

Justin S. Greene
Commissioner, District 1

Lisa Cacari Stone
Commissioner, District 2

Camilla Bustamante
Commissioner, District 3



Adam Fulton Johnson
Commissioner, District 4

Hank Hughes
Commissioner, District 5

Gregory S. Shaffer
County Manager

July 14, 2026

SANTA FE COUNTY
RFP No. 2026-0271-CDD/JL
Advertising and promotional services
ADDENDUM NO. 2

Dear Offerors,

This addendum is issued to reflect the following changes, effective immediately. It shall be the responsibility of interested Offerors to adhere to any changes or revisions to the RFP as identified in this Addendum No. 2. This documentation shall become permanent and made part of the departmental files.

RESPONSE TO QUESTIONS
Attachment A: Pre-Proposal Sign In Sheet

Question No. 1: What is working well that the County wishes to continue in this contract?

Answer No. 1: Santa Fe County wishes to continue its partnership with the New Mexico Tourism Department and the use of the New Mexico True brand and campaign in its tourism marketing, advertising, and promotional efforts. The County also wishes to continue the close coordination between the selected contractor, the County's Marketing Coordinator, and the New Mexico Tourism Department.

Question No. 2: What challenges is the County experiencing that it wishes to be addressed in this contract?

Answer No. 2: The Santa Fe County Tourism & Marketing Office has limited staffing resources. The selected contractor will need to work closely with the County Marketing Coordinator on advertising, marketing, and promotional deliverables. Creative materials submitted to the New Mexico Tourism Department require at least three weeks for review before the advertising due date, even if the materials were previously approved and are being reused.

Question No. 3: What portion of the County's advertising efforts (including both media and creative) are executed as part of its partnership with the New Mexico Tourism Department? Are there any Santa Fe County Tourism advertising initiatives that are executed independently of the NM True brand or co-op media placements? If so, could you provide a few examples?

Answer No. 3: Santa Fe County's advertising efforts, including print, digital, and creative, are conducted as part of its partnership with the New Mexico Tourism Department and the NM True Team. Advertising that is not part of the co-op media placements still uses the NM True brand and requires review and approval by the County Marketing Coordinator and the New Mexico Tourism Department.

The Santa Fe County Travel Guide is an example of advertising and marketing collateral that is produced independently of the NM True brand.

An example of the current Travel Guide is available here: [Santa Fe County Travel Guide. https://santafenmtrue.com/uploads/documents/SFC_Travel_Guide_2026_WEB.pdf](https://santafenmtrue.com/uploads/documents/SFC_Travel_Guide_2026_WEB.pdf)

Question No. 4: What are the top three geographic markets that will be targeted for this Scope of Work based on visitation?

Answer No. 4: The top geographic markets targeted based on visitation are Texas, Colorado, and Arizona. Additional select markets include California, Oklahoma, and New Mexico.

Question No. 5: Can you share the expected total annual budget for the Scope of Work?

Answer No. 5: The available budget and final contract amount will be discussed with the selected Offeror during contract negotiations.

Question No. 6: We noticed the County omitted a cost proposal. Will the County use this RFP to develop a smaller list of vendors, upon which the County will ask for a cost proposal?

Answer No. 6: Cost proposals will not be used in the evaluation or selection of an Offeror. The County will request a Best and Final Offer from the selected or short-listed Offerors.

Question No. 7: How do Santa Fe County's tourism initiatives work alongside those of the City of Santa Fe? Is there collaboration between the two, or are they always separate? How is the County's Lodger's Tax administered separately from the City's?

Answer No. 7: Santa Fe County's Tourism and Marketing Coordinator works collaboratively with the City of Santa Fe on certain lodgers' tax and tourism-related projects. However, Santa Fe County and the City of Santa Fe operate separate tourism and marketing programs as separate governmental entities.

The County's Lodgers' Tax is administered separately from the City's Lodgers' Tax. Each governmental entity has its own advisory board, tax rate, and process for administering lodgers' tax revenues. The City of Santa Fe is a home rule municipality, while Santa Fe County is not home rule and is currently capped at a 5% Lodgers' Tax rate.

