



TOWN OF TAOS

RFP # SB06-PO1516

REQUEST FOR PROPOSALS (RFP)

Public Relations Services 2016

Mayor

Daniel R. Barrone

Council Members

Judith Y. Cantu

Andrew T. Gonzales

George "Fritz" Hahn

Frederick A. Peralta

**SEALED PROPOSAL SUBMISSION DEADLINE
NO LATER THAN 2:00 PM LOCAL TIME, DECEMBER 18**

RFP # SB06-PO1516
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SECTION I- NOTIFICATION OF INTENT TO SUBMIT PROPOSAL

Please complete the following form and fax IMMEDIATELY to:

Town of Taos Purchasing Division
ATTN: Sharon Voigt, Procurement Officer
400 Camino de la Placita
Taos, New Mexico 87571
Facsimile: (575) 751-2026
svoigt@taosgov.com

Failure to return this form may result in a termination of communication regarding this RFP.

RFP # SB06-PO1516 Public Relations Services 2016

Company Name: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Contact Person: _____

Phone No.: _____ Fax No: _____

E-Mail Address _____

I have received a copy of the above noted RFP.

_____ **Yes**, I will be responding to this RFP. I also authorize the Town of Taos Purchasing Division to send further correspondence that it deems to be of an urgent nature by the following method:

_____ **Courier Collect**

_____ **Facsimile**

_____ **E-Mail**

_____ **No**, I will not be responding to this RFP. I understand that if I do not submit a proposal, this will not affect our company's status as a potential **contractor/vendor** to Town of Taos in the future. I also understand that if I do not return this form, our company will not receive any further notices with regard to this RFP.

SIGNATURE: _____

TITLE: _____

DATE: _____

SECTION II – GENERAL CONDITIONS

Protest Deadline

Any protest by an Offeror must be timely and in conformance with Section 13-1-172 NMSA 1978 and applicable procurement regulations. The fifteen (15) calendar day protest period shall begin on the day following the award of the contract and will end at 2:00 pm 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. The protest must be delivered to:

Sharon Voigt, Town of Taos Procurement Officer
400 Camino de la Placita, Room 202
Taos, NM 87571

Protests received after the deadline will not be accepted.

1. **Proposal Forms and Delivery:** ALL ORIGINAL PAGES INCLUDED IN THIS REQUEST FOR PROPOSAL MUST BE COMPLETED AND RETURNED AS PART OF THE PROPOSAL DOCUMENT. Offerors who submit more than one proposal are instructed to complete a separate form for each proposal. Forms may be submitted together, or individually, at the discretion of the Offeror. The forms must be signed, and the package sealed, with the proposal number clearly stated on the outside of the envelope or package.
2. **Applicable Law:** This contract shall be governed by the Laws of the State of New Mexico, including the New Mexico Procurement Code (NMSA 1978, § 13-1-28 et seq. (as amended) and the ordinances, resolutions, rules and regulations of the Town.
3. **Application of Preferences:** This procurement is subject to the application of preferences, pursuant to §13-1-21, NMSA 1978. Offerors are not eligible to receive both a Resident Business Preference and a Resident Veteran Business preference. See Section IV of this RFP.
4. **Acceptance of Conditions Governing the Procurement:** Submission of a proposal constitutes acceptance of all conditions, terms, and evaluation factors within this RFP.
5. **Amended Proposal:** An Offeror may submit an amended proposal before the deadline for receipt of proposals. These must be identified clearly on the envelope or package as “ADDMENDMENT TO RFP # 15-16-11”, and its contents will supersede in part or whole the prior submission.
6. **No Obligation:** This procurement, nor its award to a vendor, does not obligate Town of Taos in any way until a valid written contract is executed.
7. **Right to Reject Proposal:** The Town reserves the right to reject a proposal from any Offeror who has previously failed to perform properly, has caused the Town to incur unreasonable costs or expense, failed to complete on time an agreement of a similar nature, or who is not in a position to perform the work governed by this RFP.

