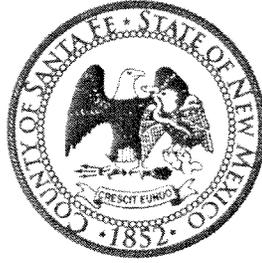


Daniel "Danny" Mayfield
Commissioner, District 1

Miguel Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathleen Holian
Commissioner, District 4

Elizabeth Stefanics
Commissioner District 5

Katherine Miller
County Manager

December 17, 2014

TO: Procurement File

FR: Bill Taylor, Procurement Manager 

VIA: David Griscom, Economic Development Manager

RE: Sole Source Determination Regarding the Northern Rio Grande National Heritage Area Program Implementation

Background:

As part of the Santa Fe County Economic Development Plan the County endorses collaboration and participation in supporting initiatives that are of benefit to the County in pursuit of its Economic Development goals.

The National Rio Grande National Heritage Area (NRGNHA) Program is funded and chartered as a National Heritage Area by the US Congress via the National Park Services, in New Mexico. It has a diverse Board of Directors that includes members from the communities and governments of Santa Fe County, Rio Arriba County and Taos County. The NRGNHA program promotes the arts/culture/environment/economic development within the defined National Heritage Area. The diversity and local knowledge within the organization make it unique in its ability to understand and respond to the needs of northern NM communities and culture.

Issue:

The County EDD is seeking collaboration with the NRGNHA to support the implementation of the Santa Fe County Economic Development Plan following criteria:

Enhance On-line Presence for Artists Within Northern Rio Grande National Heritage Area

Develop and Enhance Arts/Culture Market/Events in Heritage Area

Promote Heritage Area

The criteria stems generally from the need to implement the County's Economic Development Plan, as well as Resolution 2014-35, the County's Arts and Culture Resolution which calls for, among other things, creating an inventory of arts and culture businesses and nonprofits.

Santa Fe County Resolution 2014-35 demonstrates support for the NRGNHA, as exemplified in the following language from the Resolution:

- *Santa Fe County recognizes that the mission and goals/objectives of the NRGNHA overlap with many aspects of the County's Economic Development Plan, and that by supporting and partnering with NRGNHA, and actively participating in the Heritage Area, the goals and strategies listed in the Economic Development Plan may be implemented; and*

- *Santa Fe County endorses collaboration and participation by Santa Fe County in supporting initiatives that are of benefit to the County in pursuit of its Economic Development goals, and wishes to continue to partner with NRGNHA, and hereby authorizes allocation of financial resources and employee participation in such efforts.*

Determination

Pursuant to 13-1-126, NMSA 1978 this Purchasing Department after conducting due diligence has made the determination that this is a sole source procurement pursuant to the NMSA 1978 13-1-126 that “*a contract may be awarded without competitive sealed bids or competitive sealed proposals regardless of the estimated cost when the state purchasing agent or a central purchasing office makes a determination, after conducting a good-faith review of available sources and consulting the using agency, that other similar services, construction or items of tangible personal property cannot meet the intended purpose of the contract.*”

Contacted 2 similar regional organizations (see below) and both have stated that their respective organizations do not have the capacity to meet the intended purpose of the contract.

Contacted:

- *Kathy Keith, Executive Director, Regional Development Corporation; contacted by phone 12/11/14*
- *Darien Cabral, Executive Director, Regional Coalition of LANL Communities; contacted by phone 12/11/14*

Contractor: Northern Rio Grande National Heritage Area
 Address of prospective Contractor: PO Box 610 Espanola, NM 87532
 Amount of prospective purchase: \$50,000
 Term of prospective contract: 1 year

Deliverables:

1. Create website functions to reference and promote individual artists in the Heritage Area, with an initial focus on Santa Fe County, including personal profiles, affiliations, and sample images of work.
2. Create template for gathering artist information for website, and process for maintaining current information.
3. Conduct outreach to individual artists/arts organizations throughout Santa Fe County to gather information for website.
4. Provide funding and support for promotion of studio tours and arts markets throughout the Heritage Area, with an initial focus on Santa Fe County.
5. Outreach to communities for promotion of local arts/culture events.
6. An inventory of existing arts, culture, and cultural tourism entities in Santa Fe County and their function or role;
7. An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
8. Plan and design a signage program for Heritage Area
9. Grant support for community and non profit cultural interpretive organizations.
10. Promotion of galleries and tourism-related businesses within travel corridors.

Amount of Purchase: \$ 50,000