preferred length for the technical proposal? **No.**

- Is it acceptable to include samples in an appendix, or should they be embedded in the narrative? **However the offeror chooses to include those is acceptable.**

- Are there file size constraints in the submission portal? **No**

- If no proprietary information is included, is a redacted version still required? **No**

#### **4. Incumbency & Vendor Preferences**

- Is there an incumbent agency? If so, who is it? **Ideapeddler**

- Is the RFP intended to replace or supplement existing vendor services? **Replace**

- Is there a preference for local vendors? **Yes, outlined in the RFP for NM Vendors.**

#### **5. Branding Scope**

- Is this project a full rebrand or a refresh of the existing Visit Taos identity? **It is a refresh of the existing brand with a logo change but open to other rebranding changes suggested by the offeror.**

- Is there a desire for new messaging and tagline development? **Yes**

- Will the developed brand be used for Visit Taos or the municipal government? **Visit Taos**

- Does Taos plan to leverage NM True branding or develop a unique strategy? **Both**

#### **6. Asset Access & Creative Development**

- Will the selected agency have access to the Town's existing creative assets? **Yes, through the Marketing and Tourism Department Director.**

- Will the agency have access to historical campaign performance and analytics? **Yes, at the discretion of the Director**

- Should proposals budget for new content (e.g., photo/video production)? **Yes**
- Will content production (e.g., photography, videography) be part of this contract? **Yes**
- Is there a centralized media library or CMS currently in use? **No**
- Will the agency manage or recommend website changes? **Yes, at the direction of the director and stakeholders**
- Will the contractor need CMS/admin access to the Town's website? **No**
- Are there expectations to support or recommend website changes even if not explicitly stated? **The town will welcome such suggestions**

## **7. Research, Data & KPIs**

- Will historical visitor data and past research be provided? **As requested and if such information is available.**
- Is the agency expected to conduct new audience or market research? **Yes**
- What level of existing market research is available? **Limited existing research due to change in administrations**
- Are there existing audience personas, creative guidelines, or messaging frameworks? **Yes**
- Are there KPIs the Town is currently tracking? **It will be up the selected agency to provide KPI tracking.**
- What long-term success metrics (e.g., overnight stays, perception shift) does the Town expect? **Overnight stay, Perception shifts, length of stays, frequency of stay, origin of traveler, and total spend.**
- Are there lessons learned or strategies to continue, avoid, or improve? **Yes but specifics to be shared with successful offeror.**

## **8. Target Audiences & Markets**

- Are there specific markets or audience segments the Town would like prioritized? **Yes, but to be determined between the successful offeror and stakeholders with the Town.**
- Which target audiences have been successfully engaged recently? **Colorado, Texas, Oklahoma, New Mexico, California**
- Which audiences are priorities for future engagement? **To be determined**

## 9. Social Media & Digital Channels

- Which social media accounts will the contractor manage? **Facebook and Instagram**
- Does “oversee social media” refer to all Town accounts or just Visit Taos? **Just Visit Taos**
- Are there emerging channels (e.g., TikTok) being considered? **TikTok**
- Does the Town currently use a platform for email marketing? Are subscriber lists provided? **Yes the Town uses MailChimp**
- Does the Town have preferred digital tools or platforms (e.g., CMS, CRM, analytics tools)? **Open to any analytical tools**

## 10. Media Planning & Influencer Marketing

- Will the agency be expected to execute media buys or only develop plans? **Develop plans at the direction of the Director and execute media buys.**
- Does the Town have media/influencer relationships, or should the agency build them? **There are a few but agency may develop as well.**
- What has been done previously in influencer marketing, and what’s the desired future direction? **Using more local talent and NM talent.**
- Should the agency host in-person influencer/media trips (FAMs)? How many are expected annually? **Yes approx. 2 annually**
- Is there an existing influencer database, or should one be built from scratch? **There is not a database and one is not expected to be built.**

## 11. Collaboration & Stakeholders

- Are there existing tourism, cultural, or economic development partners to collaborate with? **Yes list will be provided to the successful offeror.**
- Does the Town have an established approval committee? **Yes, Town Council**
- What is the approval timeline for materials (logos, branding)? **Dependent on materials provided.**
- Are there annual events the agency should align with? **No**
- Will there be required in-person meetings, and if so, how many? **Yes, quarterly in-person meetings presenting to Council and weekly virtual meetings with Marketing and Tourism Director.**

- Will the agency need to train Town staff to take over campaign activities? **No**

## **12. Organizational & Legal Requirements**

- What is the current infrastructure or organization chart of the Taos Marketing Department? **Currently the Marketing Department is just the Director and 1 staff member at the Visitor Center and active recruitment out for an admin position.**
- Why is the Town issuing this RFP at this time? **The term of the previous contract and RFP has met the maximum amount of extensions allowable.**
- Will a Federal Tax ID number suffice in place of a New Mexico Business Tax ID for out-of-state vendors? **Yes**

## **13. Resident & Business Engagement**

- Is the agency expected to survey residents or business owners? **If needed**
- Will the agency be responsible for visitor perception or public feedback surveys? **No.**