



Board of County Commissioners

Meeting Agenda

San Miguel County Lodgers' Tax Advisory Board

Regular Meeting

County Commission Chambers-County Annex

500 W. National Avenue, Suite 200 Las Vegas, NM 87701

Tuesday September 26, 2023

2:00 p.m.

Via Zoom: <https://us02web.zoom.us/j/83846533862>

Harold M Garcia
Chair-District 1

Janice C. Varela
Vice-Chair-District 2

Max O Trujillo
Commissioner- District 3

Martin Sena
Commissioner-District 4

Kenneth C. Medina
Commissioner- District 5

Joy Ansley
County Manager

Jesus Romero
Deputy County Manager

Opening Business

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Salutation of the New Mexico State Flag
 - "I salute the flag of the State of New Mexico and the Zia Symbol of perfect friendship among United Cultures."
5. Approval of the Agenda
6. Approval of Minutes – August 29, 2023
7. Public Input

Business Items

8. Role of Lodgers' Tax Advisory Board (Discussion Only) – Counselor Chico Gallegos, County Attorney
9. Review of Sample Administrative Documents of Various Lodgers' Tax Processes (Informative) - Amanda Salas, SMC Planning & Zoning Director
 - Intent is to provide examples for the board of existing Event Applications, RFP for Marketing Services, Scope of Work from other counties and municipalities as San Miguel County is revamping their current application.
10. Finalize Recommendations for Scope of Work Language for RFP (Discussion/Action)- Amanda Salas, Planning & Zoning Director
11. Time Frame of Possible Opening of 2024 Event Applications (Discussion/Action)- Amanda Salas, Planning & Zoning Director
 - Funding will be dependent on budget – Reassess budget in December 2023.
12. Providing Recommendation of County-Wide RFP to SMC County Commission – Amanda Salas, Planning & Zoning Director

Administration Complex

500 West National Avenue, Suite 203 Las Vegas, New Mexico 87701 (505) 454-1074 phone

13. Next Meeting Date: Possibly Tuesday November 14, 2023 (Discussion/Action) -- Amanda Salas, Planning & Zoning Director

Adjournment



Planning & Zoning Division

Amanda C. Salas, Director

Harold M Garcia

Chair-District 1

Janice C. Varela

Vice-Chair-District 2

Max O Trujillo

Commissioner-District 3

Martin Sena

Commissioner-District 4

Kenneth C. Medina

Commissioner-District 5

Joy Ansley

County Manager

San Miguel County Planning & Zoning Commission

Lodgers Tax Regular Meeting

Tuesday, August 29, 2023

2:00 p.m.

San Miguel County Courthouse

500 West National Ave., Las Vegas, NM 87701

The San Miguel County Planning & Zoning Lodgers Tax Commissioners held a Regular Meeting on Tuesday August 29, 2023. The meeting convened at the San Miguel Administrative Complex located at 500 West National Avenue, Suite 200 Las Vegas New Mexico 87701

Opening Business

1. Call to Order

San Miguel County Planning and Zoning Director Amanda Salas called the Meeting to order at 2:03 p.m.

2. Roll Call

Upon Roll Call Commissioner Diane Moore-absent, Commissioner Paul Aragon-absent, Chairman Kimberly Allen-present, Commissioner John Ussery-present, Vice-Chair Aubri Martinez-present. A quorum was duly established

3. Pledge of Allegiance

San Miguel County Planning & Zoning Director Amanda Salas led the Chamber in the pledge

4. Salutation of the New Mexico State Flag

"I salute the flag of the State of New Mexico and the Zia Symbol of perfect friendship among the United Cultures".

Administration Complex

500 West National Avenue, Suite 201 Las Vegas, New Mexico 87701 (505) 425-9333 phone (505) 425-7019 fax



Board of County Commissioners

5. Approval of the Agenda

Motion made by Chairman Kimberly Allen to approve agenda. Second by Vice-Chair Aubri Martinez.
Motion Carried.

6. Approval of Minutes- January 4, 2022

Motion made by Vice-Chair Aubri Martinez to approve minutes for January 4, 2022. Second by
Chairman Kimberly Allen. Motion Carried.

7. Public Input

Ms. Shelly Orem chair of the Pecos Business Association informed the Commission that she is honored
for the last 22 years to partner with San Miguel County & Lodgers Tax Board to bring tourist to the
county to show all the wonderful resources we have to offer.

8. Introductions of Board/Staff (Discussion Only)

San Miguel County Planning and Zoning Lodgers Tax Commission introduced themselves to the
Commission.

9. Election of Officers-Chair, Vice-Chair (Discussion/Action)

San Miguel County Vice-Chair Aubri Martinez approved to appoint Kimberly Allen as Chairman. Second
by Commissioner John Ussery. Motion Carried

San Miguel County Commissioner Kimberly Allen approved to appoint Aubri Martinez as Vice-Chair.
Second by John Ussery. Motion Carried.



Board of County Commissioners

10. Role of the Lodgers Tax Board (Discussion Only)-Amanda Salas, Planning Zoning Director

San Miguel County Planning & Zoning Director Amanda Salas presented to the Commission the roles of the Lodgers Tax Board. Ms. Amanda Salas went over the Lodgers Ordinance, and the New Mexico Hospitality Association Handbook.

Lodgers Ordinance

- Operations of the Advisory Board
- Imposition of Tax 5% per night stay (Short Term rental 30 days or less)
- Use of Tax Proceeds
- Exemptions (clinics, hospitals or other medical facilities)

New Mexico Hospitality Association Handbook

- Path of Lodgers Tax Funds
- Lodgers Tax Rates for New Mexico Municipalities & Counties
- Advertising and publicizing Tourist Attractions

11. Discussed Lodgers Tax Plan (Discussion Only)- Amanda Salas, Planning & Zoning Director

San Miguel County Planning & Zoning Director Amanda Salas informed the Commission on the RFP for marketing firms. Ms. Amanda Salas recommended opening up an application process in the beginning of the Calendar year.

12. Community Information Regarding Tourism Marketing Needs in San Miguel County-Angie Lyster, Chamber of Commerce Director

San Miguel County Chamber of Commerce Director Angie Lyster informed the commission what the San Miguel Chambers of Commerce has available at the visitor center. Ms. Lyster mentioned that it would be great to have bike trails and also have a County Map.



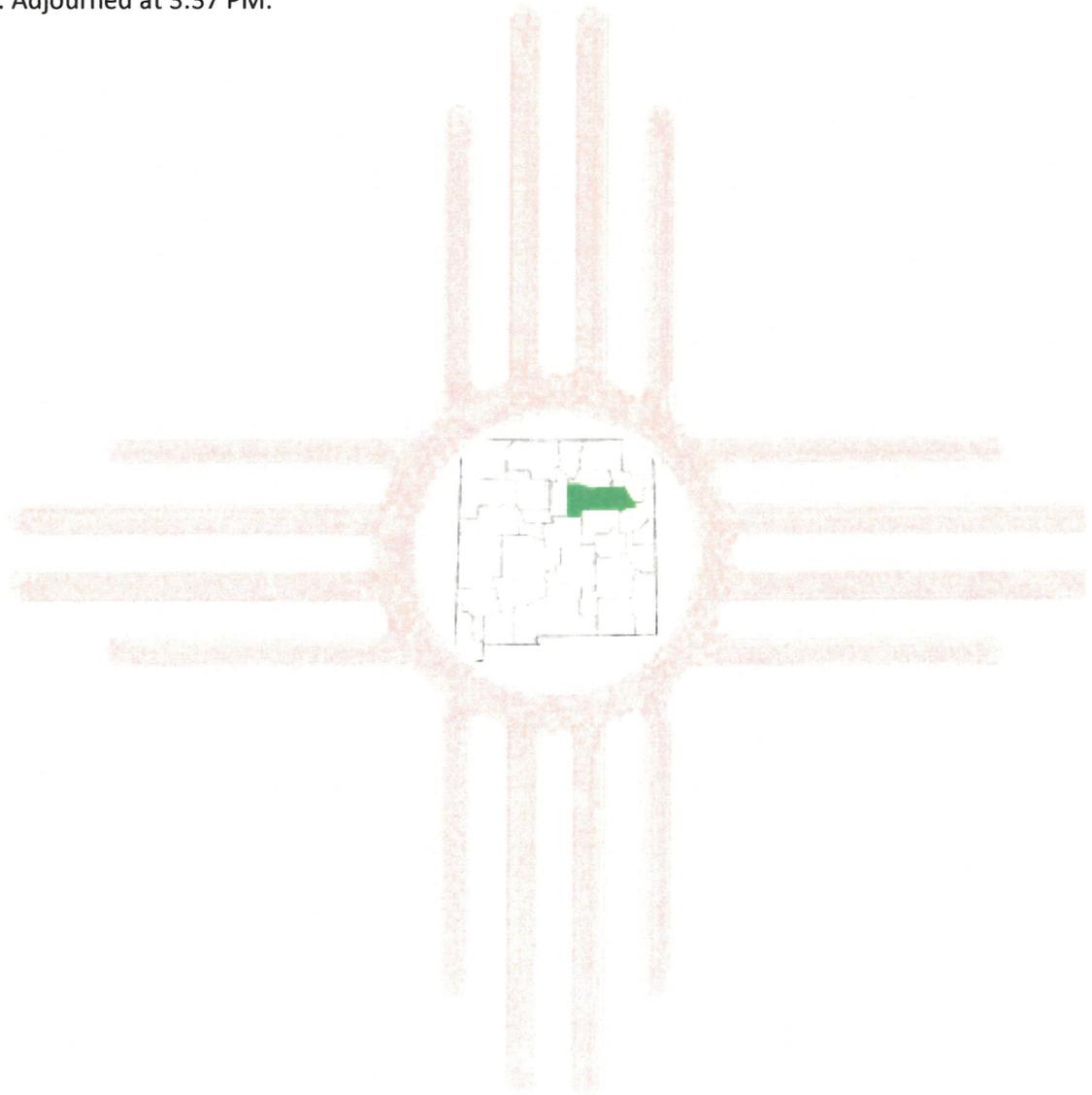
Board of County Commissioners

13. Next Meeting Date-Tuesday, September 26 or Tuesday, October 3 at 2:00pm

Motion made by Vice-Chair Aubri Martinez to hold the next meeting on September 26, 2023. Second by Commissioner John Ussery. Motion Carried.

Adjournment

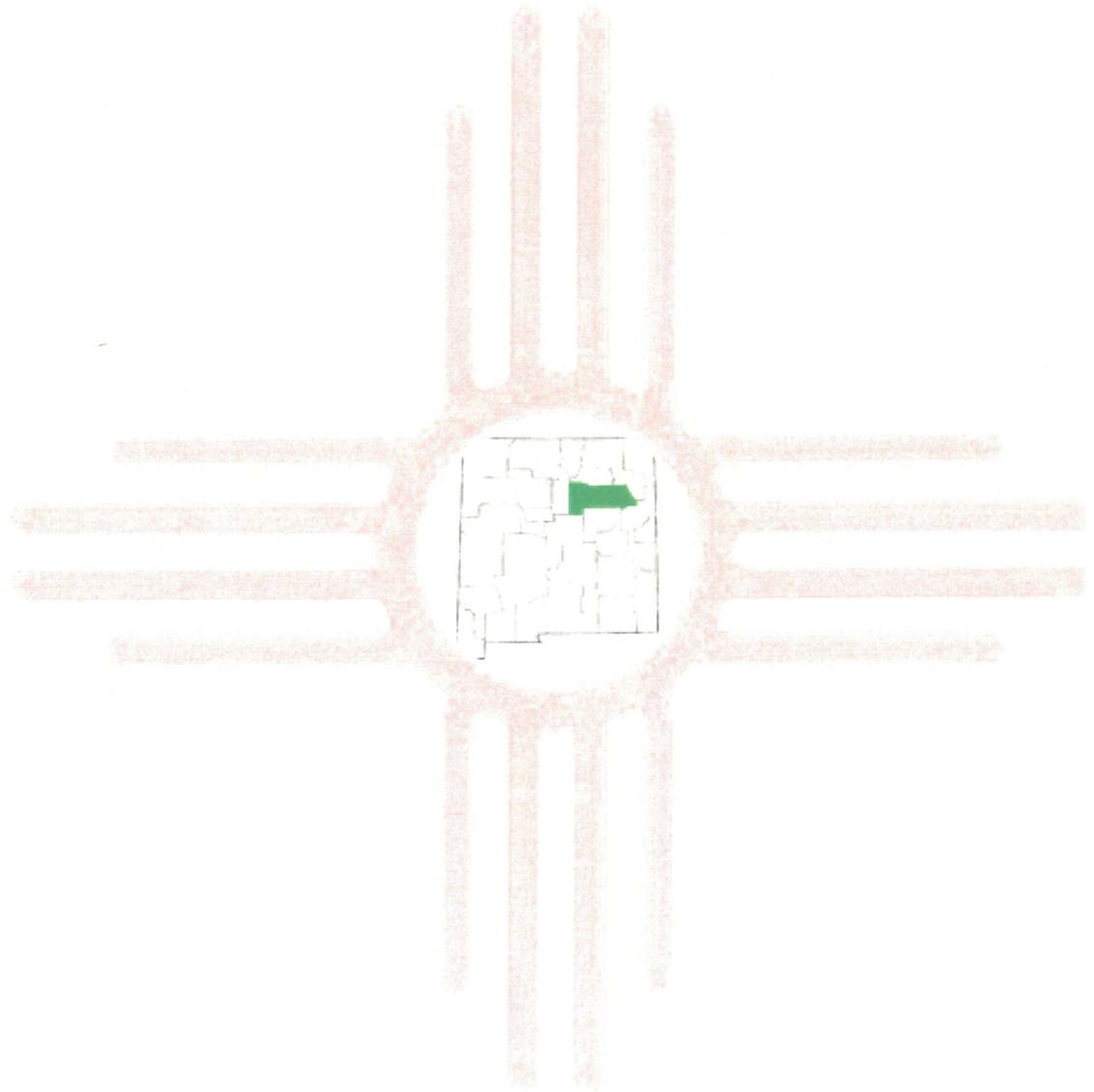
Motion to adjourn meeting made by Commissioner John Ussery. Second by Vice-Chair Aubri Martinez. Motion Carried. Adjourned at 3:37 PM.





Board of County Commissioners

Chairman Kimberly Allen





SAN MIGUEL COUNTY LODGER'S TAX GRANT APPLICATION. 2019-2020

REVISED: APRIL 2019

PART 1: PROJECT INFORMATION				10 points
ORGANIZATION NAME				
ORGANIZATION ADDRESS				
EVENT NAME				
EVENT DATES		TO		
EVENT ORGANIZER				
EVENT LOCATION				
ORGANIZER TITLE				
ORGANIZER PHONE				
ORGANIZER EMAIL				
CONTACT PERSON IF DIFFERENT FROM ABOVE				
CONTACT PHONE & EMAIL FOR SECONDARY PERSON				

PART 2: PROJECT COST AND FUNDING REQUEST		20 points
GRANT FUNDING REQUESTED: (REVIEW FUNDING PRIORITIES ON PAGE 1)		
TOTAL ANTICIPATED PROJECT COST		
ADDITIONAL FUNDING SOURCES		
IN-KIND CONTRIBUTIONS		
ANTICIPATED ATTENDANCE (not including staff)		
TOTAL NUMBER OF STAFF/VOLUNTEERS		

PART 3: CRITERIA

30 points

WERE YOU FUNDED PREVIOUSLY YES NO (circle one) WHEN?

PREVIOUS AWARDS AMOUNT

NON-PROFIT? YES NO (circle one) Must provide non-profit status

IF APPLICABLE PLEASE PROVIDE: 501-C_____ or 501-C-3 PLEASE PROVIDE COPY or

FEIN # _____ NM GRT # _____

INCORPORATION # _____ Legal may review this section at any time.

COPY OF N.M. CHARITABLE ORGANIZATION REGISTRATION STATEMENT

COPY OF CURRENT CORPORATION REPORT CONFIRMATION

COPY OF COUNTY/CITY BUSINESS LICENSE OR TEMPORARY USE PERMIT (IF APPLICABLE)

DESCRIBE THE OVERALL PROJECT/EVENT.

WHERE & HOW WILL YOU BE ADVERTISING/PROMOTING THIS EVENT/PROJECT? BE SPECIFIC.

DESCRIBE THE REGIONS/CITIES IN WHICH YOU PLAN TO MARKET YOUR EVENT/PROJECT. PERCENT ALLOCATED FOR EACH AREA?

DESCRIBE YOUR EVENT/PROJECT ASSESSMENT/EVALUATION PLANS IN TERMS OF COUNTING YOUR PARTICIPANTS, WHERE THEY'RE FROM, THEIR HOTEL STAYS, ETC. HOW MANY PEOPLE? DO YOU ENCOURAGE OVERNIGHT STAYS? DO YOU ENCOURAGE VISITS TO LOCAL BUSINESSES.

PART 4: LODGER'S TAX GOALS & PURPOSES

30 points

Lodger's Tax Funds are allocated to meet the purposes and goals of San Miguel County regarding advertising, marketing, and promotion of tourist related events, activities and facilities.

DESCRIBE HOW YOUR EVENT WILL INCREASE TOURISM IN THE AREA AND IMPACT LODGING:

DESCRIBE ANY PARTNERSHIPS/COLLABORATIONS YOU WILL ENGAGE IN TO SUCCESSFULLY COMPLETE YOUR EVENT/PROJECT:

BY SUBMITTING THIS APPLICATION, YOU AGREE TO THE FOLLOWING (INITIAL EACH):

_____ PROMOTE A POSITIVE IMAGE FOR SAN MIGUEL COUNTY

_____ INCREASE YOUR ORGANIZATION'S CAPACITY TO DEVELOP RESOURCES & FUNDS TO REDUCE _____ RELIANCE ON LODGER'S TAX FUNDING

_____ SUBMIT MATERIALS ONLY RELATED TO ADVERTISING, PROMOTION, AND MARKETING OF THE _____ EVENT/PROJECT IN SAN MIGUEL COUNTY.

_____ YOU WILL USE THE FOLLOWING IN ALL PRINTED AND WEB ADVERTISING AND PROMOTIONAL MATERIALS. **PROMOTION PARTIALLY FUNDED BY LODGER'S TAX ADVISORY BOARD. USE OF THE COUNTY LOGO IS ENCOURAGED.**

PART 5: FINANCIAL DISCLOSURE CHECKLIST

10 points

AS PER SAN MIGUEL COUNTY LDGER'S TAX RULES, ALL APPLICANTS FOR LODGER'S TAX FUNDS MUST SUBMIT THE FOLLOWING INFORMATION:

- COMPLETE BUDGET FOR EVENT/PROJECT
- FIRST TIME APPLICANTS: A WRITTEN FUNDRAISING PLAN WITH COMPLETE LIST OF FUNDING SOURCES
- FOR REPEAT APPLICANTS: A WRITTEN STATEMENT EXPLAINING HOW YOUR ORGANIZATION IS CULTIVATING ON-GOING SOURCES THAT REDUCES RELIANCE ON LODGER'S TAX MONIES

PART 6: ASSURANCES AND CERTIFICATIONS

I/WE CERTIFY THAT I/WE AM/ARE AUTHORIZED TO ACT ON THE BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY/OUR KNOWLEDGE.

IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED AND WILL SUBMIT COPIES OF ALL INVOICES THAT WERE PAID WITH LODGER'S TAX GRANT FUNDS. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED FOR SAN MIGUEL COUNTY, AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE COUNTY ON OR BEFORE THE ESTABLISHED DATE OF SUBMITTAL

PRINT YOUR NAME AND TITLE: _____

SIGNATURE: _____

DATE OF SUBMISSION: _____

LODGER'S TAX PROPOSAL LETTER OF TRANSMITTAL

THE UNDERSIGNED CERTIFIES THAT THEY HAVE READ AND UNDERSTAND THE ABOVE GENERAL CONDITIONS AND THAT THEY ACCEPT THESE CONDITIONS AND SUBMIT THE ATTACHED PROPOSAL IN FULL COMPLIANCE WITH THESE CONDITIONS AND THE APPLICABLE SPECIFICATIONS.

IN SUBMITTING THIS PROPOSAL, THE OFFEROR REPRESENTS THAT THE OFFEROR HAS FAMILIARIZED THEMSELVES WITH THE NATURE AND EXTENT OF THE REQUEST FOR PROPOSALS DEALING WITH FEDERAL, STATE, AND LOCAL REQUIREMENTS WHICH ARE PART OF THESE REQUEST PROPOSALS. THE OFFEROR WILL COMPLY WITH ALL APPLICABLE FEDERAL AND STATE LAWS, LOCAL ORDINANCES AND THE RULES AND REGULATIONS OF ALL AUTHORITIES HAVING JURISDICTION OVER SERVICES BEING PROVIDED.