Lodgers' Tax revenues collected by Santa Fe County are shared between the County's Marketing and Advertising Fund and Santa Fe County Facilities Fund, which supports facilities, open space, and trails. The Santa Fe County Lodgers' Tax Advisory Board makes recommendations to the Board of County Commissioners, similar to the City of Santa Fe's Occupancy Tax Advisory Board making recommendations to the Santa Fe City Council.

Question No. 8: Does the County run any hallmark annual events that would be supported within this scope?

Answer No. 8: The County does not directly run hallmark annual events that would be supported within this scope. The County provides funding to organizations to assist with their marketing, advertising, and promotional efforts through a grant program managed by the Tourism and Marketing Coordinator. The selected Offeror will not be expected to manage these annual events.

Question No. 9: Does the County of Santa Fe operate on a Fiscal Year budget cycle? With the anticipated start date in October, where does that fall within your Fiscal Year?

Answer No. 9: Yes. Santa Fe County operates on a fiscal year budget cycle that begins July 1st and ends June 30th.

Question No. 10: What is the structure of your internal marketing team, and what marketing functions and website management capabilities do you have in-house?

Answer No. 10: The internal marketing team is one Marketing Coordinator. The Marketing Coordinator has some in-house capabilities via a CMS Tool for website management of the Events Calendar however, the agency will be conducting some periodic updates to the website.

Question No. 11: Who will be the agency's primary day-to-day partner?

Answer No. 11: The Marketing Coordinator, Lisa A. Katonak in Community Development Department (CDD)

Question No. 12: Is this review driven by a contract term, mandated process, or proactive search? Is your incumbent agency participating?

Answer No. 12: The subject RFP is driven by contract term. The current Consultant did not participate in the creation or issuance of this RFP. They did, however, submit an acknowledgment of receipt form.

Question No. 13: Looking back, what has worked well with your past agency relationships?

Answer No. 13: Close Communication/ clear and direct timelines for internal Santa Fe County Review and NM True (NM Tourism Department) reviews.

Question No. 14: How would you describe your current marketing/brand strategy – where is it strongest, and where do you see the biggest gaps?

Answer No. 14: Santa Fe County's strengths include its arts and cultural assets, outdoor recreation opportunities, and its location as a gateway to northern New Mexico.

The County sees opportunities to improve audience targeting, expand the reach and effectiveness of its marketing efforts, and better track campaign performance and results. The County also operates within available funding and seeks to make the most effective use of its marketing and advertising budget.

Question No. 15: Noting Item C in the Scope of Work section in the RFP, and bullet 2 in "B. Evaluation Criteria: Technical Competence and Specialized Experience," is the work proposed to create a new brand strategy and campaign for Santa Fe County, or to only leverage the New Mexico True brand strategy and templates?

Answer No. 15: The County is not seeking the development of a new brand or new brand strategy. The selected Offeror will be expected to develop marketing campaigns, messaging, creative materials, and promotional efforts for Santa Fe County that align with applicable New Mexico True branding requirements, guidelines, and approval processes.

Question No. 16: Regarding Scope of Work Item F, "Website Management, SEO, and Web Development," could you provide additional detail on your current website environment and your expectations for the selected agency? Specifically, what web hosting platform and CMS are currently in use, what internal staff or external partners currently support website management and maintenance, how frequently is website content updated (e.g., events, itineraries, seasonal content), and would the selected agency be expected to assume the existing content management workflow or collaborate with the County to establish one? Additionally, please clarify whether the selected agency will be expected to develop a new tourism website or manage, maintain, and improve the County's existing tourism website, and provide the current tourism website URL, if applicable.

Answer No. 16: Xynergy, Inc. currently provides website support services.

The selected contractor will be expected to manage, maintain, and improve the County's existing tourism website and continue the existing content management workflow while working with County staff.

The current tourism website is: <https://santafenmtrue.com/>.

Question No. 17: Could you describe your current SEO strategy and any existing reporting or performance metrics, and indicate whether the County has implemented, or plans to implement, any Generative Engine Optimization (GEO) or AI search optimization efforts as part of its digital strategy?