8. **Offeror's Right to Withdraw Proposal:** The Offeror may request to withdraw a proposal at any time up to the receipt's deadline. The request must be in writing and signed by the Offeror or a duly authorized agent. A proposal which was not withdrawn before the deadline may be binding on the offeror. Approval or denial of such request after the deadline shall be at the sole discretion of Taos of Taos.
9. **Cancellation:** This RFP may be canceled at any time and any and all proposals may be rejected in a whole or in part when the Procurement Officer determines such action to be in the best interest of the Town.
10. **Ownership of Proposals:** All materials submitted in connection with this RFP shall become the property of Town of Taos.
11. **Responsible Offeror:** Town of Taos shall review the Offeror's qualifications, references, and history, and the Town shall be the sole determinant of the acceptability of the Offeror to provide the needed goods and/or services.
12. **Interviews:** The Town reserves the right pursuant to NMSA 13-1-115 to interview and engage in discussions and negotiations with the responsible Offerors who submit proposals that the Town has determined to be reasonably likely to be selected for award. Town further reserves the right to allow revisions in proposals as allowed pursuant to NMSA 13-1-115 in order to obtain the best and final offers and to determine pursuant to NMSA 13-1-117 the proposal that is most advantageous to the Town. The Town may re-evaluate the interviewed offerors as a result of interviews according to the evaluation criteria.
13. **Costs Incurred in Responding:** This solicitation does not commit the Town to pay any costs incurred in the preparation and submission of proposals, to making studies or designs for the preparation thereof, nor to procure or contract services.
14. **Disclosure of Proposal Contents:** A public log will be kept of the names of all Offerors that submitted proposals. The proposals and documents pertaining to the proposals will be kept confidential throughout the duration of the procurement process and until a contract is awarded. At that time, all proposals will be open to the public, except for material which has been previously noted and deemed as proprietary or confidential.
15. **Release of Information:** Only the Town is authorized to release information covered by this RFP. The Offerors must refer to the Town any requests to release any information that pertains to the work or activities covered by any action or award related to this RFP.
16. **Proposal Binding for 90 days:** Unless otherwise specified, all formal proposals submitted shall be binding for ninety (90) calendar days following bid opening date, unless the bidder, upon request of the Procurement Officer, agrees to an extension.
17. **Authority of Agent:** The Contractor represents that the person executing documents on behalf of the Contractor has been duly authorized to do so.
18. **Compensation and Taxes:** The Town of Taos is required to pay taxes on services, labor, and/or personal property leases. However, the Town is exempt from Gross Receipts Tax ("GRT") for the purchase of tangible personal property. Prices shown on the bid proposal shall be exclusive of GRT. Applicable GRT for items other than tangible personal property shall be shown as a separate amount on each billing made under the contract. A

properly issued Type 9 Non-Taxable Transaction Certificate may be obtained from the Town that will document any exemption from the GRT.

19. **Additional Costs:** The Town shall not be responsible to pay for any costs associated with proposal submission, nor for the payment of any add-on, addition, or optional equipment or service that has not been authorized in writing by the Town.
20. **W-9 Information:** Pursuant to Federal Tax Law (Internal Revenue Code, Section 6041), the Town is required to obtain a Taxpayer Identification Number (TIN) and a completed W-9 from the successful Offeror; according to Federal Income Tax Law (Internal Revenue Code, Section 3406), failure to furnish this information promptly and correctly (within 30 days) may result in a \$50.00 penalty imposed by the Internal Revenue Service. In addition, the Internal Revenue Service may require the Town to withhold 28% of payments made if this information is not furnished by the successful Offeror.

If the successful Offeror's business is classified as a Corporation, Tax Exempt Corporation, government entity, or other exempt payee, the Town will not file an IRS Annual Information Return (Form 1088 Misc.) on your behalf. However, the law requires the provision of your TIN in addition to informing the Town of payee type. If classified as an individual or sole proprietor, the TIN is your Social Security Number; otherwise, your Federal Employer Identification Number serves as your TIN.

21. **Proof of Licensing:** The Town reserves the right to request proof of licensing for which licensure by the State of New Mexico or another agency is required (i.e. Professional Architect/Engineer, State Bar Member, etc.).
22. **Delivery:** Delivery of goods or services, if applicable, shall be FOB-Destination, and shall be specified within the Specifications of this Request for Proposal.
23. **Proposal Irregularities and Formalities:** The Town of Taos reserves the right to waive immaterial irregularities and formalities.
24. **Minimum Specifications:** Specifications supplied are as minimum standards.
25. **Multiple Awards:** The Town reserves the right pursuant to NMSA 13-1-153 to make multiple source awards when the determination is based on the evaluation criteria, interviews, discussions, and negotiations that making a single award would sacrifice economy or service and therefore not be most advantageous to the Town.