EVALUATIONS AND FINANCIAL STATEMENTS ARE A REQUIREMENT OF THE PROPOSALS AND MUST BE SUBMITTED IN A TIMELY MANNER, BUT NO LATER THAN THIRTY (30) DAYS AFTER THE EVENT/PROJECT. FAILURE TO SUBMIT FINANCIAL STATEMENTS AND EVALUATIONS WILL BE CAUSE FOR REJECTION OF FUTURE AWARDS.

AUTHORIZED SIGNATURE _____

PRINTED NAME _____

TITLE/POSITION _____

DATE: _____

TELEPHONE # _____

ADDRESS: _____

CITY, ST & ZIP: _____

EMAIL ADDRESS: _____



**CITY OF LAS VEGAS, NEW MEXICO
REQUEST FOR MARKETING ASSISTANCE**

Requests must be received by the Community Development Department

For questions email: cbaca@lasvegasnm.gov or (505) 454-1401 ext 1607

PART I: PROJECT INFORMATION

A request for marketing assistance application must be completed and submitted for each individual event or project. Please note if you have previously received financial marketing or monetary assistance from Lodgers tax for your event you may not receive additional funding for the same event. A marketing work group is tasked with evaluating well organized events with strong marketing plans.

Organization

Name: _____

Event Name: _____

Event Location: _____

Event Start Date: _____ Event End Date: _____

Is this a new event? Yes No

If this is a repeat event, how many individuals attended in each of the past three (3) years? _____

What means do/did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

What amount of funding are you requesting? \$0 - \$2,500 \$2,501 - \$5,000 Please give the exact amount of funding you are requesting. \$ _____

PART II: PREVIOUS FUNDING REQUESTS

Has your organization previously received Lodgers Tax Funding? Yes No What amount of funding did you receive? Dates/Amounts (past 3 years)? _____

PART III: EVENT DETAIL

PART IV: EVALUATION INFORMATION

The following information is utilized by the Marketing Work Group to evaluate your proposal and help determine the recommendation for marketing assistance which is paid for under Lodger Tax. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

1. Lodgers Tax Impact Information (10 Point Value)

1.1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

1.2. How many Las Vegas room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodger Tax.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

2. Size and Demographics of Audience Served (10 point value)

2.1. How many individuals are anticipated to attend the event? How did you calculate this number?

2.2. What percentage of attendees will be non-City residents? How many will come from within San Miguel County? Mora County? Santa Fe County? Intra-State? Out of State?

2.3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of, demographics, psychographics.

SECTION B TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

3. Quality of Life (10 Point Value)

3.1. Do you provide a program or event that is otherwise absent in the City of Las Vegas?

3.2. Has this program or something similar been requested by tourists and/or residents? Who made the request and how was the request made?

3.3. Does this event occur during a season when Las Vegas typically lacks events (Spring, Winter)

SECTION C TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

4. Financial Information (10 Point Value)

4.1. What is the total budget for this event? (Include marketing costs; please exclude any assistance you may receive.)

4.2. Where are matching funds, sponsorships, and other sources of funding being obtained? Include ALL sources and amounts and specific uses of funds.

SECTION D TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

5. Marketing Plan (10 Point Value)

5.1. Provide specific details on where and how you plan to market and advertise the event.

5.2. If provided with marketing design assistance, what is your intent to supplement what is provided?

5.3. What percentage of advertising will reach an audience outside a 65 mile radius of Las Vegas?

SECTION E TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

6. Documentation (10 Point Value)

6.1. Have Lodger Tax rules been followed and all requested documents provided?

6.2. Will anyone within your organization, a spouse of anyone within your organization, a child, parent, brother or sister of anyone within your organization receive monetary compensation from any aspect of this event? Who? For what purpose?

SECTION F TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

7. Other (10 Point Value)

7.1. Please provide any other financial impact to the City of Las Vegas this project or event will create. Be specific and indicate how it was calculated.

SECTION G TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE VEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW FUNDS WERE UTILIZED. REQUESTS WILL FOLLOW CITY POLICY. WE UNDERSTAND THAT SHOULD WE BE PROVIDED WITH MARKETING ASSISTANCE AND THE EVENT IS CANCELLED, WE WILL BE OBLIGATED TO PAY FOR THE COST OF ANY AND ALL COSTS ASSOCIATED WITH THE DESIGN AND PLACEMENT OF ADS. WE UNDERSTAND THAT THE CITY MAY EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LAS VEGAS AND WE WILL DELIVER A REPORT ON EACH EVENT WITHIN THIRTY (30) DAYS TO THE CITY.

PRINTED NAME: _____

TITLE: _____

SIGNATURE: _____

DATE: _____

CITY USE ONLY

RECEIVED BY: _____ **DATE:** _____



CITY OF LAS VEGAS, NEW MEXICO
REQUEST FOR INFRASTRUCTURE ASSISTANCE

Requests must be received by the Community Development Department

For questions email: cbaca@lasvegasnm.gov or (505) 454-1401 ext 1607

PART I: PROJECT INFORMATION

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Organization

Name: _____

Event Name: _____

Event Location: _____

Event Start Date: _____ Event End Date: _____

Is this a new event? Yes No

If this is a repeat event, how many individuals attended in each of the past three (3) years? _____

What means do/did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

Four horizontal lines for providing details on attendance calculation methods.

PART II: PREVIOUS FUNDING REQUESTS

Has your organization previously received Lodgers Tax Funding? Yes No What amount of funding did you receive? Dates/Amounts (past 3 years)? _____

PART III: EVENT DETAIL

Define/describe the overall event: (300 words or less - Attach additional sheets if necessary)

Provide an itemized listing of costs (budget) for your event. Please remember to include the costs associated

The following information is utilized by the Marketing Work Group to evaluate your proposal and help determine the recommendation for marketing assistance which is paid for under Lodger Tax. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

1. Lodgers Tax Impact Information (10 Point Value)

1.1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

1.2. How many Las Vegas room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodger Tax.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

2. Size and Demographics of Audience Served (10 point value)

2.1. How many individuals are anticipated to attend the event? How did you calculate this number?

2.2. What percentage of attendees will be non-City residents? How many will come from within San Miguel County? Mora County? Santa Fe County? Intra-State? Out of State?

2.3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of, demographics, psychographics.

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Evaluator Use Only	

3. Quality of Life (10 Point Value)

3.1. Do you provide a program or event that is otherwise absent in the City of Las Vegas?

3.2. Has this program or something similar been requested by tourists and/or residents? Who made the request and how was the request made?

3.3. Does this event occur during a season when Las Vegas typically lacks events (Spring, Winter)

SECTION C TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

4. Financial Information (10 Point Value)

4.1. What is the total budget for this event? (Include marketing costs; please exclude any assistance you may receive.)

4.2. Where are matching funds, sponsorships, and other sources of funding being obtained? Include ALL sources and amounts and specific uses of funds.

SECTION D TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

5. Marketing Plan (10 Point Value)

5.1. Provide specific details on where and how you plan to market and advertise the event.

5.2. If provided with marketing design assistance, what is your intent to supplement what is provided?

5.3. What percentage of advertising will reach an audience outside a 65 mile radius of Las Vegas?

SECTION E TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

6. Documentation (10 Point Value)

6.1. Have Lodger Tax rules been followed and all requested documents provided?

6.2. Will anyone within your organization, a spouse of anyone within your organization, a child, parent,

brother or sister of anyone within your organization receive monetary compensation from any aspect of this event? Who? For what purpose?

SECTION F TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

7. Other (10 Point Value)

7.1. Please provide any other financial impact to the City of Las Vegas this project or event will create. Be specific and indicate how it was calculated.

SECTION G TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: _____

TITLE: _____

SIGNATURE: _____

DATE: _____

CITY USE ONLY

RECEIVED BY: _____ **DATE:** _____

ARTESIA LODGERS' TAX GUIDELINES

By state statute, the primary purpose of Lodgers Tax is to advertise an event, tourist venue and/or community to attract visitors to the area for overnight stays. Lodgers' Tax funding is public money and, therefore, is given at the discretion of City Council and is subject to all applicable state and local laws. If your organization is granted funding, you must submit proper documentation in order to be reimbursed within the same fiscal year that your event occurs. Lodgers' Tax grant funding is not guaranteed year after year, and is awarded only after recommendation by the Artesia Lodgers' Tax Committee and final approval by Artesia City Council.

Items eligible for reimbursement

- Advertising – must be event or venue related, meant to draw people in to the community from outside the area, preferably to stay overnight
 - Artesia Lodgers' Tax logo must be included on print advertising, including newspaper ads, magazine ads, and posters
 - Artesia Lodgers Tax tagline must be stated on radio advertising
 - Social media is an exception and does not require logo, but is appreciated, if possible
- Services related to hosting an event, such as security, portapotties, stage & sound equipment
 - Must be rental based; not allowed for purchase of equipment
- Participation in promotional events and trade shows outside Artesia area
 - Booth fee
 - Promotional materials (to include Artesia Lodgers' Tax logo)
- Promotional materials such as rack cards and brochures designed to be placed outside the community. Postage paid for materials mailed outside Artesia may be reimbursed. All promotional materials must include Artesia Lodgers' Tax logo.

Items NOT eligible for reimbursement

- Promotional materials that are meant for sale
- Ads for administrative business, such as advertising for job openings, sponsor banners, thank-you ads, etc.
- Membership materials or sponsor recruitment material
- General operating expenses

Any item not specifically listed on this document that you would like considered for Lodgers Tax reimbursement can be discussed. Please call Artesia Chamber of Commerce for information or questions, 575-746-2744.

When submitting for reimbursement, you must:

- Follow the terms of your letter agreement (Please keep in mind that 2/3 of your total Lodgers Tax grant award must be spent on promotional and advertising expenses.)
- Submit proof of ad placement
 - tear sheet from newspaper or magazine, or copy of other printed material or promotional items
 - radio ad copy on thumb drive
 - Printed proof of billboards, banners, etc.
 - social media confirmation email (if possible, please tag Artesia Chamber
 - Instagram: @artesiaccoc
 - Facebook: @ArtesiaChamber

**Artesia Chamber of Commerce
Department of Tourism & Promotion
Lodgers' Tax Grant Program
EVENT APPLICATION**

Please read the Lodgers' Tax guidelines prior to submitting your application. If granted, ONLY eligible expenses will be paid after proper documentation is received.
A follow up report will be required 60 days after the event.

Name of Organization: _____

Name of Contact Person: _____

Phone: _____ Cell Phone: _____

Email: _____

Mailing Address: _____

City: _____ State _____ Zip _____

Alternate Contact: _____ Phone: _____

Name of Event: _____ Venue: _____

Date of Event: _____ Date Follow-up Report is due (60 days after event): _____

Anticipated number of overnight visitors _____

How many nights? _____

What other community events coincide with your event? _____

PROPOSED BUDGET

Total Event Budget _____

Amount Requested from Lodgers Tax _____

Signature of Event Representative: _____

Date: _____

For Internal Use Only		
Motion _____	Second _____	
Approved <input type="checkbox"/>	Denied <input type="checkbox"/>	Date _____

REQUEST FOR PROPOSALS

The City of Las Vegas, New Mexico will open Sealed Proposals at 2:00 am/pm, NOV 15, 2022, at the City Council Chambers, 1700 North Grand Avenue, Las Vegas, New Mexico, or other designated area at the City Offices; ON THE FOLLOWING:

DESTINATION MARKETING SERVICES

Proposal Forms and Specifications may be obtained from the following location:

City Clerk's office at 1700 N GRAND AVE, LAS VEGAS, NM 87701

Mailed proposals should be addressed to the City Clerk, 1700 N. Grand Ave., Las Vegas, New Mexico 87701; with the envelope marked

DESTINATION MARKETING SERVICES

Opening No. 2023-02 ; on the lower left-hand corner of the submitted envelope. It shall be the responsibility of the Offeror to see that their proposal is delivered to the City Clerk by the date and time set for the proposal request. If the mail or delivery of proposal request is delayed beyond the opening date and time, proposal thus delayed will not be considered. Proposals will be reviewed at a later date with possible negotiations to follow.

The City of Las Vegas reserves the right to reject any/or all proposals submitted.

CITY OF LAS VEGAS,


LEO MAESTAS, CITY MANAGER


SCOTT AARON, CITY ATTORNEY


CASANDRA FRESQUEZ, CITY CLERK


DOMINIC CHAVEZ, FINANCE DIRECTOR


HELEN VIGIL, PURCHASING OFFICER

Opening No. 2023-02

Date Issued: 10/14/2022

Published:	LAS VEGAS OPTIC	<u>Oct 21</u>	<u>2022</u>
	ALBUQUERQUE JOURNAL	<u>Oct 21</u>	<u>2022</u>
	DENVER POST	<u>Oct 21</u>	<u>2022</u>
	AUSTIN AMERICAN STATESMAN	<u>Oct 21</u>	<u>2022</u>
	LOS ANGELES TIMES	<u>Oct 21</u>	<u>2022</u>

OFFEROR INFORMATION

OFFEROR: _____

AUTHORIZED AGENT: _____

ADDRESS: _____

TELEPHONE NUMBER (____) _____

FAX NUMBER (____) _____

DELIVERY: _____

STATE PURCHASING RESIDENT CERTIFICATION NO.: _____

NEW MEXICO CONTRACTORS LICENSE NO.: _____

SERVICE (S): **DESTINATION MARKETING SERVICES**

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS AND TO WAIVE ANY TECHNICAL IRREGULARITY IN THE FORM

AFFIDAVIT FOR FILING WITH COMPETITIVE PROPOSAL

STATE OF _____ }

COUNTY OF _____ }

I, _____ state under penalty of perjury that I am at least 18 years old, and am of the agent authorized by the offerors to submit the attached proposal. Affiant further states that the offeror has not been a party to any collusion among offerors in restraint of freedom of competition by agreement to a fixed price or to refrain from submitting a proposal; or with any city official or employee as to the quantity, quality or price in the prospective contract, or any other terms of said prospective contract; or in any discussion between offerors with any City official concerning an exchange of money or any other thing of value for special consideration in the letting of a contract.

Signature

Subscribed and sworn to before me, this _____ day of _____, 20_____.

(SEAL)

Notary Public Signature
My Commission Expires: _____

AWARDED PROPOSAL

Awarding of proposal shall be made to the responsible offeror whose proposal best meets the specifications required to complete the Purpose and Scope of Work. The City of Las Vegas (City) reserves the right to reject any or all proposals submitted.

TIMETABLE

Proposal pursuant to this request must be received at the City Clerk's Office at 1700 North Grand Avenue, Las Vegas, New Mexico, on or before: Nov 15, 2022; 2:00 am/pm at which time all proposal received will be opened. The opening will occur at the City Council Chambers or other designated area at the City Offices. Awarding of proposal is projected for: _____, 2022. The successful offeror will be notified by mail.

ENVELOPES

Sealed proposal envelopes shall be clearly marked on the lower left-hand corner, identified by the Proposal Name and Opening Number. Failure to comply with this requirement may result in the rejection of the submitted proposal.

COPIES

Enclose one (1) original and five (5) copies of Proposal documents. Failure to comply with this requirement may result in the rejection of the submitted Proposal.

LABELS

Offeror is required to tab pages which include the following: Notarized Affidavit, Signed Campaign Contribution form, Subcontractor list if applicable, and total bid amount page.

BRIBERY AND KICKBACK

The Procurement Code of New Mexico (Section 13-1-28 through 13-1-199 N.M.S.A. 1978) imposes a third degree felony penalty for bribery of a public official or public employee. In addition, the New Mexico Criminal Statutes (Section 30-24-1 and 30-24-2, N.M.S.A. 1978) states that it is a third degree felony to commit the offense of demanding or receiving a bribe by a public official or public employee, and it is a fourth degree felony to commit the offense of soliciting or receiving illegal kickbacks. In addition Section 30-41-1 through 30-41-3, N.M.S.A. 1978 state that it is a fourth degree felony to commit the offense of offering or paying illegal kickbacks.

RESPONSIBILITY OF OFFEROR

At all times it shall be the responsibility of the offeror to see that their proposal is delivered to the City Clerk by the Date and Time scheduled for the opening. If the mail or delivery of said proposal is delayed beyond the scheduled opening date, and time set, this proposal will not be considered.

NON-COLLUSION

In signing of their proposal and affidavit the offeror certifies that he/she has not, either directly or

indirectly entered into action of restraint of free competition in connection with the submitted proposal.

CLARIFICATION OF PROPOSAL

Offeror requiring clarification or interpretation of the proposal specifications shall make a written request to the Department involved in the proposal request at least five (5) days prior to the scheduled proposal opening date; with a copy forwarded to the Finance Department. Any interpretations, corrections, or changes (not part of the negotiation stage) of said proposal specifications shall be made by "ADDENDUM" only; including any Opening Dates or Time Change. Interpretations, corrections, or changes of said proposal made in any other manner (before opening and negotiation stage) will not be binding and offeror shall not rely upon such interpretations, corrections, and changes.

MODIFICATION OR WITHDRAWAL OF PROPOSAL

A proposal may not be withdrawn or cancelled by the offeror following the scheduled opening date and time; the offeror does so agree in submitting their proposal. Prior to the scheduled time and date of opening, proposals submitted early may be withdrawn but may not be re-submitted.

Pursuant to (Section 13-1-21 and 13-1-22, N.M.S.A. 1978), any New Mexico resident business or resident manufacturer who wishes to receive the benefit of an "Application of Preference" must provide their Certificate Number (issued by N.M. State Purchasing); with their proposal on the "OFFEROR INFORMATION/AFFIDAVIT" form.

FEDERAL TAX IDENTIFICATION NUMBER

Pursuant to IRS requirements, offerors shall provide their Federal Tax ID Number if offeror is incorporated. If offeror is a sole proprietorship or partnership, then shall provide their Social Security Number.

FEDERAL TAX ID NUMBER: _____

SOCIAL SECURITY NUMBER: _____

NEW MEXICO TAX IDENTIFICATION NUMER

Payment may be withheld under Section 7-10-5, N.M.S.A. 1978 if you are subject to New Mexico Gross Receipts Tax and have not registered for New Mexico (CRS) Tax Identification Number. Contact the New Mexico Taxation & Revenue Department at (505) 827-0700 for registering instructions.

SPECIAL NOTICE

Proposals will be opened and all submitted copies will be checked for accuracy of Department's specific amount of copies requested. Any price or other factors of the submitted proposals will not be read out loud to anyone in attendance at the proposal opening. All factors of the submitted proposals are not public record to other offerors or interested parties before the negotiation or awarding process. The department involved in the proposal request will evaluate all proposals submitted according to the evaluation criteria indicated in the proposal specifications.

NEGOTIATION

Pursuant to the City of Las Vegas Purchasing Rules and Regulations (section 6.7); discussions or negotiations may be conducted with a responsible offeror who submits an acceptable or potentially acceptable proposal. Negotiations of price will be done after all evaluation criteria have been met.

CONTRACT

When the City issues a purchase order in response to an awarded proposal, a binding contract is created (unless a specific contract has been created).

TAXES:

Bidder must pay all applicable taxes.

NOTE:

If offeror is from outside the City of Las Vegas, the successful offeror must pay Gross Receipts Tax in the City of Las Vegas.

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to the Procurement Code, NMSA 13-1-28, *et al*, as amended, a prospective contractor subject to this section shall disclose all campaign contributions given by the prospective contractor or a family member or representative of the prospective contractor to an applicable public official of the state or a local public body during the two years prior to the date on which a proposal is submitted or, in the case of a sole source or small purchase contract, the two years prior to the date on which the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor or a family member or representative of the prospective contractor to the public official exceeds two hundred fifty dollars (\$250.00) over the two-year period. A prospective contractor submitting a disclosure statement pursuant to this section who has not contributed to an applicable public official, whose family members have not contributed to an applicable public official or whose representatives have not contributed to an applicable public official shall make a statement that no contribution was made.

A prospective contractor or a family member or representative of the prospective contractor shall not give a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or during the pendency of negotiations for a sole source or small purchase contract.

Furthermore, a solicitation or proposed award for a proposed contract may be canceled pursuant to NMSA 13-1-181 or a contract that is executed may be ratified or terminated pursuant to NMSA 13-1-18 if a prospective contractor fails to submit a fully completed disclosure statement pursuant to this section; or a prospective contractor or family member or representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process.

The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor.