Answer No. 17: Offerors should propose their recommended approach to SEO, performance tracking, reporting, and optimization based on the requirements of the RFP. The County is seeking the offerors' expertise and recommendations in these areas as part of their proposals.

Question No. 18: In Scope of Work Item G, "Social Media Management," is ongoing community management a component of the contract?

Answer No. 18: Yes, Social Media Management is to be considered as ongoing community management/ community engagement with our lodging properties, our restaurants, our tourism attractions etc.

Question No. 19: In Scope of Work Item K, “Grant Preparation,” what is the anticipated frequency of grant applications/proposals each year, and who approves the grant applications/proposals before submission? Additionally, will the selected contractor be responsible for preparing and submitting tourism-related grant applications, including Cooperative Marketing Grant Program applications, or will County staff perform that function independently or jointly with the selected contractor?

Answer No. 19: Grant preparation is anticipated to occur one to two times per year but may occur more frequently if additional grant funding opportunities become available through the New Mexico Tourism Department or other state funding sources.

The selected contractor will be responsible for working collaboratively with the Marketing Coordinator in preparing tourism-related grant applications, including Cooperative Marketing Grant Program applications, with the County managing the internal review and approval process.

Question No. 20: In Scope of Work Item L, “Reports and Presentations,” are these presentations expected to be in-person or will some/all be virtual?

Answer No. 20:

The Lodgers Tax Advisory Board Meetings can accommodate virtual meetings however it benefits the Lodgers Tax Advisory Board to have at least one in-person presentation per quarter.

Question No. 21: What criteria are most important to you in this selection process (e.g., creative, strategy, cultural fit, category experience, integrated services)?

Answer No. 21: The RFP provides point-value for each criteria factor. Offerors can ascertain from the point-value what criteria factors are most important. Proposals will be evaluated and scored based on the evaluation criteria outlined in the RFP. Offerors should review and fully address each evaluation criterion in their proposals.

Question No. 22: Who are the decision-makers, and how involved will they be throughout the process?

Answer No. 22: During the RFP process, proposals will be reviewed and scored by an Evaluation Committee made up of Santa Fe County staff, as outlined in the RFP.

After contract award, the Tourism and Marketing Coordinator will serve as the primary point of contact and work directly with the contractor throughout the contract term.

Question No. 23: What KPIs do you optimize against for each phase of the funnel (Awareness, Engagement, Conversion)?

Answer No. 23: KPIS for Awareness: Reach; Video Completion; and Engagement.

KPIS for Consideration/ Engagement: Clicks; Content Views; Open Rate; Page Views; Content Engagement.

Question No. 24: What tools/platforms are you using to actively monitor your business goals?

Answer No. 24: The County uses Datafy, a third-party data analytics vendor. The selected contractor will be required to provide third-party data analytics services as part of the contract. Other tools and platforms currently used include NM Tourism Department's NM True Data Dashboard for Overall Delivery Metrics (via their vendor and NM True Team), Google Analytics, social media analytics for Instagram, Facebook, and YouTube, and public relations reporting.

Question No. 25: What attribution models are you using today (e.g., data-driven, last click, U-curve)?

Answer No. 25: The attribution model is currently Data -Driven Attribution.

Question No. 26: As an agency, we have significant experience in the Destination Marketing Organization (DMO) category, and are currently Agency of Record for a destination in northern New Mexico. Based on the sample contract, Item 13, can you clarify what would classify as a Conflict of Interest?

Answer No. 26: Article 13 is a standard provision included in Santa Fe County contracts. A conflict of interest occurs when an individual or organization has competing interests or loyalties that could compromise their ability to make objective and unbiased decisions. A conflict may arise when a secondary interest, such as financial gain, career advancement, or providing a benefit to a family member, could improperly influence the individual's or organization's primary professional, contractual, or legal responsibilities.

Question No. 27: The RFP states that the agency selected will identify target audiences, messaging and campaign objectives. What three to five objectives are the main priorities for Santa Fe County?