THIS FORM MUST BE INCLUDED IN THE REQUEST FOR PROPOSALS AND MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source of small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means a spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law of (a) a prospective contractor, if the prospective contractor is a natural person; or (b) an owner of a prospective contractor;

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Prospective contractor” means a person or business that is subject to the competitive sealed proposal process set forth in the Procurement Code [NMSA 13-1-28 through 13-1-199] or is not required to submit a competitive sealed proposal because that person or business qualifies for a sole source or small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

Name(s) of Applicable Public Official(s) if any: _____
(Completed by State Agency or Local Public Body)

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE CONTRACTOR:

Contribution Made By: _____
Relation to Prospective Contractor: _____
Date Contribution(s) Made: _____
Amount(s) of Contribution(s) _____
Nature of Contribution(s) _____
Purpose of Contribution(s) _____

(Attach extra pages if necessary)

Signature Date

Title (position)

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250.00) WERE MADE to an applicable public official by me, a family member or representative.

Signature Date

Title (Position)

REQUEST FOR PROPOSALS FOR DESTINATION MARKETING SERVICES

The City of Las Vegas, New Mexico is requesting proposals for Professional Destination Marketing Services for City of Las Vegas defined in the scope of work.

1. SCOPE OF WORK

The Offeror shall perform Professional Destination Marketing Services as hereafter stated, to promote the City of Las Vegas to local, state, and nationwide audiences. The Contractor shall fully and timely provide all deliverables described herein in strict accordance with the terms, covenants, and conditions of the Contract. The agreement term will be for one year with the option for renewal up to four (4) years. The contract, including renewals and amendments thereof, may not exceed a total duration of four (4) years. The contract will begin upon final approval by the City Manager.

The duties of the offeror shall include but are not limited to the following services:

The City of Las Vegas ("City") seeks proposals from Destination Marketing Organizations to promote the City as a destination for visitors, new businesses and new residents. The promotional materials shall include the following: (1) Develop a new brand for the City to include a new slogan and logo, (2) Produce the official City of Las Vegas Visitor's Guide which must be available in electronic and printed format (3) Story Writing to include written articles in newspapers, magazines and other electronic media platforms and (4) Redesign of the City's website, visitlasvegas.com. The City seeks an organization with a forward thinking approach who can think outside of the box and propose new ideas in every aspect of this project.

- (1) Branding - The City seeks to update its image to the public, not only to increase tourism and promote Las Vegas as a great place to visit, but also a place to open a new business or relocate an existing business and become a permanent resident and a part of the community. The City's brand and message must reflect that desire. The scope is to include a new slogan and a new logo for the City.
- (2) Visitor's Guide - The visitor's guide is the primary pamphlet and/or booklet to have available to distribute to other tourist destinations in New Mexico and surrounding states. It must market the City as a visitor's destination. Proposals should clearly demonstrate an understanding and ability to produce a publication that meets the City's objectives in a creative, organized, informative and graphically attractive format, balanced with cost efficiency. The final product must be made available in electronic format as well as a printed brochure.
- (3) Story Writing - Engage talented writers to attract visitors, potential businesses and new residents, from both regional and national audiences with written articles in newspapers, magazines and media platforms.
- (4) Website - Assess the City's existing visitor's website www.visitlasvegasnm.com. Provide a proposal for its redesign, upkeep and maintenance and a way to track its effectiveness.
- (5) Additional marketing services as determined by the City Manager.

Proposals must include samples of relevant material produced during the most recent five (5) years, names and qualifications of personnel who would be involved in the project, references of relevant clients, and project timeline and production deadlines.

2. CRITERIA FOR ACCEPTANCE AND EVALUATION OF PROPOSALS

2.1 Content and Format of Proposal: Proposals should provide information that addresses the ranking criteria listed hereinafter. Information should be provided to demonstrate understanding of the scope of services, experience in related projects, personnel and equipment available to perform work, technical approach to the project and references from other clients.

The format for proposals shall be a maximum of twenty (20) pages, including title page and index to include the front and back cover. Proposals shall be printed on one side only, 8 ½" x 11", and bound on the left margin. A transmittal letter, if any, will be included in the twenty (20) page limit. No other material is to be included.

2.2 Submittal of Proposals: Five (5) copies of proposals must be delivered to the City Clerk, City of Las Vegas, 1700 North Grand Avenue, Las Vegas, New Mexico 87701 no later than the date and time listed. Sealed proposal envelopes shall be clearly marked **"DESTINATION MARKETING SERVICES"**

on the outside of the envelope; this information shall be placed on the lower left-hand corner of the envelope. Failure to comply with this requirement may result in the rejection of the proposals.

2.3 Ranking Criteria: The City of Las Vegas will use a technical advisory committee made up of City personnel and/or City Consultants to evaluate each proposal submitted. All proposals shall be reviewed for compliance with the mandatory requirements as stipulated in the Request for Proposals. Proposals found not to comply will be rejected from further consideration. Proposals which are not rejected will then be evaluated based upon the following weighted values. Proposal should address each of the following criteria as necessary.

1. **Specialized Services as defined in the scope of work**– Offeror's personal experience in the field of the scope of service listed. The Offeror should be able to briefly address specific examples of related projects.
2. **Capacity & Capability**– Offeror's willingness, capacity and capability to perform assigned duties and tasks on short notice and in a timely manner,
3. **Past Record of Performance**– Offeror should provide a list of references with names and phone numbers.
4. **Familiarity with the City of Las Vegas** - Offeror's familiarity with the area the project may be located and the system to which the work pertains.
5. **Current volume of work with the City that is less than 75% complete**– The volume of work previously done for the entity requesting proposals which is not seventy-five percent complete with respect to professional design services [through bidding phase], with the objective of effecting an equitable distribution of contracts among qualified businesses and of assuring the interest of the public in having available a substantial number of qualified businesses is protected; however, that the principal of selection of the most highly qualified business is not violated.
6. **Required certifications** – Certification levels and information on the personnel that hold the required certifications including years of experience.
7. **Resident Preference** – Offeror's proximity to the City of Las Vegas
8. **Veterans Preference** – Business owners status as a US Military Veteran.

*Note: Price cannot be a factor

3. COST OF PREPARING AND SUBMITTING PROPOSALS

The City of Las Vegas will not pay for any costs associated with the preparation or submission of proposals.

4. AWARD OF CONTRACT

The award shall be made to the responsible offeror and/or offertory whose proposal is the most advantageous to the City of Las Vegas, taking into consideration the evaluation factors set forth in this Request for Proposals. The proposal will be ranked by a committee. It is anticipated that ranking will be completed within one week of the opening of proposals. After initial ranking of proposals, at the City's sole option, the City may decide to interview the top two (2) or three (3) ranked offertory proposals to develop final rankings or may consider the rankings based on the proposals as being final. The City reserves the right to negotiate with multiple Offerors and award multiple contracts.

5. RESPONSIBILITY OF OFFEROR

5.1 BONDS (If Applicable)

- a. The successful offeror will be required to furnish a Performance Bond (if applicable), in an amount equal to \$100,000 and a labor and Materials Payment Bond in an equal amount, such bonds to be executed in four (4) original Counterparts by a Corporate Surety authorized to do business in the State of New Mexico, and acceptable to the Owner. The Bonds must be executed on forms contained in these Contract Documents. The form of Agreement with the successful Offeror, as Contractor, will be required to execute also included herewith.

5.2 INSURANCE CERTIFICATE

- a. The Offeror must always hold General Liability insurance of at least \$1,000,000.00 per occurrence. The successful Offeror will be required to furnish Proof of Compliance with this insurance requirement to the City upon execution of the Contract.

6. INSTRUCTIONS TO OFFEROR

6.1. REQUEST FOR PROPOSAL DOCUMENTS

6.1.1 Copies of Request for Proposals

- a. A complete set of the Request for Proposals may be obtained from the City.
- b. A complete set of the Request for Proposals shall be used in preparing proposals; the City assumes no responsibility for errors or misinterpretations resulting from the use of an incomplete set of the Request for Proposals.
- c. The City in making copies of Request for Proposals available on the above terms, does so only for the purpose of providing proposals on the described project and does not confer a license or grant for any other use.
- d. A copy of the Request for Proposals shall be made available for public inspection.

6.1.2 Interpretations

- a. All questions about the meaning or intent of the Request for Proposals shall be submitted to the Utilities Department, in writing with a copy forwarded to the finance department. Replies will be issued by Addendum mailed or delivered to all parties recorded by the City as having received the Request for Proposals. Questions received less than five (5) days prior to the date for opening of proposals will not be answered. Only questions answered by formal written addendum will be binding. Oral and other interpretations or clarifications will be without legal effect.
- b. Offerors should promptly notify the City of any ambiguity, inconsistency, or error, which they may discover upon examination of the Request for Proposals.

6.1.3 Addendum

- a. Addendum will be sent certified mail return receipt requested or hand delivered to all who are known by the City to have received a complete set of Request for Proposals.

- b. Copies of the addendum will be made available for inspection wherever Requests for Proposals are on file for that purpose.
- c. No addendum will be issued later than five (5) days prior to the date for the receipt of Proposals, except an Addendum withdrawing the Request for Proposals or one which includes postponement of the date for receipt of Proposals.
- d. Each Offeror shall ascertain, prior to submitting the Proposal, that the Offeror has received all Addendum issued and shall acknowledge their receipt in the Proposal transmittal letter.

6.2 PROPOSAL SUBMITTAL PROCEDURES

6.2.1 Format and Section Requirements of Proposals

- a. Offerors shall provide five (5) copies of their proposal to the location specified on the cover page on or before the closing date and time for receipt of proposals.
- b. All proposals must be typewritten on standard 8 ½" x 11" paper and bound on the left-hand margin.
- c. A maximum of twenty (20) pages, including title, index, etc., including front and back covers.
- d. The proposal must be organized in the following format and must contain, as a minimum, all listed items in the sequence indicated:
 1. Offeror's Identification
 - i. Notarized affidavit that states name and address of your organization of office and nature of organization (individual, partnership or corporation, private or public, profit or non-profit). Subcontractors, if any, must be listed with license numbers. Describe individual staff and subcontractor's responsibilities with line of authority and interface with City staff. Include the name and telephone number of person(s) authorized for preparation and execution of the contract. The City has the authority to reject any or all Subcontractors. Respond to this section as Section A of Offeror's proposal.
 2. Campaign Contributions Disclosure Form
 - i. Fill out and attach the Campaign Contribution Disclosure Form. Respond to this section as Section B in Offeror's proposal.
 3. Personnel Experience
 - i. Describe the experience and qualifications of company principles, supervisors and other employees who will be actively engaged in the work required under the contract, including experience of subcontractors if applicable. Experience qualifications must reference any of the servicing provided to the City of Las Vegas Utilities System. Respond to this section as Section C of Offeror's proposal.
 4. Licenses (if applicable)
 - i. The Offeror shall show that he has a New Mexico general contractor's license and/or any other licenses required by law to perform the work required by this contract. All such licenses shall be held by the offeror or his subcontractors at the time the proposal is submitted. Respond to this section as Section D in Offeror's proposal.
 5. Experience in Specialized Services referenced in scope
 - i. The Offeror shall demonstrate at least five (5) years of experience. Indicate name, address and phone number of past customer and

individual references who can be contacted regarding the work. Respond to this section as Section E in Offeror's proposal.

6. Documentation
 - i. The Offeror shall provide documentation of education, certifications and qualifications. Respond to this section as Section F in the Offeror's proposal.
 7. Financial (If Applicable)
 - i. The Offeror shall provide a letter from a financial institution regarding the Offeror's credit rating. Respond to this section as Section G in the Offeror's proposal.
 8. Additional Information
 - i. Describe any expectations and/or clarifications to this Request for Proposal. Also include any additional information you believe to be pertinent to the proposal but not requested elsewhere such as Veterans business or New Mexico Resident business status. Respond to this section as Section H in Offeror's proposal.
 9. Contractors Bonds (if applicable)
 - i. Successful offeror will be required to furnish a performance bond.
 10. Cost
 - i. The Offeror shall provide in a **sealed envelope** the hourly rates for employees by title and the cost breakdown of for potential lodging, mileage and other miscellaneous expenses.
- e. Any proposals that do not adhere to this format, and which does not address each specification and requirement within the RFP may be deemed non-responsive and rejected on that basis.
 - f. Offerors may request in writing nondisclosure of confidential data. Such data should accompany the proposal and should be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal. A request that clearly states that the entire proposal must be kept confidential will not be acceptable. Only matters, which are clearly confidential in nature, will be considered.
 - g. Any cost incurred by the Offeror for preparation, transmittal, presentation of any proposal or material submitted in response to this RFP shall be the sole responsibility of the Offeror.

6.2.2 SUBCONSULTANTS

- a. The Offeror shall list and state the qualifications for each sub-consultant the Offeror proposes to use for all sub-contracted work.
- b. The Offeror is specifically advised that any person or other party to whom it is proposed to award a sub-contract under this proposal, must be acceptable by the City after verification of eligibility status, including but not limited to suspension or debarment of the City.

6.2.3 PREQUALIFICATION PROCESS

- a. A business may be pre-qualified by the Purchasing Agent as an Offeror for particular types of service. Mailing lists of potential Offerors shall include but shall not be limited to such prequalified businesses (§13-1-134 NMSA 1978). For purposes of this RFP, if prequalification is utilized, special instructions will be attached as an exhibit to this RFP.

6.2.4 DEBARRED OR SUSPENDED CONTRACTOR

- a. A business (contractor, subcontractor or supplier) that has either been debarred or suspended to the requirements of §13-1-177 through §13-1-180, and §13-3-11 through §13-4-17 NMSA 1978, as amended, shall not be permitted to do business with the City and shall not be considered for award of the contract during the period for which it is debarred or suspended with the City.

6.2.5 REJECTION OF SUBMITTED PROPOSALS

- a. Oral, telephonic or telegraphic proposals are invalid and will not receive consideration. Rejected proposals shall be returned to the Offeror unopened. Failure to meet the following submittal of proposal requires shall result in a rejection of a proposal:
 1. Proposals shall be submitted at the time and place indicated in the Notice of Request for Proposals and shall be included in a **sealed envelope** marked with the project title and the name and address of the Offeror and accompanied by the documents outlined in the Request for Proposal.
 2. At all times, Offeror shall assume full responsibility for timely delivery of proposals at the City Clerk's office, including those proposals submitted by mail. Hand-delivered proposals shall be submitted to the City Clerk or the City Clerk's Designee and will be clocked in/time stamped at the time received, which must be prior to the time specified.

6.2.6 NOTICE OF CONTRACT REQUIREMENTS BINDING ON OFFEROR

- a. In submitting this proposal, the Offeror represents that the Offeror has familiarized him/herself with the nature and extent of the Request for Proposals dealing with the federal, state and local requirements, which are a part of these Requests for Proposals.
- b. Laws and Regulations: The Offeror's attention is directed to all applicable federal and state laws, local ordinances and regulations and the rules and regulations of all authorities having jurisdiction over the services for the project.

6.2.7 REJECTION OR CANCELLATION OF PROPOSALS

- a. This Request for Proposals may be canceled, or any or all proposals may be rejected in whole or in part, when it is in the best interest of the City. A determination containing the reasons therefore shall be made part of the project file (§13-1-131 NMSA 1978).

7. CONSIDERATION OF PROPOSALS

7.1 RECEIPT, OPENING AND PROPOSALS:

- a. Proposals, modifications and addendums shall be time-stamped upon receipt and held in a secure place until the established date.
- b. Proposals shall not be opened publicly and shall not be open to public inspection until after award of a contract. An offeror may request in writing nondisclosure of confidential data. Such data shall accompany the proposal and shall be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal.
- c. The names of all businesses submitting proposals and the names of all businesses, if any, selected for an interview shall be public information. After an award has been made, final ranking and evaluation scores for all proposals shall become public information (§13-1-120 NMSA 1978). The contents of any proposal shall

not be disclosed so as to be available to competing Offerors during the negotiation process (§13-1-116 NMSA 1978).

7.2 PROPOSAL EVALUATION

- a. Proposals shall be evaluated on the basis demonstrated competence and qualifications for the type of service required and shall be based on the evaluation factors set forth in this RFP. For the purpose of conducting discussions, proposals may initially be classified as:
 1. Acceptable
 2. Potentially acceptable, that is, reasonably assured of being made acceptable
 3. Unacceptable (Offerors whose proposals are unacceptable shall be notified promptly)
- b. The City shall have the right to waive technical irregularities in the form of the proposal of the Offeror, which do not alter the quality of the service (§13-1-132 NMSA 1978).
- c. If an Offeror who otherwise would have been awarded a contract is found not to be a responsible Offeror; a determination that the Offeror is not a responsible Offeror, setting forth the basis of the finding shall be prepared by the Purchasing Agent/Procurement Manager. The unreasonable failure of the Offeror to promptly supply information in the connection with any inquiry with respect to the responsibility is grounds for a determination that the Offeror is not a responsible Offeror (§13-1-133 NMSA 1978). Businesses, which have not been selected, shall be notified in writing within twenty-one (21) days after an award is made (§13-1-12 NMSA 1978).
- d. Selection Process (§13-1-120 NMSA 1978):
 1. An evaluation committee composed of representatives selected by the City will perform an evaluation of proposals. The committee shall evaluate statements of qualifications and performance data submitted regarding the particular project and may conduct interviews with and may require public presentations by all businesses applying for selection regarding their qualifications, their approach to the project and their ability to furnish the required services.
 2. If fewer than three (3) businesses have submitted a statement of qualifications for a project, the committee may:
 - i. Rank in order of qualifications and submit to the local governing body for award, those businesses which have submitted a statement of qualifications; or
 - ii. Recommend termination of the selection process and sending out new notices of the proposed procurement pursuant to §13-1-104 NMSA 1978.

7.3 NEGOTIATIONS (§13-1-122 NMSA 1978)

- a. The City's designee shall negotiate a contract with the highest qualified business for the services contemplated under this RFP at the compensation determined in writing to be fair and reasonable. In making this decision, the designee shall consider the estimated value of the services to be rendered and the scope, complexity and professional nature of the services.
- b. Should the designee be unable to negotiate a satisfactory contract with the business considered to be the most qualified at the price determined to be fair and reasonable, negotiations with that business shall be formally terminated. The designee shall then undertake negotiations with the second most qualified business.

Failing accord with the second most qualified business, the designee shall formally terminate negotiations with that business.

- c. The designee shall then take undertake negotiations with the third most qualified business.
- d. Should the designee be unable to negotiate a contract with any of the businesses selected by the committee, additional businesses shall be ranked in order of their qualifications and the designee shall continue negotiations in accordance with this section until a contract is signed with a qualified business or the procurement process is terminated, and a new Request for Proposals is initiated.
- e. The City shall publically announce the business(es) selected for award.

7.4 NOTICE OF AWARD

- a. After award by the local governing body, a written notice of award shall be issued by the City after review and approval of the Proposal and related documents by the City with reasonable promptness (§13-1-100 and §13-1-108 NMSA 1978).

8. POST PROPOSAL INFORMATION

8.1 PROTESTS

- a. Any Offeror who is aggrieved in connection with a solicitation or award of an Agreement may protest to the City's Purchasing Agent and the City Clerk, in accordance with the requirements of the City's Procurement Regulations and the State of New Mexico Procurement Code. The protest should be made in writing within twenty-four (24) hours after the facts or occurrences giving rise thereto (§13-1-172 NMSA 1978).
- b. In the event of a timely protest under this section, the Purchasing Agent and the City shall not proceed further with the procurement unless the Purchasing Agent makes a determination that the award of Agreement is necessary to protect substantial interests of the City (§13-1-173 NMSA 1978).
- c. The Purchasing Agent or the Purchasing Agent's designee shall have the authority to take any action reasonably necessary to resolve a protest of an aggrieved Offeror concerning procurement. This authority shall be exercised in accordance with adopted regulations but shall not include the authority to award money damages or attorney's fees (§13-1-174 NMSA 1978).
- d. The Purchasing Agent or the Purchasing Agent's designee shall promptly issue a determination relating to the protest. The determination shall:
 1. State the reasons for the action taken; and
 2. Inform the protestant of the right to judicial review of the determination pursuant to §13-1-183 NMSA 1978
- e. A copy of the determination issued under §13-1-175 NMSA 1978 shall immediately be mailed to the protestant and other Offerors involved in the procurement (§13-1-176 NMSA 1978).

8.2 EXECUTION AND APPROVAL OF AGREEMENT

- a. The Agreement shall be signed by the successful Offeror and returned within an agreed time frame after the date of the Notice of Award. No Agreement shall be effective until it has been fully executed by all the parties.

8.3 NOTICE TO PROCEED

- a. The City will issue a written Notice to Proceed to the Consultant.

8.4 OFFEROR'S QUALIFICATION STATEMENT

- a. Offeror to whom award of an Agreement is under consideration shall submit, upon request, information and data to prove that their financial resource, production or service facilities, personnel and service reputation and experience are adequate to make satisfactory delivery of the service described in the Request for Proposals (§13-1-82 NMSA 1978).

9. EXECUTION OF CONTRACT

The Contract, Performance Bond and Labor and Material Payment Bond (as needed) shall be executed in three (3) original counter parts. The forms and Contract Documents will be as herein included and will be furnished by the Owner. Distribution of the executed forms will be as follows:

1. Contractor
2. Owner
3. As Needed

10. CONTRACT DOCUMENTS

The complete Contract Documents may include the following: (As Needed)

1. Scope of Services
2. Professional Standards
3. Compensation
4. Term of Agreement
5. Amendment
6. Status of Contractor
7. Assignment
8. Subcontracting
9. Records, Audits and Reporting
10. Conflict of Interest
11. Stoppage of Work
12. Amendment
13. Applicable Law
14. Scope of Agreement, Merger
15. Waiver
16. Insurance
17. Notice
18. Subject to Other Documents
19. Indemnification
20. New Mexico Tort Claims Act
21. Bribery and Kickbacks
22. Discrimination Prohibited
23. Third Party Beneficiaries

11. OTHER INSTRUCTIONS TO OFFERORS

11.1 OFFERORS INTERESTED IN MORE THAN ONE PROPOSAL

- a. No person, firm or corporation shall be allowed to make, or file, or be interested in more than one proposal for the same work unless alternate proposals are specifically called for. A person, firm, or corporation that has submitted a sub-proposal to an Offeror, or that has quoted prices of materials to an Offeror is not thereby disqualified from submitting a sub-proposal or quoting prices to other Offerors or making a prime proposal.

12. GENERAL TERMS AND CONDITIONS

12.1 DEFINITIONS

- a. *Addendum*: a written or graphic instrument issued prior to the opening of proposals, which clarifies, corrects or changes the Request for Proposals. Plural: addenda.
- b. *Determination*: means in the written documentation of a decision of the procurement officer including findings of fact required to support a decision. A determination becomes part of the procurement file to which it pertains (§13-1-52 NMSA 1978).
- c. *Offeror*: any person, corporation or partnership legally licensed to provide design professional services in this state who chooses to submit a proposal in response to this Request for Proposals.
- d. *Purchasing Agent*: means the person or designee authorized by the city to manage or administer a procurement requiring the evaluation of proposals.
- e. *Request for Proposals*: or “RFP” means all documents, including those attached or incorporated by reference, used for soliciting purposes (§13-1-81 NMSA 1978).
- f. *Responsible Offeror of Proposer*: means an offeror or proposer who submits a responsive proposal and who has furnished, when required, information and data to prove that the proposer’s financial resources, production or service facilities, personnel, service reputation and experience are adequate to make satisfactory delivery of the services described in proposal (§13-1-83 NMSA 1978).
- g. *Responsive Offer or Proposal*: means an offer or proposal that conforms in all material respects to the requirements set forth in the request for proposals. Material respects of a request for proposals include, but are not limited to, price, quality, quantity or delivery requirements (§13-1-85 NMSA 1978).

12.2 TERMS

- a. The terms *must, shall, will is required or are required*, identify a mandatory item or factor that will result in rejection of the Offeror’s proposal.
- b. The terms *can, may, should, preferably or prefers* identify a desirable discretionary item or factor.

12.3 CONTRACTUAL TERMS

- a. *Amendment*: This contract will not be altered, changed, or amended except by a written document signed by the parties of this Contract.
- b. *Assignability*: The Consultant shall not assign, sublet or transfer their interests in this Contract without the written agreement of the City. If such an assignment is allowed, the Consultant shall be ultimately responsible to ensure that the work is performed satisfactorily. Any sub-contractors assigned must be approved by the City.
- c. *Authority to Bind the City*: The Consultant shall not have the authority to enter into any contracts binding upon the City or to create any obligations on the part of the City, except such as shall be specifically authorized by the City’s representative, acting pursuant to authority granted by the City.
- d. *Binding Effect*: This contract shall be binding and shall insure to the benefit of the successors and assignees of the City and the Offeror.
- e. *Business License*: Prior to commencement of work, Offeror must secure a business license from the City of Las Vegas and submit proof thereof.
- f. *Conflict of Interest*: The consultant warrants that it presently has no interest and will not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services under this Contract.
- g. *Communication with the City of Las Vegas*: The consultant shall be required to periodically update the City of Las Vegas of the status of any project.
- h. *Funding*: This solicitation is subject to the availability of funds to accomplish the work. Payment and performance obligations for succeeding fiscal years shall be

subject to the appropriation of funds. Therefore, when funds are not appropriated, or otherwise made available to support continuation of performance of the contract in a subsequent fiscal period, the contract will be terminated.

- i. *Gross Receipts Tax*: Unless otherwise agreed, Offeror is responsible for payment of gross receipts tax.
- j. *Indemnification*: The Consultant will indemnify, keep and hold harmless the City, its agents, officials and employees, against all suits or claims that may be based on injury to persons or property that is a result of an error, omission, or negligent act of the Consultant or any person employed by or acting on behalf of the Consultant.
- k. *Insurance*: (If Applicable) The Consultant must at all times hold errors and omissions liability insurance of at least \$1,000,000.00 and list the City of Las Vegas as an additional insured. Proof of compliance with this insurance requirement is to be provided to the City upon execution of this contract.
- l. *Method of Payment*: The Consultant shall submit itemized monthly statements of work performed on behalf of each City department as outlined herein. The City will then make payment by the 15th of the following month.
- m. *Notices*: Any notice required to be given under this Contract shall be deemed sufficient if given in writing by mail or hand-delivered to the City Clerk's office or by mail or hand-delivered to the Consultant's office.
- n. *Professional Standards*: The Consultant agrees to abide by and perform its duties in accordance with the Code of Ethics as established by the City of Las Vegas and/or its designee(s).
- o. *Scope of Contract*: This Contract incorporates all the agreements, covenants and understandings between the parties concerning the subject matter of this Contract, and all such agreements, covenants, or understandings, oral or written, of the parties or their agents shall not be valid or enforceable, unless embodied into this contract.
- p. *Subject to Other Documents*: This Contract is subject to the terms and conditions of the statutes of the State of New Mexico and Ordinances of the City of Las Vegas, New Mexico as they exist at the time that this Contract is signed or as they are hereafter amended. All such statutes and ordinances are incorporated by reference to this agreement.
- q. *Term*: The term of this agreement shall be for a period of one (1) year, which may be extended, upon written agreement of both parties, not to exceed a period of four (4) years.
- r. *Termination*: Either party may terminate this contract by giving written notice to the other party thirty (30) days in advance. However, if the Offeror is adjudged as bankrupt or insolvent, or defaults in any way, the City may, without prejudice to any other right or remedy, and after giving Offeror a minimum of ten (10) days from the delivery of a written notice, terminate the services of the Offeror.
- s. *Timelines*: All work shall be performed in a timely manner, as requested. Compensation for services not completed with agreed upon timelines will not be paid.
- t. *Work Stoppage*: The City of Las Vegas retains a unilateral right to order, in writing, temporary stoppage of the work or delay of the performance of the work, with a ten (10) day notice to the Offeror.

12.4 CONDITIONS

- a. *Bribes, Gratuities and Kick-Backs*: Pursuant to §13-1-191 NMSA 1978, reference hereby made to the criminal laws of New Mexico (including §30-14-1, §30-24-2 and §30-41-1 through §30-41-3 NMSA 1978) which prohibits bribes, kick-backs and

gratuities, violation of which is a felony. Furthermore, the Procurement Code (§13-1-28 through §13-1-199 NMSA 1978) imposes civil and criminal penalties for its violation.

- b. *Design Professional Registration:* All work shall be under the direction of the applicable design professional legally licensed and registered by the State of New Mexico.
- c. *Fees:* A lump sum fixed fee for Basic Service will be negotiated with the Offeror selected.
- d. *Funding:* The solicitation is subject to availability of funds to accomplish the work.
- e. *Governing Law:* The Agreement shall be governed exclusively by the laws of the State of New Mexico as the same from time to time exists.
- f. *Independent Contractors:* The Consultant and the Consultant's agents and employees are independent contractors and are not employees of the City. The Consultant and the Consultant's Agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles or any other benefits afforded to employees of the City as a result of the Agreement.
- g. *Professional Liability Insurance:* The Offeror will be required to carry professional liability (errors and omissions) insurance. The amount of coverage will be \$1,000,000.00.
- h. *Standard Form of Agreement between City and Consultant:* The form of agreement required by the funding agency or issued by the City will be used for this project. Copies are available upon request.

Copies of Request for Proposals can be obtained in person at the office of the City of Las Vegas' Clerk's Office at 1700 North Grand Avenue, Las Vegas, New Mexico 87701, 505.426.3262

EVALUATION SHEET

Offerors:

Proposal must address each of the following criteria to receive points.

Rating Sheet For (applicant name):		
Item	Possible Points	Points Awarded
1. Specialized Services as defined in the Scope of work	30	
2. Capacity and Capability	15	
3. Past Record and Performance	15	
4. Familiarity with City of Las Vegas and related services	20	
5. Current volume of work with City of Las Vegas is less than 75%	10	
6. Resident / Veterans Preference	<u>10</u>	
Subtotal Proposals for Scope of Services	<u>100</u>	

**San Miguel County
Planning and Zoning Department
Lodgers Tax**

Request for Proposals



Advertising, Promoting and Marketing

December 2020

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I. ADVERTISEMENT

San Miguel County
Planning and Zoning Department
Lodgers Tax

Advertising, Promoting, and Marketing
December 2020

San Miguel County is requesting proposals from qualified firms or Offerors for the purpose of Advertising, marketing, and promoting San Miguel County by sponsoring events, publishing, advertising, and displaying materials that will promote cultural resources, art, music products, historical and natural resources, and recreational facilities within San Miguel County. The overall intent of the RFP is to establish effective Lodgers Tax programs based on County Ordinance No. SMC-10-09-01-ORD-Lodger's Tax and the Lodger's Tax Act 3-38-13 through 3-38-24 NMSA 1978.

Proposals shall be valid for one hundred twenty (120) days subject to all action by San Miguel County (SMC). SMC reserves the right to reject any or all proposals in part or in whole. Proposals shall be submitted in a sealed container or envelope indicating the proposal title and number along with the Offeror's name and address clearly marked on the outside of the container or envelope. **All proposals must be received and recorded by the San Miguel County Finance Department, 500 West National Ave., Suite 304, Las Vegas, NM 87701 no later than 2:00 P.M. (Mountain Standard Time) on Tuesday January, 19, 2021.**

A Pre-Proposal Conference will not be held for this RFP.

EQUAL OPPORTUNITY EMPLOYMENT: Qualified Offerors will receive consideration of contract(s) without regard to race, color, religion, sex or national origin. Proponents of this work shall be required to comply with the President's Executive Order No. 11246 as amended.

Request for Proposals will be available by contacting Robert Archuleta by telephone at (505) 454-1074, or by email at rarchuleta@co.sanmiguel.nm.us or by accessing SMC's website at: <https://www.co.sanmiguel.nm.us/>

Any proposal submitted after the date and time specified above will be deemed non-responsive and will not be accepted.

Publish on Wednesday December 16, 2020

II. INTRODUCTION

A. PURPOSE OF THIS REQUEST FOR PROPOSALS

The County of San Miguel (SMC) is requesting proposals from qualified firms or Offerors for the purpose of advertising, marketing, and promoting San Miguel County by sponsoring events, publishing, advertising, and displaying materials that will promote cultural resources, art, music products, historical and natural resources, and recreational facilities within San Miguel County. Firms awarded a contract as a result of this RFP will be limited to addressing advertising, marketing, and promoting San Miguel County by sponsoring events, publishing, advertising, and displaying materials that will promote the Cultural Resources, Art, Music Products, Historical and Natural Resources, and Recreational Facilities within San Miguel County. Techniques that may be considered, but are not limited to are: television, radio, print, newspaper, billboard, ads, social media, collateral information, magazine, internet, and other means as determined by SMC. Offerors are not limited to these examples and may propose their own designs.

This RFP is for direct services costs related to the description above.

B. SCOPE OF WORK

The selected Contractor(s) shall perform the following services:

1. Generate marketing and promotional strategies for San Miguel County, New Mexico by sponsoring events, publishing, advertising, and displaying materials that will promote cultural resources, art, music products, historical and natural resources, and recreational facilities within San Miguel County as per the County Ordinance.
2. Create advertisement, publicizing, and promoting events, facilities and tourist attractions that will draw visitors from in and out of state.
3. Develop and create destination marketing that will attract visitors to San Miguel County that will focus on recovery due to the Covid-19 Pandemic.
4. Promote special events with an emphasis on “heads in beds”, shopping, visiting, outdoor recreation, cultural events, dining, and other strategies.
5. Monitor and track all information and promotional material and submit monthly reports on progress of the scope of work and monthly invoices/final report.
6. The Contractor shall maintain a separate detailed record of costs for services performed in the scope of work outlined in the Contract. Copies of these records shall be sent to the SMC assigned Project Manager as back up documentation with the Contractor’s invoices and stored for review upon request.
7. Upon agreement of the Scope of Work that is agreed upon, finalized and issued, the Contractor shall, at a minimum attend a project kick-off meeting with SMC which may be virtual or telephonic.

8. Submit monthly invoices and reports to SMC designated project coordinator and a final report for the project at the end of the project.

The offeror shall provide SMC with a recommendation for the most effective method for addressing advertising, marketing, and promoting San Miguel County by sponsoring events, publishing, advertising, and displaying materials that will promote the Cultural Resources, Art, Music Products, Historical and Natural Resources, and Recreational Facilities within San Miguel County and include a **detailed cost estimate**.

As the project scope of work is agreed upon between SMC and the proposed Contractor, the Contractor and SMC assigned Project Manager shall coordinate, schedule and incorporate into the contract, scope of work, budget, and dates for project implementation, progress meetings, progress reports, final deliverables and close out meetings. (Some or all meetings may be held by teleconference/zoom).

C. SCOPE OF PROCUREMENT

The initial term of any contract executed under this RFP shall be two (2) years, with the possibility of extending the term for two (2) additional years on a year by year basis. In no case will any contract, including all extensions thereof, exceed a total of four (4) years in duration from the date of execution. SMC, at its discretion, may award a single contract or multiple contracts as a result of this RFP. All contracts under this RFP or any subsequent terms *are subject to funding availability and Lodger's Tax collection revenue*.

All proposed contractors recommended for funding must have Lodgers Tax Board approval and County Commission approval.

D. PROCUREMENT MANAGER

SMC has designated a Procurement Manager who is responsible for the conduct of this procurement whose name, address and telephone number is listed below. All deliveries via express carrier should be addressed as follows:

Robert Archuleta, Director
Planning and Zoning Department
San Miguel County
500 West National, Suite 201
Las Vegas, NM 87701
Ph. (505) 454-1074
Email: rarchuleta@co.sanmiguel.nm.us

Any inquiries or requests regarding this procurement should be submitted to the Procurement Manager in writing. Offerors may contact **ONLY** the Procurement Manager regarding the procurement. Other county employees or Evaluation Committee members do not have the authority to respond on behalf of the SMC.

E. DEFINITION OF TERMINOLOGY

This section contains definitions and abbreviations that are used throughout this procurement document.

“Agency”, “Department” or “SMC” means the San Miguel County.

“Authorized Purchaser” means an individual authorized by a Participating Entity to bid against this RFP.

“Award” means the final execution of the contract document.

“Business Hours” means 8:00 AM thru 5:00 PM Mountain Standard or Mountain Daylight Time, whichever is in effect on the date given.

“Close of Business” means 5:00 PM Mountain Standard or Mountain Daylight Time, whichever is in effect on the date given.

“Confidential” means confidential financial information concerning offeror’s organization and data that qualifies as a trade secret in accordance with the Uniform Trade Secrets Act NMSA 1978 57-3-A-1 to 57-3A-7. See NMAC 1.4.1.45. As one example, no information that could be obtained from a source outside this request for proposals can be considered confidential information.

“Contract” means any agreement for the procurement of items of tangible personal property, services or construction.

“Contractor” means any business having a contract with a state agency or local public body.

“Determination” means the written documentation of a decision of a procurement officer including findings of fact required to support a decision. A determination becomes part of the procurement file to which it pertains.

“Desirable” The terms “may”, “can”, “should”, “preferably”, or “prefers” identify a desirable or discretionary item or factor (as opposed to “mandatory”).

“Evaluation Committee” means a body appointed by the Agency to perform the evaluation of Offeror proposals.

“Finalist” is defined as an Offeror who meets all the mandatory specifications of this Request for Proposals and whose score on evaluation factors is sufficiently high to merit further consideration by the Evaluation Committee.

“Hourly Rate” means the proposed fully loaded maximum hourly rates that include fringe benefits and any overhead costs for contractor personnel, as well as subcontractor personnel if appropriate.

“IT” means Information Technology.

“Mandatory” The terms “must”, “shall”, “will”, “is required”, or “are required”, identify a mandatory item or factor (as opposed to “desirable”). Failure to meet a mandatory item or factor will result in the rejection of the Offeror’s proposal.

“Minor Technical Irregularities” means anything in the proposal that does not affect the price quality and quantity or any other mandatory requirement.

“Multiple Source Award” means an award of an indefinite quantity contract for one or more similar services, items of tangible personal property or construction to more than one Offeror.

“Offeror” is any person, entity, corporation, or partnership who chooses to submit a proposal.

“Procurement Manager” means any person or designee authorized by the Agency to enter into or administer contracts and make written determinations with respect thereto.

“Planning and Zoning Department, County Manager, or Finance Department” means the Procurement Divisions within the SMC administrative offices.

“Procuring Agency” means all State of New Mexico agencies, commissions, institutions, political subdivisions and local public bodies (SMC) allowed by law to entertain procurements.

“Project” means a temporary process undertaken to solve a well-defined goal or objective with clearly defined start and end times, a set of clearly defined tasks, and a budget. The project terminates once the project scope is achieved and project acceptance is given by the project executive sponsor.

“Request for Proposals” or “RFP” means all documents, including those attached or incorporated by reference, used for soliciting proposals.

“Responsible Offeror” means an Offeror who submits a responsive proposal and who has furnished, when required, information and data to prove that his financial resources, production or service facilities, personnel, service reputation and experience are adequate to make satisfactory delivery of the services, or items of tangible personal property described in the proposal.

“Responsive Offer” or “Responsive Proposal” means an offer which conforms in all material respects to the requirements set forth in the request for proposals. Material respects of a request for proposals include, but are not limited to price, quality, quantity or delivery requirements.

“Sealed” means, in terms of a non-electronic submission, that the proposal is enclosed in a package which is completely fastened in such a way that nothing can be added or removed. Open packages submitted will not be accepted except for packages that may have been damaged by the delivery service itself. SMC reserves the right, however, to accept or reject packages where there may have been damage done by the delivery service itself. Whether a package has been damaged by the delivery service or left unfastened and should or should not be accepted is a determination to be made by the Procurement Manager. By submitting a proposal, the Offeror agrees to and concurs with this process and accepts the determination of the Procurement Manager in such cases.

“Staff” means any individual who is a full-time, part-time, or an independently contracted employee with the Offerors’ company.

“State (the State)” means the State of New Mexico or local public body such as SMC.

“State Agency” means any department, commission, council, board, committee, institution, legislative body, agency, local governing body, government corporation, educational institution or official of the executive, legislative or judicial branch of the government of this state. “State agency” includes San Miguel County.

“Statement of Concurrence” means an affirmative statement from the Offeror to the required specification agreeing to comply and concur with the stated requirement(s). This statement shall be included in Offerors proposal. (E.g. “We concur”, “Understands and Complies”, “Comply”, “Will Comply if Applicable” etc.)

“Written” means typewritten on standard 8 ½ x 11 inch paper with a standard font of Times New Roman or Arial. Larger paper is permissible for charts, spreadsheets, etc.

III. CONDITIONS GOVERNING THE PROCUREMENT

This section of the RFP contains the schedule for the procurement, describes the major procurement events and the conditions governing the procurement.