Answer No. 27: This will be discussed with the selected Offeror. The County would expect the Offeror to provide their respective expertise in identifying target audiences for Santa Fe County.

Question No. 28: How will you measure the success of this campaign?

Answer No. 28: Campaign success will be measured using applicable performance metrics, including total spend, impressions, clicks, performance by channel, page engagement, CPM, video views and video completion rates, website sessions, click-through rates, cost per acquisition, cost per completed video view, and return on advertising spend (ROAS).

The County will also review changes in Santa Fe County Lodgers' Tax collections and gross receipts tax revenues as broader indicators of tourism activity and economic impact.

Question No. 29: What are the key campaign metrics that will drive additional Lodgers' Tax?

Answer No. 29: See Answer No. 28

Question No. 30: Is there an incumbent agency for this work?

Answer No. 30: Yes. The incumbent agency is Sunny505.

Question No. 31: If there is an incumbent agency for this work, are they eligible/invited to participate in this RFP process?

Answer No. 31: Yes. The incumbent agency is eligible to participate in the RFP process. The solicitation is open to all qualified offerors that choose to submit a proposal in accordance with the requirements of the RFP.

Question No. 32: Please clarify the County's anticipated structure for media buying and placement. Specifically, should Offerors assume that paid media will be procured directly by the selected contractor and billed to the County, or will media expenditures be placed directly by the County based on contractor recommendations and approved media plans?

Answer No. 32: All media buying and placement is expected to be handled and paid by the selected Offeror. The awarded contract will include these costs as part of the compensation payable to the contractor. The Marketing Coordinator does not receive invoices directly from media vendors.

These terms will be negotiated with the selected Offeror.

Addendum No. 2 is hereby incorporated into the original proposal documents, which will now be referenced accordingly. This addendum, along with any subsequent addenda, will be considered an integral part of any resulting contract documents and shall have the same effect as if originally issued. All sections not modified by this addendum will remain as originally stated and in full force and effect. Offerors are reminded to direct any questions or requests for clarification to Jack Love, Procurement Specialist Senior at jalove@santafecountynm.gov.



PRE-PROPOSAL CONFERENCE
RFP No. 2026-0271-CDD RFP
Advertising and Promotional Service
Wednesday, July 1, 2026, at 10:00 AM (MDT)

NAME	COMPANY	TELEPHONE	E-MAIL ADDRESS
Jack Love	Santa Fe County Purchasing	505-986-6209	jalove@santafecountynm.gov
Bill Taylor	Santa Fe County Purchasing	505-986-6373	wtaylor@santafecountynm.gov
Amanda Patterson-Sanchez	Santa Fe County Purchasing	505-992-6753	apatterson-sanchez@santafecountynm.gov
Ramonna Robinson	groundfloormedia.com	Not provided.	rrobinson@groundfloormedia.com
Melinda Mesibov	3advertising.com	Not provided.	melinda@3advertising.com
Laci Durham	vladimirjones.com	Not provided.	ldurham@vladimirjones.com
Rosario Gonzales	lokacreative.com	Not provided.	rosario@lokacreative.com
Jessi Rodriduez	simplydesigninc.com	Not provided.	jessi@simplydesigninc.com
Alan	Not provided.	Not provided.	Not provided.
Gabe Gallegos	Not provided.	Not provided.	Not provided.



PRE-PROPOSAL CONFERENCE
RFP No. 2026-0271-CDD RFP
Advertising and Promotional Service
Wednesday, July 1, 2026, at 10:00 AM (MDT)

Name	Company	Telephone	E-Mail Address
Dezaree Vega Garcia	sunny505.com	Not provided.	dvgarcia@sunny505.com
Virginia Gallner (Magnitude of Change)	Not provided.	Not provided.	Not provided.
Dave Hayduk	Not provided.	Not provided.	Not provided.
Paul Evans	Not provided.	Not provided.	Not provided.
Riley Grim	Not provided.	Not provided.	Not provided.
Dezaree Vega Garcia	Not provided.	Not provided.	Not provided.