A. SEQUENCE OF EVENTS

The Procurement Manager will make every effort to adhere the following schedule:

	<u>Action</u>	<u>Responsibility</u>	<u>Date</u>
1.	Issue of RFP	SMC	12/16/2020
2.	Pre-proposal Conference	SMC/Offerors	Not required
3.	Distribution List Response Due	Offerors	12/28/2020
4.	Deadline to Submit Additional Written Questions	Offerors	12/30/2020
5.	Response to Written Questions/RFP Amendments	SMC	1/4/2020
6.	Submission of Proposal (Due 2:00 p.m. MDT)	Offerors	1/19/2021
7.	Proposal Evaluation	Evaluation Committee	1/21/21
8.	Selection of Finalists	Evaluation Committee	1/21/20
9.	Oral Presentation by Finalists (If applicable)	Offeror	Not Required
10.	Best and Final Offers	Offeror	1/22/2021
11.	Lodgers Tax Recommendations/Approval	SMC	1/26/2021
12.	County Commission Approval	SMC	2/9/2021
13.	Finalize Contract	SMC	2/12/2021
14.	Contract Award	SMC	2/15/2021

B. EXPLANATION OF EVENTS

The following paragraphs describe the activities listed in the sequence of events shown in Section III, Paragraph A.

1. Issue of RFP

This RFP is being issued by San Miguel County, Planning and Zoning and Finance.

2. Pre-proposal Conference

A Pre-Proposal Conference will not be held for this procurement.

3. Distribution List Response Due

Potential Offerors should hand deliver, or return by facsimile, email or by registered or certified mail the "Acknowledgement of Receipt Form" that accompanies this document (See "Appendix C") to have their organization placed on the procurement distribution list. The form should be signed by an authorized representative of the organization, dated and returned by the close of business on **December 28, 2020**. The procurement distribution list will be used for the distribution of written responses to questions and any RFP amendments.

Failure to return this form shall constitute a presumption of receipt and rejection of the RFP, and the potential Offeror's organization name shall not appear on the distribution list.

4. Deadline to Submit Additional Written Questions

Potential Offerors may submit additional written questions as to the intent or clarity of this RFP until the close of business on **December 30, 2020**. All written questions must be addressed to the Procurement Manager (See Section II, Paragraph D).

5. Response to Written Questions/RFP Amendments

Written responses to written questions and any RFP amendments will be distributed on **January 4, 2021** to all potential Offerors whose organization name appears on the procurement distribution list.

Additional written requests for clarification of distributed answers and/or amendments must be received by the Procurement Manager no later than one (1) day after the answers and/or amendments were issued.

6. Submission of Proposal

ALL OFFEROR PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION BY THE PROCUREMENT MANAGER OR DESIGNEE NO LATER THAN 2:00 P.M. MST ON January 19, 2021. Proposals received after this deadline will not be accepted. The date/time will be recorded on each proposal. Proposals must be addressed and delivered to the Procurement Manager at the address listed in Section II, Paragraph D. Proposals must be sealed and labeled on the package to clearly indicate that they're in response to: **Advertising, Promoting and Marketing December 2020**

Advertising, Promoting, and Marketing. Proposals submitted by facsimile will not be accepted.

A public log will be kept of the names of all Offeror organizations that submitted proposals. Pursuant to NMSA 1978, § 13-1-116, the contents of proposals shall not be disclosed to competing potential Offerors during the negotiation process. The negotiation process is deemed to be in effect until the contract is awarded pursuant to this Request for Proposals. Awarded in this context means the final required state agency signature on the contract(s) resulting from the procurement has been obtained.

7. Proposal Evaluation

The evaluation of proposals will be performed by an evaluation committee appointed by SMC. This process will take place during the month of **January 2021**. During this time, the Procurement Manager may initiate discussions with Offerors who submit responsive or potentially responsive proposals for the purpose of clarifying aspects of the proposals, but proposals may be accepted and evaluated without such discussion. Discussions SHALL NOT be initiated by the Offerors.

8. Selection of Finalists

The Evaluation Committee will select and Procurement Manager will notify the finalist Offerors in the month of **January 2021 to the Lodgers Tax Board**. Only finalists will be invited to participate in the subsequent steps of the procurement. There will be no scheduled Oral Presentations during this time.

9. Oral Presentation by Finalists (if applicable)

Finalist Offerors may be required to present their proposals to the Evaluation Committee or the Lodgers Tax Board. The Procurement Manager will schedule the time and location for each Offeror presentation. Presentations, if required, will be held in **January 2021** and will be limited to ½ hour in duration.

10. Best and Final Offers From Finalists (if applicable)

Finalist Offerors may be asked to submit revisions to their proposals for the purpose of obtaining best and final offers on **January 22, 2021**. Best and final offers may be clarified and amended at the finalist Offeror's oral presentation.

11. Finalize Contract

The contract will be finalized with the most advantageous Offeror(s) in the months of **February 2021**. This date is subject to change at the discretion of SMC. In the event mutually agreeable terms cannot be reached with the apparent most advantageous Offeror in the time specified, SMC reserves the right to finalize a contractual agreement with the next most advantageous Offeror(s) without undertaking a new procurement process.

12. Contract Award

SMC anticipates awarding the contract in the months of **February 2021**. These dates are

subject to change at the discretion of the Agency. The contract shall be awarded to the Offeror or Offerors whose proposal is most advantageous, taking into consideration the evaluation factors set forth in the RFP. The most advantageous proposal may or may not have received the most points.

13. Right to Protest

Any protest by an Offeror must be timely and in conformance with NMSA 1978, § 13-1-172 and applicable procurement regulations. As a Protest Manager has been named in this Request for Proposals, pursuant to NMSA 1978, § 13-1-172, ONLY protests delivered directly to the Protest Manager in writing and in a timely fashion will be considered to have been submitted properly and in accordance with statute, rule and this Request for Proposals. The 15 calendar day protest period shall begin on the day following the award of contracts and will end at 4:30 pm Mountain Standard Time/Daylight Time on the 15th day. Protests must be written and must include the name and address of the protestor and the request for proposal number. It must also contain a statement of the grounds for protest including appropriate supporting exhibits and it must specify the ruling requested from the party listed below. Emailed protests will not be considered as properly submitted. The protest must be mailed or hand delivered to:

Robert Archuleta, Director
Planning and Zoning Department
San Miguel County
500 West National, Suite 203
Las Vegas, NM 87701
Ph. (505) 454-1074
Email: rarchuleta@co.sanmiguel.nm.us

C. GENERAL REQUIREMENTS

This procurement will be conducted in accordance with Chapter 13, NMSA 1978 and NMAC 1.4.1.

1. Acceptance of Conditions Governing the Procurement

Offerors must indicate their acceptance of the Conditions Governing the Procurement section in the letter of transmittal. Submission of a proposal constitutes acceptance of the Evaluation Factors contained in Section VI of this RFP.

2. Incurring Cost

Any cost incurred by the potential Offeror in preparation, transmittal, and/or presentation of any proposal or material submitted in response to this RFP shall be borne solely by the Offeror. Any cost incurred by the Offeror for set up and demonstration of the proposed equipment and/or system shall be borne solely by the Offeror.

3. Prime Contractor Responsibility

Any contract that may result from this RFP shall specify that the prime Contractor is solely responsible for fulfillment of the contract with SMC. SMC will make contract payments only to the prime Contractor.

4. Subcontractors/Consent

The use of subcontractors is allowed. The prime contractor shall be wholly responsible for the entire performance of the contractual agreement whether or not subcontractors are used. Additionally, the prime contractor must receive approval, in writing, from the agency awarding any resultant contract, before any subcontractor is used during the term of this agreement.

5. Certifications and Licenses

Potential Offerors must have the proper certifications and licenses to do business in New Mexico as follows:

Corporations:

- File Articles of Incorporation with the New Mexico Secretary of State and record with the County pursuant to NMSA 1978, Section 53-4-6.
- Name of registered agent pursuant to NMSA 1978, Section 53-5-2.
- Certificate of Authority from the New Mexico Secretary of State indicating that the corporation is authorized to conduct business in New Mexico pursuant to NMSA 1978, Sections 53-17-6 and 53-17-8.
- Obtain a Federal employer identification number.
- Register with the New Mexico Taxation and Revenue Department and obtain a tax identification number to report gross receipts taxes.

Limited Liability Companies:

- Registered office and registered agent for service of process that is either a New Mexico resident or domestic corporation, limited liability company, or partnership that is located in New Mexico.
- File an Application for Registration with the New Mexico Secretary of State to conduct business in New Mexico and must obtain a Certificate of Good Standing from the New Mexico Secretary of State to conduct business in New Mexico.
- Obtain a Federal employer identification number.
- Register with the New Mexico Taxation and Revenue Department and obtain a tax identification number to report gross receipts taxes.

Limited Partnerships:

- Apply for Certificate of Registration with the New Mexico Secretary of State pursuant to NMSA 1978, Sections 54-2-1 through 54-2-48.
- File a Statement of Qualifications with the New Mexico Secretary of State pursuant to NMSA 1978, Sections 54-1A-101 through 54-1A-1206.
- Obtain a Federal employer identification number.
- Register with the New Mexico Taxation and Revenue Department and obtain a tax identification number to report gross receipts taxes.

General Partnerships:

- File a Statement of Partnership Authority with the Secretary of State pursuant to NMSA 1978, Sections 54-1A-101 through 54-1A-1206.
- Obtain a Federal employer identification number.
- Register with the New Mexico Taxation and Revenue Department and obtain a tax identification number to report gross receipts taxes.

Sole Proprietorships and Joint Ventures:

- Obtain a Federal employer identification number.
- Register with the New Mexico Taxation and Revenue Department and obtain a tax identification number to report gross receipts taxes.

6. Amended Proposals

An Offeror may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. SMC personnel will not merge, collate, or assemble proposal materials.

7. Offerors' Rights to Withdraw Proposal

Offerors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The Offeror must submit a written withdrawal request signed by the Offeror's duly authorized representative addressed to the Procurement Manager. The approval or denial of withdrawal requests received after the deadline for receipt of the proposals is governed by the applicable procurement regulations.

8. Proposal Offer Firm

Responses to this RFP, including proposal prices for services, will be considered firm for one hundred twenty (120) days after the due date for receipt of proposals or ninety (90) days after the due date for the receipt of a best and final offer, if the Offeror is invited or required to submit one.

9. Disclosure of Proposal Contents

- A. Proposals will be kept confidential until negotiations and the award are completed by the Agency. At that time, all proposals and documents pertaining to the proposals will be open to the public, except for material that is clearly marked proprietary or confidential. The Procurement Manager will not disclose or make public any pages of a proposal on which the potential Offeror has stamped or imprinted "proprietary" or "confidential" subject to the following requirements:
- B. Proprietary or confidential data shall be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal.
- C. Confidential data is restricted to:
 1. confidential financial information concerning the Offeror's organization;
 2. and data that qualifies as a trade secret in accordance with the Uniform Trade

Secrets Act, NMSA 1978 § 57-3A-1 to 57-3A-7.

3. PLEASE NOTE: The price of products offered or the cost of services proposed shall not be designated as proprietary or confidential information.

If a request is received for disclosure of data for which an Offeror has made a written request for confidentiality, the Agency shall examine the Offeror's request and make a written determination that specifies which portions of the proposal should be disclosed. Unless the Offeror takes legal action to prevent the disclosure, the proposal will be so disclosed. The proposal shall be open to public inspection subject to any continuing prohibition on the disclosure of confidential data.

10. No Obligation

This RFP in no manner obligates the Agency or any of its Programs to the use of any Offeror's services until a valid written contract is awarded and approved by appropriate authorities.

11. Termination

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the Procurement Manager determines such action to be in the best interest of the Agency.

12. Sufficient Appropriation

Any contract awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Such termination will be effected by sending written notice to the Contractor. The Agency's decision as to whether sufficient appropriations and authorizations are available will be accepted by the Contractor as final.

13. Legal Review

SMC requires that all Offerors agree to be bound by the General Requirements contained in this RFP. Any Offeror concerns must be promptly brought to the attention of the Procurement Manager.

14. Governing Law

This RFP and any agreement with an Offeror which may result from this procurement shall be governed by the laws of the State of New Mexico.

15. Prohibited Bidding

Pursuant to Section 10-16-13 NMSA 1978 no state agency or political subdivision of the State shall accept a bid or proposal from a person who directly participated in the preparation of specifications, qualifications or evaluation criteria on which the specific competitive bid or proposal was based.

A person accepting a bid or proposal on behalf of a state agency or political subdivision of this State shall exercise due diligence to ensure compliance with this section.

16. Consent to Jurisdiction and Venue

If a recipient of this RFP chooses to offer a proposal, the Offeror understands and agrees that by submitting such proposal to the Agency, they thereby consent to and agree to the exclusive jurisdiction of the Courts of the State of New Mexico for the resolution of any disputes arising under or resulting from the contract selection and/or approval process in response to this RFP, or any dispute arising under or resulting from the performance of any contract resulting from this RFP, which cannot be resolved informally. The Offeror, by submitting such proposal, waives any objection to the personal jurisdiction of the Courts of the State of New Mexico over the Offeror. By submitting such proposal, the Offeror agrees and consents that the San Miguel County District Court shall have venue and jurisdiction over all matters arising or derived from this RFP.

17. Basis for Proposal

Only information supplied by SMC in writing through the Procurement Manager or in this RFP should be used as the basis for the preparation of Offeror proposals.

18. Contract Terms and Conditions

The Contract between SMC and the Contractor will follow the format specified by the Agency and contain the terms and conditions as set forth in "Appendix B" (Contract Terms and Conditions for Funding). SMC reserves the right to negotiate with a successful Offeror provisions in addition to those contained in this RFP and modify the boiler plate contract.

The Agency discourages exceptions from the contract terms and conditions as set forth in the RFP Sample Contract. Such exceptions may cause a proposal to be rejected as nonresponsive when, in the sole judgment of the Agency (and its evaluation team), the proposal appears to be conditioned on the exception, or correction of what is deemed to be a deficiency, or an unacceptable exception is proposed which would require a substantial proposal rewrite to correct.

Should an Offeror object to any of the Agency's terms and conditions, as contained in this Section or in "Appendix B", that Offeror must propose specific alternative language. The Agency may or may not accept the alternative language. General references to the Offeror's terms and conditions or attempts at complete substitutions are not acceptable to SMC and will result in disqualification of the Offeror's proposal.

The contents of this RFP, as revised and/or supplemented, and the successful Offeror's proposal will be incorporated into and become part of the Contract. In the event the Offeror's proposal conflicts with the RFP, the RFP governs, and, in the event the Agreement conflicts with the proposal, the Agreement governs.

Offerors must provide a brief discussion of the purpose and impact, if any, of each proposed change followed by the specific proposed alternate wording. If an Offeror fails to propose any alternate terms and conditions during the procurement process (the RFP process prior to selection as successful Offeror), no proposed alternate terms and conditions

will be considered later during the negotiation process. Failure to propose alternate terms and conditions during the procurement process (the RFP process prior to selection as successful Offeror) is an explicit agreement by the Offeror that the contractual terms and conditions contained herein are accepted by the Offeror.

19. Offeror's Terms and Conditions

Offerors must submit with the proposal a complete set of any additional terms and conditions which they expect to have included in a contract negotiated with SMC.

20. Contract Deviations

Any additional terms and conditions, which may be the subject of negotiation, will be discussed only between SMC and the selected Offeror and shall not be deemed an opportunity to amend the Offeror's proposal.

21. Contract Negotiations

Contract negotiations may be held in accordance with applicable provisions of 1.4.1.39 NMAC Procurement Code Regulations.

22. Offeror Qualifications

The Evaluation Committee may make such investigations as necessary to determine the ability of the Offeror to adhere to the requirements specified within this RFP. The Evaluation Committee will reject the proposal of any Offeror who is not a responsible Offeror or fails to submit a responsive offer as defined in Sections 13-1-83 and 13-1-85 NMSA 1978.

23. Right to Waive Minor Irregularities

The Evaluation Committee reserves the right to waive minor irregularities. The Evaluation Committee also reserves the right to waive mandatory requirements provided that all of the otherwise responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right is at the sole discretion of the Evaluation Committee.

24. Change in Contractor Representatives

SMC reserves the right to require a change in contractor representatives if the assigned representative(s) is (are) not, in the opinion of SMC, adequately meeting the needs of the Agency.

25. Notice of Penalties

The Procurement Code, NMSA 1978, § 13-1-28 through 13-1-199, imposes civil, misdemeanor and felony criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for bribes, gratuities and kickbacks.

26. Agency Rights

The Agency in agreement with the Evaluation Committee reserves the right to accept all or a portion of a potential Offeror's proposal.

27. Right to Publish

Throughout the duration of this procurement process and contract term, Offerors and contractors must secure from the Agency written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement and/or Agency contracts deriving from this procurement. Failure to adhere to this requirement may result in disqualification of the Offeror's proposal or removal from the contract.

28. Ownership of Proposals

All documents submitted in response to this Request for Proposals shall become the property of SMC.

29. Confidentiality

Any confidential information provided to, or developed by, the Contractor in the performance of the contract resulting from this RFP shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the Agency. The Contractor(s) agrees to protect the confidentiality of all confidential information and not to publish or disclose such information to any third party without the Agency's written permission.

30. Recognition

The County of San Miguel Lodger's Tax Advisory Board shall be printed on all promotional material developed through the use of County Lodger's Tax dollars. Size of lettering or font must be reasonably printed on all promotional items developed or printed. E.g. "Sponsored by the San Miguel Lodger's Tax Advisory Board)

31. Report to County

During the term of the contractual agreement, the grantee may be asked to report to the County of San Miguel Lodgers' Tax Advisory Board concerning the status of services being provided to the County and activities conducted thereunder; such reports to be due when requested; additionally, payment for reimbursement will only be made upon submission by grantee for invoices for services and receipt for payment of services, products or materials acquired in the performance and delivery of services, products or materials acquired in the performance and delivery of services. The grantee shall provide a program effectiveness report of the programs being funded.

32. No Financial Interest

No grantee or employee of the County or of the Grantee who exercises any function or responsibility in connection with the planning and carrying out of any provisions of this RFP and contractual agreement shall have any direct personal financial interest in this RFP or contractual agreement, and the grantee shall take appropriate steps to assure compliance.

33. Prejudice

No person, on account of race, sex, age, color, religion, or national origin shall be excluded from participating in, be denied the benefits or, or activity made possible and resulting from this agreement.

34. Political Activity

None of the funds, materials, property, or service rendered directly or indirectly under this RFP or contractual agreement shall be used in the performance of this agreement for any political activity or to further the election or defeat of any candidate for state, federal or local office.

35. Assignment

The Grantee shall not assign any interest in the contractual agreement excluding payments for services by the Grantee as provided for above, and shall not transfer any interest in the same, without the prior written consent of the County hereto. Provide however that claims for money due or to become due to the Grantee from the County under this agreement may be assigned to a bank, trust company or other financial institution without such approval.

36. Subject to Laws

The Grantee shall comply at its own expense with all applicable laws, ordinances and codes for the federal, state and local government.

37. No Further Liability

The County shall not be obligated or held liable under this agreement to any party, other than the Grantee, for payment of any monies or for provision of any goods or series, unless such liabilities are specifically agreed to in the contractual agreement.

38. Jurisdiction

It is mutually agreed by and between the parties hereto that the services noted in the contractual agreement shall be performed in the County of San Miguel, New Mexico and further that any legal action or caused of action in connection herewith will be exclusively within the jurisdiction of the appropriate court in San Miguel County.

39. Termination of Agreement

If the San Miguel County Commission shall so decide, with or without cause, to terminate this agreement at any time, it may do so. In such event, the County shall thereupon have the right to terminate this agreement upon thirty (3) calendar days written notice of termination given to the Grantee. In such event, all finish or unfished documents, data, studies photographs, reports and the rights to any property prepared or procured by Grantee under his agreement shall at the option of the County become County property and the Grantee shall be entitled to receive just and equitable compensation for any work satisfactorily completed through the termination date. Similarly, the Grantee may with without cause terminate this agreement on thirty (3) days written notice and the County shall reimburse the Grantee for any and all expenses incurred that have not been reimbursed prior to the time of notification provided those expenses are other proper hereunder.

40. Entire Agreement

This agreement constitutes the entire agreement between the parties hereto. Any prior agreement, where written or oral, or assertion or statement, or understanding or other commitment antecedent to this agreement shall not have any force or effect whatsoever, unless the same is mutually agreed to by the parties hereto and reduced to writing. No changes or amendments to this agreement shall be effective except those on written approval by both parties. This agreement will not be altered, changed, or amended except by a written document signed by the parties to the agreement.

41. Authority to Bind the County

Grantee shall not have the authority to enter into any contract binding upon the County or to create any obligation on the part of the County except such as shall be specifically authorized by the County commission or by the County Manger acting upon authority granted by the County Commission.

42. Notices

Any notices required to be given under this agreement shall be deemed sufficient if given in writing, by mail, to the principal office of the County or to the principal office of the Grantee as applicable.

43. Availability of Funds

Payment and performance obligations for succeeding fiscal year periods shall be subject to the availability and appropriation of funds therefore. When funds are not appropriated or otherwise made available to support continuation or performance of a multi-term contract in a subsequent fiscal year period, the contract shall be cancelled. Obligation of funds awarded shall terminate on June 30 of the Contract year. Unexpended funds shall revert back to the County's Lodgers Tax Board.

44. Award of Lodgers' Tax Funds

The following shall apply to award of Lodgers' Tax Funds.

The award of funds shall be made to the responsible offeror (Grantee) whose proposal is most advantageous to the County, taking into consideration the criteria set forth in this Request for Proposals.

Award of contract is subject to available funds.

Award of contract is subject to ratification by the Board of County Commissioners of San Miguel County.

Award will be per contractual agreement entered into by and between San Miguel County and the successful offeror (Grantee), executed and recorded in the office of the San Miguel County Clerk.

Expenditure of funds cannot occur until after the date of a purchase order is issued to the successful offeror (Grantee) by San Miguel County, such purchase order to be issued after the contractual agreement is signed by the County and the successful offeror (Grantee) and recorded in the office of the San Miguel County Clerk.

The contractual agreement establishes a date by which such Lodgers' Tax Funds must be expended by Grantee, such date shall be the reversion date and such funds must be expended on or before the reversion date. Funds not expended by such date shall revert to the County's Lodgers' Tax Fund.

45. Requests for Reimbursement

Lodgers' Tax funds shall not be awarded in advance of the expenditure or obligation of such funds by the Grantee. All funding is subject to reimbursement, which the following provisions for reimbursement shall apply:

Requests for reimbursement shall be made in writing by Grantee accompanied by the following documents: copy of original third party invoice submitted to Grantee with list of itemized expenditures; proof of payment made by Grantee such as copy of cancelled check front and back; and any such other documentation County deems necessary.

46. Bribery and Kickbacks

As required by Section 13-1-191, NMSA 1978, as amended, it should be noted that it is a third degree felony under New Mexico Law to commit the offense of bribery of a public official or public employee (Section 30-24-1, NMSA 1978, as amended); it is a third degree felony to commit the offense, demanding or receiving a bribe by a public officer or public employee (Section 30-24-2, NMSA 1978, as amended); it is a fourth degree felony to commit the offense of soliciting or receiving illegal kickbacks (Section 30-41-1, NMSA 1978, as amended); it is a fourth degree felony to commit the offense or paying illegal kickbacks (Section 30-41-2, NMSA 1978, as amended).

47. Responsibility of Offeror

At all times it shall be the responsibility of the offeror to see that their proposal is delivered to the County Manager by the date and time set for the opening. If the mail or delivery of said proposal is delayed beyond the deadline set for the proposal opening, proposals thus delayed will not be considered.

48. Non-Collusion

In signing their proposal, the offeror certifies that he/she has not, either directly or indirectly, entered into action of restraint of free competition in connection with the submitted proposal.

49. Clarification of Proposal

Offerors requiring clarification or interpretation of the proposal specifications shall make a written request to the department involved in this proposal request at least five (5) days prior to the scheduled proposal opening date, with a copy forwarded to the Finance Division. Any interpretations, corrections or changes, including any opening or time change, of the said proposal specifications shall be made by "ADDENDUM" only. Corrections or changes of said proposal made in any other manner, before opening and negotiation stage, will not be binding, and offeror shall not rely upon such interpretations, corrections and changes.

50. Modification or Withdrawal of Proposal

Proposals may not be withdrawn or cancelled by the offeror following the scheduled opening date and time. The offeror does so agree in submitting their proposal. Prior to the scheduled time and dated of opening, proposals submitted early may be withdrawn, but may not be re-submitted.

51. Application of Preference

Pursuant to Section 13-1-22, NMSA, 1978, any New Mexico resident business or resident manufacturer who wishes to receive the benefits of an "Application of Preference" must provide their certification number issued by the New Mexico State Purchasing Office on the Offeror Information/Affidavit Form in the Proposal.

52. Electronic Mail Address Required

A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Offeror must have a valid e-mail address to receive this correspondence.

53. Use of Electronic Versions of this RFP

This RFP is being made available by electronic means. If accepted by such means, the Offeror acknowledges and accepts full responsibility to insure that no changes are made to the RFP. In the event of conflict between a version of the RFP in the Offeror's possession and the version maintained by SMC, the version maintained by SMC shall govern.

54. New Mexico Employees Health Coverage (See "Appendix E")

- A. If Contractor has, or grows to, six (6) or more employees who work, or who are expected to work, an average of at least 20 hours per week over a six (6) month period during the term of the contract, Contractor certifies, by signing this agreement, to have in place, and agree to maintain for the term of the contract, health insurance for those employees and offer that health insurance to those employees if the expected annual value in the aggregate of any and all contracts between Contractor and the State exceed \$250,000 dollars.
- B. Contractor agrees to maintain a record of the number of employees who have (a) accepted health insurance; (b) declined health insurance due to other health insurance coverage already in place; or (c) declined health insurance for other reasons. These records are subject to review and audit by a representative of the state.
- C. Contractor agrees to advise all employees of the availability of State publicly financed health care coverage programs.
- D. For Indefinite Quantity, Indefinite Delivery contracts (state price agreements without specific limitation on quantity and providing for an indeterminate number of orders to be placed against it); Contractor agrees these requirements shall apply the first day of the second month after the Contractor reports combined sales (from state and, if applicable, from local public bodies if from a state price agreement) of \$250,000.

55. Disclosure of Campaign Contributions (See "Appendix D")

Offeror must complete, sign, and return the Campaign Contribution Disclosure Form as a part of their proposal. This requirement applies regardless whether a covered contribution was made or not made for the positions of Governor and Lieutenant Governor. Failure to complete and return the signed unaltered form will result in disqualification.

56. Pay Equity Reporting Requirements

If the Offeror has ten (10) or more employees OR eight (8) or more employees in the same job classification, offeror must complete and submit the required reporting form (PE10-249 or PE250, depending on their size at the time) with their bid or proposal for evaluation purposes.

For contracts that extend beyond one (1) calendar year, or are extended beyond one (1) calendar year, offeror must also agree to complete and submit the required form annually within thirty (30) calendar days of the annual bid or proposal submittal anniversary date

and, if more than 180 days has elapsed since submittal of the last report, at the completion of the contract.

Should offeror not meet the size requirement for reporting at contract award but subsequently grows such that they meet or exceed the size requirement for reporting, offer must agree to provide the required report within ninety (90) calendar days of meeting or exceeding the size requirement.

Offeror must also agree to levy these reporting requirements on any subcontractor(s) performing more than 10% of the dollar value of this contract if said subcontractor(s) meets, or grows to meet, the stated employee size thresholds during the term of the contract. Offeror must further agree that, should one or more subcontractor not meet the size requirement for reporting at contract award but subsequently grows such that they meet or exceed the size requirement for reporting, offer will submit the required report, for each such subcontractor, within ninety (90) calendar days of that subcontractor meeting or exceeding the size requirement.

57. Disclosure Regarding Responsibility

- A. Any prospective Contractor and any of its Principals who enter into a contract greater than sixty thousand dollars (\$60,000.00) with any state agency or local public body for professional services, tangible personal property, services or construction agrees to disclose whether the Contractor, or any principal of the Contractor's company:
1. is presently debarred, suspended, proposed for debarment, or declared ineligible for award of contract by any federal entity, state agency or local public body;
 2. has within a three-year period preceding this offer, been convicted in a criminal matter or had a civil judgment rendered against them for:
 - a. the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) contract or subcontract;
 - b. violation of Federal or state antitrust statutes related to the submission of offers; or
 - c. the commission in any federal or state jurisdiction of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, violation of Federal criminal tax law, or receiving stolen property;
 3. is presently indicted for, or otherwise criminally or civilly charged by any (federal state or local) government entity with the commission of any of the offenses enumerated in paragraph A of this disclosure;
 4. has, preceding this offer, been notified of any delinquent Federal or state taxes in an amount that exceeds \$3,000.00 of which the liability remains unsatisfied. Taxes are considered delinquent if the following criteria apply.
 - a. The tax liability is finally determined. The liability is finally determined if it has been assessed. A liability is not finally determined if there is a pending administrative or judicial challenge. In the case of a judicial challenge of the

liability, the liability is not finally determined until all judicial appeal rights have been exhausted.

- b. The taxpayer is delinquent in making payment. A taxpayer is delinquent if the taxpayer has failed to pay the tax liability when full payment was due and required. A taxpayer is not delinquent in cases where enforced collection action is precluded.
 - c. Have within a three year period preceding this offer, had one or more contracts terminated for default by any federal or state agency or local public body.)
- B. Principal, for the purpose of this disclosure, means an officer, director, owner, partner, or a person having primary management or supervisory responsibilities within a business entity or related entities.
- C. The Contractor shall provide immediate written notice to SMC or the State Purchasing Agent or other party to this Agreement if, at any time during the term of this Agreement, the Contractor learns that the Contractor's disclosure was at any time erroneous or became erroneous by reason of changed circumstances.
- D. A disclosure that any of the items in this requirement exist will not necessarily result in termination of this Agreement. However, the disclosure will be considered in the determination of the Contractor's responsibility and ability to perform under this Agreement. Failure of the Contractor to furnish a disclosure or provide additional information as requested will render the Offeror nonresponsive.
- E. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the disclosure required by this document. The knowledge and information of a Contractor is not required to exceed that which is the normally possessed by a prudent person in the ordinary course of business dealings.
- F. The disclosure requirement provided is a material representation of fact upon which reliance was placed when making an award and is a continuing material representation of the facts during the term of this Agreement.

If during the performance of the contract, the Contractor is indicted for or otherwise criminally or civilly charged by any government entity (federal, state or local) with commission of any offenses named in this document the Contractor must provide immediate written notice to the State Purchasing Agent or other party to this Agreement. If it is later determined that the Contractor knowingly rendered an erroneous disclosure, in addition to other remedies available to the Government, the State Purchasing Agent or Central Purchasing Officer may terminate the involved contract for cause. Still further the State Purchasing Agent or Central Purchasing Officer may suspend or debar the Contractor from eligibility for future solicitations until such time as the matter is resolved to the satisfaction of the State Purchasing Agent or Central Purchasing Officer.

58. New Mexico Preferences

To ensure adequate consideration and application of NMSA 1978, § 13-1-21 (as amended), Offerors must include a copy of their preference certificate with their proposal. Certificates for preferences must be obtained through the New Mexico Department of Taxation & Revenue <http://www.tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx>.

A. New Mexico Business Preference

B. New Mexico Resident Veterans Business Preference

An agency shall not award a business both a resident business preference and a resident veteran business preference.

The New Mexico Preferences shall not apply when the expenditures for this RFP includes federal funds.

59. Conflict of Interest; Governmental Conduct Act.

The Offeror warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Agreement. The Offeror certifies that the requirements of the Governmental Conduct Act, Sections 10-16-1 through 10-16-18, NMSA 1978, regarding contracting with a public officer or state employee or former state employee have been followed.

IV. RESPONSE FORMAT AND ORGANIZATION

A. NUMBER OF RESPONSES

Offerors shall submit only one proposal in response to this RFP.

B. NUMBER OF COPIES

Offerors shall deliver five (5) identical copies of their proposal to the location specified in Section II, Paragraph D on or before the closing date and time for receipt of proposals.

C. PROPOSAL FORMAT

All proposals must be typewritten on standard 8 1/2 x 11 paper (larger paper is permissible for charts, spreadsheets, etc.) and placed within a binder with tabs delineating each section. Offerors are strongly encouraged to limit their proposals to a maximum of five (5) pages. Exclusions to this limitation will be the letter of introduction, table of contents, covers, dividers, other information, i.e., letters of appreciation, etc., and acknowledgement of amendments (if applicable).

1. Proposal Organization

The proposal must be organized and indexed in the following format and must contain, at a minimum, all listed items in the sequence indicated:

- a) Letter of Transmittal
- b) Table of Contents
- c) Proposal Summary
- d) Response to Contract Terms and Conditions
- e) Response to Mandatory Specifications and Forms
- f) Offeror's Additional Terms and Conditions
- g) Other Supporting Material

The proposal must include, at a minimum:

- the proposed method of advertising, publicizing, and promoting tourist-related attractions, facilities, and events in San Miguel County;
- proposed Contractor staff members;
- the number (with associated costs) of hours required to do the work;
- estimated costs for labor, supplies, materials, or other direct costs (if any);
- applicable New Mexico gross receipts tax;
- describe other funding sources that will be used to augment Lodger's Tax related services in addition to funds provided by San Miguel County;
- describe previous advertising, marketing and promotional projects and indicate demographic and data collected in response to such projects and the regions you plan to market;

- describe your total proposed project and expenses from your projected revenue.
- describe your entity's years of experience in presenting and completing the proposed project and identify your venue(s).

Note: SMC, at its discretion, may negotiate each portion of the project.

Within each section of their proposal, Offerors should address the items in the order in which they appear in this RFP. All forms provided in the RFP must be thoroughly completed and included in the appropriate section of the proposal. All discussion of proposed costs, rates or expenses must occur only in the cost response section.

Any proposal that does not adhere to these requirements may be deemed non-responsive and rejected on that basis.

Offerors may attach other materials that they feel may improve the quality of their responses. However, these materials should be included as items in a separate appendix.

2. Letter of Transmittal

Each proposal must be accompanied by a letter of transmittal. The letter of transmittal MUST:

- a) identify the submitting organization;
- b) identify the name and title of the person authorized by the organization to contractually obligate the organization;
- c) identify the name, title, email address and telephone number of the person authorized to negotiate the contract on behalf of the organization;
- d) identify the names, titles and telephone numbers of persons to be contacted for clarification;
- e) explicitly indicate acceptance of the Conditions Governing the Procurement stated in Section III, Paragraph C.1;
- f) be signed by the person authorized to contractually obligate the organization;
- g) acknowledge receipt of any and all amendments to this RFP.

V. SPECIFICATIONS

A. Information

The contract is scheduled to begin in or around February 2021. SMC intends on awarding multiple contracts with an immediate two (2) year term. In no case will the contract awarded through this RFP, including any and all renewals thereof, exceed a total of four (4) years in duration. The intent is to award a two (2) year term contingent upon funding availability from Lodger's Tax collections or other funding sources.

B. Mandatory Specifications and Forms

Offerors shall respond in the form of a thorough narrative to each mandatory specification requiring such. The narratives along with required supporting materials will be evaluated and awarded points accordingly. Failure to address mandatory specifications/requirements, or provide the mandatory forms, will deem your proposal non-responsive.

1. Offeror's Company Experience

Offerors shall submit company information including the name of the principal member or officer of the firm who will be responsible for the administration of the contract and a statement of relevant company experience, including experience of subcontractors, if applicable. Offerors should submit a thorough response to each of the following specifications.

- a. Offerors shall include an overview of the company including a summary the company's history including the history of subcontractors, if applicable. The overview shall include the type of organization and the state of origin, the date established, location of headquarters and other offices, number and location of employees and a description of types of services offered.
- b. Offerors should include in their proposals documentation describing the extent of their knowledge, experience, and expertise as a provider of the desired professional services as specified in Section II.B, SCOPE OF WORK, of this RFP.
- c. Offerors should thoroughly describe any tools or techniques that are being proposed for use on the project.
- d. Offerors should include in their proposal copies of appropriate professional certifications and/or other documented credentials.

2. Offeror's Proposed Personnel Experience and Qualifications

Offerors shall submit resumes of all proposed professional staff members, including any subcontractors, who will be performing services under this Agreement. Experience narratives shall be attached that describe the specific relevant experience of the staff members and subcontractors, if any, in relation to the role that member will perform for this Agreement. The narrative(s) shall include the name of the individual(s) proposed and should include a thorough description of the education, knowledge, and relevant experience as well as certifications or other professional credentials.

3. Approach to the Scope of Services

Offerors shall provide a thorough narrative describing the approach the firm will use to accomplish the Scope of Work. Offerors must have a high level of experience performing similar work and should feel free to propose alternative methods and techniques. Consequently, Offerors may add tasks, alter tasks, or propose more-detailed subtasks, as appropriate.

4. Description of Work Products

Offerors shall thoroughly describe the types of relevant work products provided to previous clients.

5. Cost

Offerors shall propose firm, fixed, fully-loaded cost of services Offerors must use and submit with their proposal the "Cost Response Form", attached to this RFP as "Appendix A".

While cost is not included as part of the evaluation criteria, SMC reserves the right to disqualify an Offeror's proposal if SMC is unsuccessful in negotiating favorable rates with the Offeror being considered for award.

6. Completed Campaign Contribution Disclosure Form ("Appendix D")

Offerors shall submit with their proposals a completed Campaign Contribution Disclosure Form with their proposal.

7. New Mexico Employees Health Coverage Form ("Appendix E")

Offerors must agree with the terms and submit a signed New Mexico Employees Health Coverage Form with the submittal of their proposal.

8. Pay Equity Reporting Requirements (Paragraph III.C.34)

Offerors submitting a proposal shall comply with the requirements of Executive Order 2009-049, New Mexico Pay Equity Initiative. **The Executive Order and required forms can be obtained from the following link:**

http://www.generalservices.state.nm.us/statepurchasing/Pay_Equity.aspx

Contractors with less than 10 employees are exempt from the reporting requirements unless 8 or more individuals are in the same job classification.

Contractors with 8 or more employees in the same job classification are required to comply with the Executive Order.

If your firm meets any of the criteria below, for exemption from the Employee Pay Equity Requirements, a statement must be submitted in this section of your proposals indicating that your firm is EXEMPT from the reporting requirements.

- a. Contractors with fewer than ten (10) employees are exempt, unless they have at least eight (8) employees in the same job classification as per the reporting forms.
- b. Contractors receiving a contract resulting from an emergency procurement are exempt, unless they hold other contracts that would already subject them to the requirement.
- c. Out-of-state contractors that have no facilities and no employees working in New Mexico are exempt, if the contract is directly with the out-of-state contractor and fulfilled directly by the out-of-state contractor, and not passed through a local vendor. PLEASE NOTE: If an out-of-state contractor has employees working in the State of New Mexico, whether or not those employees reside in the state, the contractor is subject to the reporting requirements.

9. Resident Business and Resident Veteran's Preference (*Does not apply to federally funded projects*)

Pursuant to NMSA 1978, 13-1-21, when a public body makes a purchase using a formal request for proposals process, and the contract is awarded based on a point-based system, the public body shall award additional points equivalent to:

- (1) five percent of the total possible points to a resident business; or
- (2) ten percent of the total possible points to a resident veteran business that has annual gross revenues of up to three million dollars (\$3,000,000) in the preceding tax year.

To be awarded points for Resident Business Preference, or Resident Veterans Preference, Offerors **must** include a copy of their preference certificate in this section of your proposal.

A resident veteran business shall not benefit from the preference for more than ten consecutive years. A person that is an owner of a business that is a resident veteran business shall not benefit from the preference for more than ten consecutive years. A person shall not benefit from the provisions as specified in NMSA 1978, 13-1-21, on more than one business concurrently.

Pursuant to NMSA 1978, 13-1-21, Paragraph H, a State Agency shall not award an Offeror points for both a Resident Business Preference and a Resident Veteran's Preference. If the Offeror qualifies for both he/she will only be awarded points for the Resident Veteran's Preference. Veteran Businesses will receive the Resident Business Preference once the cap for Resident Veteran Preference has been exceeded.

Applications for Resident Business Preference and Resident Veteran's Preference are now being processed through the New Mexico Department of Taxation & Revenue. If you have a preference certification number that was issued by the New Mexico State Purchasing Division please follow the link below to apply for a new Resident Business or Veteran Business Preference number.

<http://www.tax.newmexico.gov/businesses/pages/in-statepreferencecertification.aspx>

IF YOU DO NOT QUALIFY FOR A RESIDENT BUSINESS OR RESIDENT VETERAN PREFERENCE PLEASE PROVIDE A STATEMENT STATING YOU DO NOT QUALIFY IN THIS SECTION OF YOUR PROPOSAL. IF YOU DO NOT QUALIFY FOR EITHER PREFERENCE YOUR PROPOSAL WILL BE ACCEPTED, HOWEVER YOU WILL NOT RECEIVE POINTS FOR PREFERENCE.

VI. EVALUATION

A. Evaluation Factors/Points

SMC will evaluate responsive proposals and assign a score in each category, not to exceed the maximum allowed score for that category, as determined through the Offeror's attention to the criteria detailed in the following sections. The amount of discussion to be applied to each listed topic is an individual choice of the Offeror, however, discussion should be detailed enough to inform and educate evaluators.

Proposals will be scored based upon a comparison of the information submitted by each Offeror against the evaluation criteria outlined below.

EVALUATION FACTORS	POINTS AVAILABLE
1. Offeror's Company Experience	30
2. Offeror's Proposed Personnel Experience and Qualifications	30
3. Approach to the Scope of Services	20
4. Description of Work Products	20
5. New Mexico Preference (state funded only)	(5-10 Points Preference)
Total Maximum Allowable Points	100-110 Points

B. Evaluation Process

The evaluation process will follow the steps listed below:

1. All Offeror proposals will be reviewed for compliance with the mandatory specifications stated within the RFP. Proposals deemed non-responsive will be eliminated from further consideration.
2. The Procurement Manager may contact the Offeror for clarification of the response as specified in Section III, Paragraph B.6.
3. The Evaluation Committee may use other sources of information to perform the evaluation as specified in Section III, Paragraph C.22.
4. Responsive proposals will be evaluated on the factors in Section VI that have been assigned a point value. The responsible Offeror(s) whose proposal is most advantageous to SMC, taking into consideration the evaluation factors in Section VI and successful negotiations will be recommended for contract award as specified in Section III, Paragraph B.11.

Please note, however, that a serious deficiency in the response to any one factor may be grounds for rejection regardless of overall score. In the event of oral presentations responsible Offerors with the highest scores resulting from the written evaluations will be selected as finalist Offerors. Points awarded from the oral presentations will be added to the previously assigned points from the written evaluations to attain final scores. (Note: For purposes of this RFP, no oral presentations are expected).

APPENDIX A – SAMPLE COST RESPONSE FORM

Offerors must submit a form following the structure of this “Appendix A”, Sample Cost Response Form”. Upon expiration of the initial term of the Contract(s) awarded (2 years) SMC, at its discretion, may negotiate revised labor rates with the awarded Contractor(s) for contract renewal. Failure to successfully negotiate rates at contract renewal may result in termination of the Agreement.

Budget Proposal

- Sample Costs of Services \$ _____ per product
- Sample Costs of Services \$ _____ per product
- Sample Costs of Services \$ _____ per product
- Sample Costs of Services \$ _____ per product

Total Cost \$ _____

Note: Please use this sheet as a guide to provide a sample of your costs for the project based on the scope of work.

-
- No additional charges shall be made for computerized research costs such as computer time, internet service, hardware, and software. Charges to access computerized databases and publications may not be charged unless warranted by the research topic and approved beforehand by SMC.
 - Printing of final deliverables shall be charged at actual cost based on the budget proposal.

APPENDIX B - CONTRACT (Sample)

Note: Certain language contained in this sample is in “draft” or “boiler plate” and may not apply to the final agreement and is subject to review by the offeror and legal review and items which do not apply will be removed.

Project No.

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into this _____ day of _____, 20____, by and between SAN MIGUEL COUNTY (SMC), hereinafter referred to as “Agency or Department,” acting through its County Commission, and _____, hereinafter referred to as “Contractor.”

IT IS MUTUALLY AGREED BETWEEN THE PARTIES:

1. Scope of Work.

The Contractor agrees to perform the following professional services:

COPY THE SECTION FROM SCOPE OF WORK HERE

Services shall be performed and be completed satisfactory to the Department with the instructions provided by the Department. The Contractor shall provide and charge only for those services requested by the Department. No services may be contracted except as agreed upon in advance by the parties to this Agreement.

Upon execution of this Agreement, the Contractor shall commence work at the Department’s request and services shall conform to the description of services as set forth herein or as hereafter mutually agreed to in writing.

2. Payment Provisions.

The Department shall compensate the Contractor based on the rates and costs set forth as follows:

a. **Rates.** The Contractor agrees to perform billable work at the following costs as listed in the budget for services:

b. **Compensation.** Total compensation during the term of this Agreement shall not exceed \$ _____, unless otherwise agreed to in writing by the parties hereto, which amount includes does not include applicable gross receipts taxes during the term of this Agreement. The Department will not compensate the Contractor for services or other deliverables provided prior to the full execution of the contract, after the expiration of the contract, or in excess of the maximum dollar amount of the contract, unless the maximum dollar amount is duly amended prior to providing the services or deliverables.

c. **Payment of Invoice.** Payment shall be made to the Contractor upon receipt of a detailed invoice applicable for satisfactory work completed and accepted by the Department, unless the Contractor receives verbal or written notice that the invoice is inadequate.

d. **Acceptance.** The Contractor's satisfactory completion of this Agreement shall be a prerequisite for final payment. Final payment, including any retainage, shall be made within thirty (30) days after the work has been approved and accepted by the Department's program manager and the Finance Department or his duly authorized representative.

Within fifteen days after the date the Department receives written notice from the Contractor that payment is requested for services or items of tangible personal property delivered on site and received, the Department shall issue a written certification of

complete or partial acceptance or rejection of the services or items of tangible personal property. If the Department finds that the services or items of tangible personal property are not acceptable, it shall, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, provide to the Contractor a letter of exception explaining the defect or objection to the services or delivered tangible personal property along with details of how the Contractor may proceed to provide remedial action. Upon certification by SMC that the services or items of tangible personal property have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of certification. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked.

After the thirtieth day from the date that written certification of acceptance is issued, late payment charges shall be paid on the unpaid balance due on the contract to the Contractor at the rate of one and a half (1½) percent per month. For purchases funded by state or federal grants to local public bodies, if the local public body has not received the funds from the federal or state funding agency, but has already certified that the services or items of tangible personal property have been received and accepted, payments shall be tendered to the Contractor within five working days of receipt of funds from that funding agency.

- e. Payment of Taxes. The Contractor is responsible for making payment of gross receipts taxes to the New Mexico Department of Taxation and Revenue unless Contractor is exempt from payment of taxes.

3. Approval of Contractor Personnel.

Once work has started, changes of personnel will not be made by the Contractor

without the prior written consent of the Department. Replacement of any Contractor personnel, if approved, shall be with personnel of equal ability, experience and qualifications. The Contractor will be responsible for any expenses incurred in familiarizing the replacement personnel to insure their being productive to the project immediately upon receiving assignments. Approval of replacement personnel shall not be unreasonably withheld.

The Department shall retain the right to request the removal of any of the Contractor's personnel at any time.

4. Effective Date and Term.

This Agreement shall not be effective until executed by the San Miguel County Commission Chair. The term of this Agreement is from the execution date of the Agreement and shall terminate on XXXXXXXX, 2023, unless terminated pursuant to Section Five of this Agreement. SMC shall have the option of extending the Agreement. In no event shall the total term of the Agreement, including extensions, exceed four (4) years.

5. Termination.

The Department has the option of canceling this Agreement by giving thirty (30) days written notice to the Contractor. Upon receipt of the "Notice of Cancellation," the Contractor shall immediately suspend any further work unless otherwise directed by the Department in writing. By such termination neither party may nullify obligations already incurred for performance or failure to perform for the work rendered prior to the date of termination of this Agreement. However, neither party shall have any obligation to perform services or make payment for services rendered after such date of termination.

Either party may terminate the Agreement for cause based upon any material

breach of this Agreement by the other party, provided that the non-breaching party shall give the breaching party written notice specifying the breach and shall afford the breaching party a reasonable opportunity to correct the breach.

If within thirty (30) days after receipt of a written notice, the breaching party has not corrected the breach or, in the case of a breach which cannot be corrected in thirty (30) days, the breaching party has not begun and proceeded in good faith to correct the breach, the non-breaching party may declare the breaching party in default and terminate the Agreement effectively immediately. The non-breaching party shall retain any and all other remedies available to it under law.

6. Status of Contractor.

The Contractor and its agents and employees are independent Contractors performing professional services for SMC and are not employees of the Department. The Contractor and its agents and employees shall not have use of County vehicles or any other benefits afforded the Department employees as a result of this Agreement.

7. Permits, Licenses, and Insurance.

Contractor warrants, covenants and represents that (entity name) is properly organized under the laws of the State of New Mexico, and is in good standing to do business in the State of New Mexico. The Contractor shall procure all permits and licenses, and insurance as required by law and pay all charges, fees, royalties, and give all notices necessary and incidental to the due and lawful prosecution of the work if applicable. The Contractor agrees to comply with state laws and rules pertaining to workers' compensation insurance coverage for its employees. If Contractor fails to comply with the Workers' Compensation Act and applicable rules when required to do so, the Agreement may be

canceled effective immediately.

8. Assignment.

The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without prior written approval of SMC.

9. Subcontracting.

The Contractor shall not subcontract any portion of the services to be performed under this Agreement without prior written approval of the Department.

10. Records and Audit.

The Contractor agrees to maintain all books, documents, papers, accounting records, and other evidence pertaining to costs incurred and to make such materials available at their respective offices at all reasonable times during the Agreement period and for five (5) years from the date of final payment under the Agreement for inspection by SMC. The Contractor shall have the information available for audit or review upon request to verify work performed and invoices.

11. Appropriations and Authorizations.

The terms of this Agreement are contingent upon sufficient appropriations and authorizations being made by the Legislature of New Mexico, or the Congress of the United States if federal funds are involved, for performance of this Agreement or Lodgers Tax Collections. If sufficient appropriations and authorizations are not made by the Legislature or the Congress of the United States if federal funds are involved, this Agreement shall terminate upon written notice being given by the Department to the Contractor.

The Department is expressly not committed to expenditure of any funds until such time as they are programmed, budgeted, encumbered, and approved for expenditure by the Department. The Department's decision as to whether its funds are available shall be accepted by the Contractor and shall be final.

12. Release.

The Contractor, upon final payment of the amount due under this Agreement, releases SMC, its officers, and employees, and the State of New Mexico from all liabilities, claims and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the San Miguel County or State of New Mexico to any obligation not assumed herein by San Miguel County or the State of New Mexico, unless the Contractor has written authority to do so, and then only within the strict limits of that authority.

13. Confidentiality.

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without prior written approval by the Department.

14. The Product of Service; Copyright.

All materials developed or acquired by the Contractor shall become the property of San Miguel County and shall be delivered to the Department no later than the termination date of this Agreement. Nothing produced in, whole or in part, by the Contractor under this Agreement shall be the subject of an application for copyright by or on behalf of the Contractor.

However, it is understood that some of the materials utilized in this project have previously been copyrighted by the Contractor.

15. Conflict of Interest.

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. The Contractor shall comply with any applicable provisions of the New Mexico Governmental Conduct Act, the New Mexico Financial Disclosures Act and the campaign disclosure provisions of the Procurement Code. The Contractor has completed a Campaign Contributions Disclosure Form which is attached to this Agreement as Exhibit 1.

16. Equal Opportunity Compliance.

The Contractor agrees to abide by all federal, state, and local laws and rules and regulations, and executive orders of the Governor of the State of New Mexico, pertaining to equal employment opportunity. In accordance with all such laws and rules and regulations, and executive orders of the Governor of the State of New Mexico, the Contractor agrees to assure that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, sexual preference, age or handicap, be excluded from employment with or participation in, be denied the benefits, or be otherwise subjected to discrimination under, any program or activity performed under this Agreement. If the Contractor is found to not be in compliance with these requirements during the term of this Agreement, the Contractor agrees to take appropriate steps to correct these deficiencies.

17. Civil Rights Laws and Regulations Compliance.

SMC and the Contractor shall comply with all federal, state and local laws and ordinances applicable to the work called for herein. SMC and Contractor further agree to operate under and be controlled by Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Employment Act, the Americans with Disabilities Act of 1990, Executive Order 12898, the Civil Rights Restoration Act of 1987, the New Mexico Human Rights Act, and Executive Order No. 11246 entitled "Equal Employment Opportunity," as amended by Executive Order 11375 and as supplemented by the Department of Labor regulations (41 CFR 60). Accordingly, 49 CFR 21 is applicable to this Agreement and incorporated herein by reference if federal funds are utilized.

18. New Mexico Employees Health Coverage

A. If Contractor has, or grows to, six (6) or more employees who work, or who are expected to work, an average of at least 20 hours per week over a six (6) month period during the term of the contract, Contractor certifies, by signing this agreement, to have in place, and agree to maintain for the term of the contract, health insurance for those employees and offer that health insurance to those employees if the expected annual value in the aggregate of any and all contracts between Contractor and the State exceed \$250,000 dollars.

B. Contractor agrees to maintain a record of the number of employees who have (a) accepted health insurance; (b) declined health insurance due to other health insurance coverage already in place; or (c) declined health insurance for other reasons. These records are subject to review and audit by a representative of the county or state.

C. Contractor agrees to advise all employees of the availability of State publicly financed health care coverage programs.

D. For Indefinite Quantity, Indefinite Delivery contracts (state price agreements without specific limitation on quantity and providing for an indeterminate number of orders to be placed against it); Contractor agrees these requirements shall apply the first day of the second month after the Contractor reports combined sales (from state and, if applicable, from local public bodies if from a state price agreement) of \$250,000.

19. Employee Pay Equity Reporting

Contractor agrees if it has ten (10) or more New Mexico employees OR eight (8) or more employees in the same job classification, at any time during the term of this contract, to complete and submit the PE10-249 form on the annual anniversary of the initial report submittal for contracts up to one (1) year in duration. If contractor has (250) or more employees contractor must complete and submit the PE250 form on the annual anniversary of the initial report submittal for contracts up to one (1) year in duration. For contracts that extend beyond one (1) calendar year, or are extended beyond one (1) calendar year, contractor also agrees to complete and submit the PE10-249 or PE250 form, whichever is applicable, within thirty (30) days of the annual contract anniversary date of the initial submittal date or, if more than 180 days has elapsed since submittal of the last report, at the completion of the contract, whichever comes first. Should contractor not meet the size requirement for reporting at contract award but subsequently grows such that they meet or exceed the size requirement for reporting, contractor agrees to provide the required report within ninety (90) days of meeting or exceeding the size requirement.

That submittal date shall serve as the basis for submittals required thereafter. Contractor also agrees to levy this requirement on any subcontractor(s) performing more than 10% of the dollar value of this contract if said subcontractor(s) meets, or grows to meet, the stated employee size thresholds during the term of the contract. Contractor further agrees that, should one or more subcontractor not meet the size requirement for reporting at contract award but subsequently grows such that they meet or exceed the size requirement for reporting, contractor will submit the required report, for each such subcontractor, within ninety (90 days) of that subcontractor meeting or exceeding the size requirement.

Subsequent report submittals, on behalf of each such subcontractor, shall be due on the annual anniversary of the initial report submittal. Contractor shall submit the required form(s) to the State Purchasing Division of the General Services Department, and other departments as may be determined, on behalf of the applicable subcontractor(s) in accordance with the schedule contained in this paragraph. Contractor acknowledges that this subcontractor requirement applies even though contractor itself may not meet the size requirement for reporting and be required to report itself.

Notwithstanding the foregoing, if this Contract was procured pursuant to a solicitation, and if Contractor has already submitted the required report accompanying their response to such solicitation, the report does not need to be re-submitted with this Agreement.

20. Disadvantaged Business Enterprise (DBE) Program.

a. Recipient/Contractor Assurances: All contracts and subcontracts applicable to the work called for herein shall include the following assurances:

(1) Recipient shall not discriminate on the basis of race, color, national origin, or

sex in the award and performance of any Federally funded -assisted contract or in the administration of its DBE Program or the requirements of 49 CFR 26 if applicable. The Department shall take all necessary and reasonable steps under 49 CFR 26 to ensure nondiscrimination in the award and the administration of federal funded-assisted contracts. The Department's DBE Program, as required by 49 CFR 26 and as approved by a federal agency, is incorporated herein by reference and made part of this Agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this Agreement. Upon notification to the recipient of its failure to carry out its approved program, the USDOT may impose sanctions as provided for under 49 CFR 26 and may, in appropriate cases, refer the matter for enforcement under 18 USC 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 USC 3801 et seq.).

(2) The recipient shall not discriminate on the basis of race, color, national origin, or sex in the performance of this Contract. The recipient shall carry out applicable requirements of 49 CFR 26 in the award and administration of federally funded-assisted contracts. Failure by the recipient to carry out these requirements is a material breach of this Agreement, which may result in the termination of this Agreement or such other remedy, as the Department deems appropriate.

b. **DBE Program Obligations:** This Agreement does not have a specific DBE goal assigned to it. However, the Department encourages the Contractor to facilitate small business and DBE participation on this contract and to take all reasonable

steps to eliminate obstacles that may preclude their participation if applicable.

- c. **Provision of DBE Program Information:** The Contractor shall provide any DBE related information or data requested by the Department DBE Program to the Department's project manager or to the Department's Office of Equal Opportunity Programs.

21. Notice.

The New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities, or kickbacks in the procurement of this Agreement. In addition, the New Mexico Procurement Code, NMSA 1978, Sections 13-1-28 through 13-1-199, as amended, imposes civil and criminal penalties for its violation.

22. Applicable Law.

The Laws of the State of New Mexico and County Ordinances shall govern this Agreement and/or federal law if the funding source in whole or in part are federal.

23. Contractor's Liability.

Contractor shall defend, indemnify and hold harmless SMC, acting through its agents, representatives and employees, from and against liability, claims, damages, losses or expenses (including but not limited to attorney's fees, court costs and the cost of appellate proceedings) arising out or resulting from the negligence, act, omission or default of the Contractor, its agents, representatives or employees; provided that such indemnification shall not extend to liability, claims, damages, losses or expenses, including attorney's fees arising out of: (1) The preparation or approval of maps, drawings, opinions, reports, surveys, change orders, design or specifications by SMC or the agents or employees of the SMC; or (2) The giving of or failure to give directions or instructions by

the SMC, where such giving of or failure to give directions or instructions by the SMC is the primary cause of bodily injury to persons or damages to property.

24. Severability.

In the event that any portion of this Agreement is determined to be void, unconstitutional or otherwise unenforceable, the remainder of this Agreement shall remain in full force and effect.

25. Merger.

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements, and understandings have been merged into this written Agreement.

No prior agreements or understandings, verbal or otherwise, of the parties or their agents shall become valid or enforceable unless embodied in this Agreement.

26. Amendment.

This Agreement shall not be altered, changed or amended except by an instrument in writing and executed by the parties hereto.

BUDGET

Budget Costs will be outlined in this section TBD.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year written above.

San Miguel County Commission

BY _____ **DATE** _____
County Commission Chair or Designee

Insert Contractor's full name here
CONTRACTOR

BY _____ **DATE** _____
(Insert Contractor's name here, and title, if any)

Approved as to form and legal sufficiency by the County of San Miguel's General Counsel.

BY _____ **DATE** _____
GENERAL COUNSEL

APPENDIX C: ACKNOWLEDGEMENT OF RECEIPT FORM

Request for Proposals
Advertising, Promoting, and Marketing
December 2020

In acknowledgement of receipt of this Request for Proposal the undersigned agrees that he/she has received a complete copy, beginning with the title page and ending with "Appendix E".

The acknowledgement of receipt should be signed and returned to the Procurement designee in the Planning and Zoning Department, by the close of business 12/28/2020. Only potential Offerors who elect to return this completed form will receive copies of RFP amendments, if any are issued. The following information will be used for all correspondence related to this Request for Proposals.

FIRM: _____

REPRESENTED BY: _____

TITLE: _____ PHONE NO.: _____

E-MAIL: _____ FAX NO.: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

SIGNATURE: _____ DATE: _____

Please return completed form to the name and address listed below.

Robert Archuleta, Director
Planning and Zoning Department
San Miguel County
500 West National, Suite 201
Las Vegas, NM 87701
Ph. (505) 454-1074
Email: rarchuleta@co.sanmiguel.nm.us

APPENDIX D: CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to NMSA 1978, § 13-1-191.1 (2006), any person seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

Furthermore, the state agency or local public body shall void an executed contract or cancel a solicitation or proposed award for a proposed contract if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Person” means any corporation, partnership, individual, joint venture, association or any other private legal entity.

“Prospective contractor” means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

DISCLOSURE OF CONTRIBUTIONS:

Contribution Made By: _____

Relation to Prospective Contractor: _____

Name of Applicable Public Official: _____

Date Contribution(s) Made: _____

Amount(s) of Contribution(s) _____

Nature of Contribution(s) _____

Purpose of Contribution(s) _____

(Attach extra pages if necessary)

Signature

Date

Title (position)

—OR—

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature

Date

Title (Position)

APPENDIX E: NEW MEXICO EMPLOYEES HEALTH COVERAGE FORM

1. If Contractor has, or grows to, six (6) or more employees who work, or who are expected to work, an average of at least 20 hours per week over a six (6) month period during the term of the contract, Contractor certifies, by signing this agreement, to have in place, and agree to maintain for the term of the contract, health insurance for those employees and offer that health insurance to those employees if the expected annual value in the aggregate of any and all contracts between Contractor and the State exceed \$250,000 dollars.
2. Contractor agrees to maintain a record of the number of employees who have (a) accepted health insurance; (b) declined health insurance due to other health insurance coverage already in place; or (c) declined health insurance for other reasons. These records are subject to review and audit by a representative of the state.
3. Contractor agrees to advise all employees of the availability of State publicly financed health care coverage programs.
4. For Indefinite Quantity, Indefinite Delivery contracts (state price agreements without specific limitation on quantity and providing for an indeterminate number of orders to be placed against it); Contractor agrees these requirements shall apply the first day of the second month after the Contractor reports combined sales (from state and, if applicable, from local public bodies if from a state price agreement) of \$250,000.

Signature of Offeror: _____ Date _____

Scope of work for an Application



City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | lasvegasnm.gov

Mayor Louie A. Trujillo

MEMORANDUM

**TO: Lodgers Tax Board
Mayor and Council**

FROM: Lucas Marquez, Community Development Director

DATE: August 15, 2023

**RE: Request to use Lodgers Tax Funds to Cover Expenses Required to be
a Sponsor of the 2023 Albuquerque International Balloon Fiesta**

The City is entertaining a contract with the Albuquerque International Balloon Fiesta (AIBF) to be a sponsor for this year's event, being held October 7-15. I have attached a copy of the 2023 Sponsorship Agreement for reference. The City will pay \$16,000 to be the "Official Sponsor of Fiesta de Los Globitos," (remote control balloons). Included in the sponsorship is a 10x10 booth that must be staffed the entire balloon fiesta. In the booth we are allowed to promote the City of Las Vegas with brochures, information about the City and hand out various promotional items with our name on it such as water bottles, mini flashlights, reusable shopping bags. In addition we provided brochures to be placed in the welcome packets that go out to all the RV's, pilots and navigators. All of these things will cost money to produce and must be ordered quickly in order to have everything ready for the event. Below is a rough breakdown of the anticipated expenses.

Breakdown of Anticipated Expenses for AIBF

Cost of Sponsorship	\$16,000.00
Lodging/Per Diem for 9 nights for 2 employees	\$7,000.00
<u>Promotional Items for Booth</u>	<u>\$5,000.00</u>
Total Amount Requested	\$28,000.00

David Ulibarri
Councilor Ward 1

Michael Montoya
Councilor Ward 2

Barbara Casey
Councilor Ward 3

David G. Romero
Councilor Ward 4



**2023 Sponsorship Proposal
Fiesta de Los Globitos (Remote Control Balloons)
City of Las Vegas, New Mexico**

AIBF shall provide City of Las Vegas, New Mexico, Sponsor, with the following considerations:

On-Site Promotional

- ***Fiesta de Los Globitos***
The *Fiesta de Los Globitos* shall be “*presented by City of Las Vegas, New Mexico.*” It is anticipated seventy-five (75) or more remote-control balloons will launch (tethered) on four (4) pre-determined dates, tentatively scheduled for Sunday morning, October 8th, Wednesday morning, October 11th and Friday morning, October 13th and the evening of Saturday, October 14th. Scheduled launch (tethered) is tentatively scheduled for 7:30 am but possibly scheduled to 9:30 am to further operator participation after Mass Ascension.
- ***Product Sampling Booth***
 - One (1) 10’ x 10’ tent and will include:
 - One (1) 8’ table and two (2) chairs inside each tent;
 - Astroturf;
 - One (1) ceiling light;
 - One (1) 8’ tent banner sign;
 - One (1) 120-volt 20-amp outlet per 10’ frontage outlet; however, it may not be located immediately adjacent to the display area. If Sponsor requires additional electrical service, arrangements, at an additional cost, must be made with AIBF no later than September 1, 2023. **Sponsor is responsible for providing its own “outdoor rated” extension cords.**
 - One (1) fire extinguisher.
- ***Welcome Pack Insert***
Sponsor has the opportunity to provide a promotional insert or premium to all Balloon Fiesta participants including *RVs, pilots and navigators*. 5,000 inserts must be received by August 18th of each year of the Agreement for inclusion in welcome packs.

Promotional

- Recognition as the exclusive sponsor of the *Fiesta de Los Globitos*. Sponsor to provide logo artwork to AIBF no later than August 11, 2023.
 - Sponsor logo on remote-control balloon basket banners.
 - Sponsor logo on remote-control participant operator t-shirts.
 - Sponsor logo on remote-control trading cards. *Estimated 10,000 pieces.*
 - Sponsor logo on remote-control participant AIBF weekly safety tips (*Contract must be signed by August 11, 2023*).

Online/Print

- Inclusion in all Schedule of Events brochures that remain to be printed after Agreement is signed.
- Inclusion in on-line Schedule of Events on AIBF website and AIBF app.
- Inclusion in Sponsor listings including AIBF website and AIBF app.

Hospitality/Merchandise

- Two (2) Concession Parking passes valid for all sessions.
- Two (2) General “F” Parking passes valid for all sessions.
- Eight (8) Admission passes valid for entire event.
- Four (4) Adult Sponsor Hospitality Area passes valid for entire event.
- Two (2) Official Sponsor jackets.
- Two (2) Official Sponsor baseball-style caps.
- Two (2) Official AIBF Event Programs, if produced.
- Two (2) Official AIBF Calendars.

Investment: \$16,000.00

Offer Expiration: August 11, 2023

Professional Services Agreement Brief Scope of Work - RFP (Marketing)

PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF LAS VEGAS AND SUNNY 505

This Professional Services Agreement ("Agreement") is hereby made and entered into by and between the City of Las Vegas, a New Mexico home-rule municipality ("City"), of 1700 North Grand Ave. Las Vegas, New Mexico, 87701, and Griffin & Associates Marketing Inc. ("Contractor"), of 119 Dartmouth Dr SE, Albuquerque, New Mexico 87106, on this _____ day of May, 2023 ("Effective Date"). Throughout this Agreement, either of the aforementioned parties may be referred to as "Party" or both of the aforementioned parties may be referred to collectively as "Parties."

Recitals

Whereas, the City desires to hire Contractor to perform those certain services as described in the Scope of Services portion of this Agreement; and

Whereas, the Contractor desires to perform the Scope of Services as detailed in this Agreement pursuant to the terms of this Agreement.

Now, therefore, in consideration of the foregoing recitals and any attachments or exhibits to this Agreement, which are incorporated herein by reference, and the covenants and agreements set forth in this Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Contractor and the City agree as follows:

1. SCOPE OF SERVICES:

The Offeror shall perform Professional Destination Marketing Services as hereafter stated, to promote the City of Las Vegas to local, state, and nationwide audiences. The Contractor shall fully and timely provide all deliverables described herein in strict accordance with the terms, covenants, and conditions of the Contract. The agreement term will be for one year with the option for renewal up to four (4) years. The contract, including renewals and amendments thereof, may not exceed a total duration of four (4) years. The contract will begin upon final approval by the City Manager.

The Offeror will provide Destination Marketing Services in the following areas:

The Contractor shall perform Destination Marketing to promote the City as a destination for visitors, new businesses and new residents. The promotional materials shall include the following: (1) Develop a new brand for the City to include a new slogan and logo, (2) Produce the official City of Las Vegas Visitor's Guide which must be available in electronic and printed format (3) Story Writing to include written articles in newspapers, magazines and other electronic media platforms and (4) Redesign of the City's website, visitlasvegas.com.

1. Branding - The City seeks to update its image to the public, not only to increase tourism and promote Las Vegas as a great place to visit, but also a place to open a new business or relocate an existing business and become a permanent resident and a part of the community. The City's brand and message must reflect that desire. The scope is to

include a new slogan and a new logo for the City.

2. Visitor's Guide - The visitors guide is the primary pamphlet to have available to distribute to other tourist destinations in New Mexico and surrounding states. It must market the City as a visitor's destination. Proposals should clearly demonstrate an understanding and ability to produce a publication that meets the City's objectives in a creative, organized, informative and graphically attractive format, balanced with cost efficiency. The final product must be made available in electronic format as well as a printed brochure.
3. Story Writing - Engage talented writers to attract visitors, potential businesses and new residents, from both regional and national audiences with written articles in newspapers, magazines and media platforms.
4. Website - Assess the City's existing visitor's website www.visitlasvegasnm.com. Provide a proposal for its redesign, upkeep and maintenance and a way to track its effectiveness.
5. Additional marketing services as determined by the City Manager.

2. COMPENSATION: Regular Services. Regular services to be provided under the terms of this Agreement by the Contractor shall include all those necessary to perform tasks assigned and described within the "Scope of Services" in Paragraph 1 above.

A. Compensation. Please refer to **Attachment "A"** entitled Rate Schedule

B. Time Records. Contractor shall provide to the City regular invoices detailing: (i) the amount of time spent, (ii) the service(s) provided by Contractor, and (iii) which Contractor employee provided the service(s).

C. Payment. Payment to Contractor shall be made by the City on a monthly basis upon receipt of Contractor's invoices.

D. Contractor agrees that upon final payment of the amount due under this Agreement, Contractor releases the City from all liabilities, claims and/or obligations whatsoever arising from, or under this Agreement.

3. TERM OF AGREEMENT: The term of this Agreement shall commence on the Effective Date, and may be terminated by either Party upon a 15 day written notice to the other Party, and if not terminated by written notice, then this Agreement shall terminate at the close of the business day on the 1 year anniversary of the Effective Date. The initial term may be extended from year to year through addendum for a maximum of 4 years unless the Agreement is terminated at any time with a 15 day written notice to the other Party. Any changes in fees under this Agreement must be in writing and signed by both Parties. Termination upon 15 day notice shall not nullify obligations or liabilities for performance or failure to perform by either Party incurred prior to the date of termination.

4. BENEFITS, TAXES: The Contractor does not qualify for any City benefits, including without limitation, vacation, over time, sick leave or retirement. Contractor acknowledges that he, and he alone, shall be liable for and shall pay to the New Mexico Taxation and Revenue

Department the applicable gross receipts taxes on all monies paid to Contractor under this Agreement and the City shall have no liability for payment of such tax. Contractor also acknowledges that it, and it alone, shall be liable to the State or Federal Governments and/ or their agencies for corporate, income and self-employment taxes required by the law and that the City shall have no liability for payment of such taxes or amounts.

5. TERMINATION OF CONTRACT: Nothing in this Agreement shall prevent, limit, or otherwise interfere with the right of the City to terminate the Contractor at its discretion, with 15 days written notice. Nothing in the Agreement shall prevent, limit, or otherwise interfere with the right of the Contractor to terminate this Agreement, except that the Contractor shall give 15 days written notice of such termination.

6. DUTIES OF CONTRACTOR: The Contractor shall perform duties consistent with those associated, assigned and described within the "Scope of Services" in Paragraph 1 above.

7. PROFESSIONAL STANDARDS: The Contractor agrees to abide by and perform his duties in accordance with all applicable federal, state, and municipal laws, regulations, and ordinances.

8. STATUS OF CONTRACTOR: The Contractor is an independent contractor.

9. CONFLICT OF INTEREST: The Contractor shall abide by and perform its duties in accordance with all applicable federal, state and municipal laws, regulations and ordinances regarding any actual or perceived conflicts of interest.

10. OATH OF CONFIDENTIALITY: The Contractor agrees to maintain all confidences and/or privileged information in a manner consistent with all applicable laws.

11. WORKING FACILITIES: The Contractor may use City offices upon prior written consent of the City.

12. NO AUTHORITY TO BIND CITY: The Contractor shall not have any authority to enter into any contract or arrangement binding upon the City, or to create any obligations on the part of the City, except by prior written consent of the City.

13. WAIVER OF BREACH: The waiver by either Party of a breach of any provision of this Agreement shall not operate or be construed as a waiver of any subsequent breach of the same or any other provision of the Agreement.

14. NOTICE: Any notice required to be given under this Agreement shall be deemed sufficient, if in writing, sent by mail to the last known address of the Contractor and the City.

15. SUBJECT TO OTHER DOCUMENTS: This Agreement is subject to the terms and conditions of the Statutes of New Mexico, the City's Charter, Resolutions, Ordinances and Administrative Regulations. All these Statutes, Charter, Resolutions, Ordinances and Administrative Regulations are incorporated by reference into this Agreement.

16. SUBCONTRACTING AND ASSIGNMENT: The Contractor shall not subcontract any portion of the services performed under this Agreement without the express prior written consent of the City. Contractor may not assign any interest in this Agreement, or any portion thereof, without prior written consent of the City.

17. PROFESSIONAL LIABILITY INSURANCE: The Contractor must at all times maintain Professional Liability Insurance. Contractor will provide and maintain its own insurance, to include liability insurance for the work described in this Agreement in amounts acceptable to industry standards so long as this Agreement is in effect. Policies of insurance will be written by companies authorized to write such insurance in New Mexico, and policies of insurance will be on forms properly filed and approved by the Superintendent of Insurance, State of New Mexico. Contractor shall furnish certificates of insurance to the City and shall deliver the certificates to the City Manager, 1700 North Grand Ave. Las Vegas, New Mexico, 87701. If Contractor subcontracts any part of its obligations under this Contract, the Contractor will include any or all such subcontractors on its insurance policies or require such subcontractors to secure the insurance coverage required by the City. Contractor shall not begin any activities in furtherance of this Agreement until the required insurance has been obtained and proper certificates of insurance delivered to the City Manager. Neither approval nor failure by the City to disapprove insurance or certificates of insurance will relieve the Contractor of full responsibility to maintain the required insurance in full force and effect.

18. BINDING EFFECT: This Agreement shall be binding and shall ensure to the benefit of the successors and assigns of the City and the successor and assigns of the Contractor.

19. INDEMNIFICATION: Contractor agrees to indemnify and hold harmless the City, its elected officials, agents and employees from any and all claims, suits, and causes of action to the proportionate extent such claims, suits, and causes of action are due to his performance under this Agreement. Contractor further agrees to hold the City harmless from all claims for any injury, damages or death sustained by Contractor, his employees, agents or other representatives while engaged in the performance of this Agreement, including without limitation all third party claims.

20. NEW MEXICO TORT CLAIMS ACT: Any liability incurred by the City in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, NMSA 41-4-1, et. seq, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this agreement modifies or waives any provisions of the New Mexico Tort Claims Act.

21. THIRD PARTY BENEFICIARIES: By entering into this agreement, the Parties do not intend to create any right, title or interest in or for the benefit of any person other than the City and Contractor. No person shall claim any right, title or interest under this agreement or seek to enforce this agreement as a third party beneficiary under this agreement.

22. APPROPRIATION: The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City for the performance of the Agreement.

If sufficient appropriations or authorizations are not made, this Agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient authorizations are available shall be accepted by Contractor and shall be final.

23. WORKERS COMPENSATION INSURANCE: Contractor will comply with the applicable provisions of the New Mexico Workers' Compensation Act, the Subsequent Injury Act, and the New Mexico Occupational Disease Disablement Law. If any portion of the activities are to be subcontracted, the Contractor will require the subcontractor similarly to provide such coverage (or qualify as a self-insured) for all the latter's employees to be engaged in such activities. The Contractor covenants and agrees that the City, its officers, or employees will not be liable or responsible for any claims or actions occasioned by the Contractor's failure to comply with the provisions of this Paragraph and that the indemnification provision of this contract will apply to this Paragraph.

24. MISCELLANEOUS: This Agreement constitutes the entire agreement between the City and Contractor with respect to the subject matter herein, and all prior negotiations, writings, agreement and understandings are merged in and are superseded by this Agreement. No statement, promise or inducement made by the City or Contractor, either written or oral, which is not contained in this Agreement is binding between the City and Contractor. This Agreement shall be governed by the Laws of the State of New Mexico and the Ordinances, resolution, rules and regulations of the City, and the proper venue and jurisdiction for any litigation between the Parties shall be the Fourth Judicial District Court in Las Vegas, New Mexico. Each individual who signs this Agreement warrants and represents, under penalty of perjury, that he/she has full and complete authority to execute this Agreement on behalf of their respective entity. In the event that any of the terms of this Agreement are found by a court of competent jurisdiction to be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remainder of this Agreement shall continue in full force and effect. The City Manager shall have the final say as to the meaning of this Agreement, including, but not limited to, whether the deliverables were met or duties were fulfilled. The Contractor and its members or agents understand that they may appeal the decision of the City Manager to the City's Governing Body.

In witness whereof, the parties named above have duly executed this instrument as of this Effective Date.

CITY OF LAS VEGAS

CONTRACTOR:

Approved By:

Leo J. Maestas, City Manager

Signature

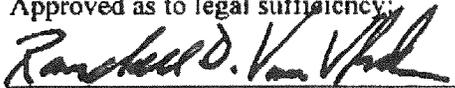
Attest:

Printed Name: _____

Cassandra Fresquez, City Clerk

Position: _____

Approved as to legal sufficiency:



“ATTACHMENT “A”

SUNNY505 Cost Proposal

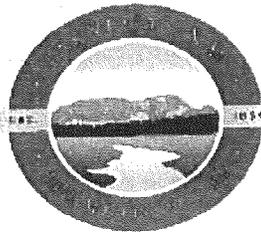
CITY OF LAS VEGAS, NEW MEXICO

OPENING NO. 2023-02

DESTINATION MARKETING SERVICES

RATES FOR SERVICE BROKEN DOWN

Citywide Rebranding including a new logo, new tagline, new color palette that will be integrated throughout the City of Las Vegas and in all tourism promotion	\$15,000
Design of a new Visitors Guide - including graphic design, printing 5,000 copies and contracting a distribution service. The final product will also be a downloadable PDF that will go on the Tourism website	\$17,000
Public Relations/Media Relations - including disseminating monthly news releases and pitching regional and national media to write stories on Las Vegas	\$18,000
Website Redesign - a complete update of the tourism website that includes videography and photography, SEO, email capture and it will be mobile friendly	\$30,000
Develop and send out a quarterly/seasonal electronic newsletter	\$6,000
Video/Photo shoot to create new tourism assets including still photos and :15, :30 and :60 commercials	\$30,000
Social Media Management of the Tourism social media accounts	\$18,000
Television Advertising throughout New Mexico	\$30,000
Advertising in the Santa Fe & Albuquerque Visitors Guides	\$10,000
New Mexico True Account Management	\$15,000
Total	\$189,000 + NMGRT



Approval Form

(Contracts, Lease Agreements, RFP's, MOU's, MOA's, Ordinances, Resolutions)

Date Submitted: 05/01/2023

Department Submitting: Community Development Submitter: Bersabella Vigil

Documents To Be Reviewed: Professional Service Sunny 505Marketing LLC
Deadline: ASAP

Submitter Comments: _____

Received by Human Resource: _____ Date: _____

HR Comments: _____

The following is the approval order: *(Please circle either approved or disapproved)*

Approved / Disapproved: *(Reason for Disapproval):* _____
Date: _____

Changes: _____

2 Randee D. Van Vleet
Attorney Review

05.11.2023
Date

Approved / Disapproved: *(Reason for Disapproval):* _____

3 _____
Finance Director

_____ Date

Approved / Disapproved: *(Reason for Disapproval):* _____

1 _____
Leo Maestas, City Manager

_____ Date

Received by City Clerk's Office _____
(Only if being placed on the Agenda) Date: _____

**This form must be submitted with an Attorney Review prior to review and approval by City Manager. If there is no Attorney Review, it will not be processed until this step is completed.*

ARTESIA EVENT SURVEY

ATTENTION! Please take a moment to complete this brief survey. We are striving to ensure events in Artesia are supported by Lodgers' Tax. Your feedback is greatly appreciated.

Are you staying in a hotel? No Yes – Which one? _____ How many nights? _____

Have you purchased fuel (or plan to before leaving town?) No Yes – Estimate value \$ _____

Do you plan on making any other purchases while in town? (groceries, meals, tickets to a show, merchandise?)

No Yes – Estimate value \$ _____

What restaurants did you visit and how was your experience? _____

What was your favorite thing about Artesia? _____

Comments _____

THANK YOU!