SECTION III - SPECIFICATIONS

1. Evaluation Criteria:

The Town of Taos Evaluation Committee will use the following criteria in its review and evaluation of the Proposals marked as Exhibit 1:

- A. **Experience and qualifications in the provision of stated services – 25 Points**
- B. **Ability to meet the needs of the required scope of work as detailed – 25 Points**
- C. **Services Offered:** include understanding of scope of work, to include key performance indicators that also support the Town of Taos Marketing Strategy for 2016.– **25 Points**
- D. **Overall cost to the Town:** Detailed pricing for proposed project to include all aspects of the services to be rendered. - **25 Points**
- E. **Resident Business or Resident Veteran Business Preference – 5 Points**

Total possible points available add up to 105 Points

2. Required Forms:

- A. Proposal Form
- B. Campaign Disclosure Form
- C. Addendums (if applicable)
- D. Copy of Resident Business Preference Certificate & Certification Form (if applicable)
- E. Copy of Resident Veteran Business Preference Certificate & Certification Form (if applicable)
- F. Response to Proposal Requirements (see Section IV- Specifications)
- G. Three (3) reference contacts

3. Scope of Work:

A. Critical Requirements

1. The Town of Taos Tourism and Marketing Department are seeking an experienced Public Relations company to assist in managing and extending to all avenues of the media about Taos to the press, as a critical part of the overall marketing and branding effort.
2. Objective of the Public Relations company is to work with media partners (internationally, nationally, and regionally) to deliver compelling stories and information about Taos to travel markets. The PR strategy will effectively support the overall Town of Taos Marketing for 2016. Including the following:

B. Specifications

The following sections list key components and features necessary for efficiently achieving objectives of the Public Relation services:

- Develop Fact Sheet/Press Kit: electronic and print
- 3 to 4 in-depth pitches to key reporters each month
- Tracking editorial calendars and pitching appropriate leads
- Service day to day calls from journalists
- Coordinate interviews between journalists and Town of Taos
- 1 to 2 press announcements per month – write, send, place and pitch
- Develop PR calendar for 3 months
- Coordinate story pitches with overall Taos branding message
- Provide daily media clips
- Monthly reporting and media values
- Weekly conference call
- Monthly face to face meeting
- Spring FAM Tour
- Work closely with Atlas Advertising and Town of Taos Tourism & Marketing Director

4. Proposed Timeline and Required Documentation:

- | | |
|---|-------------------|
| • Release Date | December 8, 2015 |
| • Last Day for Submittal of Questions | December 14, 2015 |
| • Submission of Proposals | December 18, 2015 |
| • Proposal Ratings/Interviews /Committee Summary Report | December 21, 2015 |
| • Staff Recommendation to Management | December 22, 2015 |

- **One (1) ORIGINAL and Five (5) HARD COPY of Binder 1 (Technical Proposal)**; ORIGINAL and COPY shall be in separate labeled binders and/or envelopes; all confidential information in the proposal shall be clearly identified and easily segregated from the rest of the proposal.
- **One (1) ORIGINAL and Five (5) HARD COPY of Binder 2 (Cost Proposal)**; ORIGINAL and COPY of Cost Proposal shall be in separate labeled binders and/or envelopes from Binder 1.
- ***Any proposal that does not adhere to the requirements of Section III. 4, Proposed Timeline and Required Documentation may be deemed non-responsive and rejected on that basis.***

Five (5) **HARD COPIES** plus One (1) **ORIGINAL** of the sealed proposals must be submitted to the office of the Purchasing Officer by **Friday, December 18, 2015 at 2:00 p.m.** Originals shall clearly be marked as such. The proposals should be sent to:

*Town of Taos Purchasing Division
Attn: Sharon Voigt, Procurement Officer
400 Camino de la Placita, Room 202
Taos, NM 87571*

Procurement Officer:

The Town of Taos has designated a Procurement Officer who is responsible for this procurement and whose name, address, and telephone number are listed below. Any inquiries or requests regarding this procurement should be submitted to the Procurement Officer in writing. Offerors may contact **ONLY** the Procurement Officer regarding the procurement. Other Town employees do not have the authority to respond on behalf of the Town of Taos.

Sharon Voigt, Procurement Officer
Town of Taos Purchasing Division
400 Camino de la Placita, Taos, NM 87571
Phone: (575) 751-2025
Fax: (575) 751-2026
E-mail: svoigt@taosgov.com

Proposal Information

Copies of the Request for Proposal may be obtained by calling Town of Taos Purchasing Division at 575-751-2025. The proposal opening time shall be according to our clock. **No proposals will be accepted after the time and date established above, except by written addenda.**

Only sealed proposals received by the Purchasing Division will be accepted; proposals submitted by telephone, telegram, facsimile machines **are not acceptable**. The Town assumes no responsibility for proposals being either opened early or improperly routed if the envelope is not clearly marked on the outside **Public Relations Services 2015-2016 RFP # SB06-PO1516**

This form and all forms hereafter must be included in your submitted proposal packet as well as three (3) reference contacts. The proposer is required to signify whether the proposal complies with the specifications listed above. Please identify any items which your firm would not be able to accomplish from the tasks listed above.

The total cost of your proposal shall include all labor, materials, equipment, overhead, freight, taxes, etc. to cover the complete work of the items listed. Proposals must include complete information covering all of the above items to enable the evaluators to make accurate determinations regarding the experience and qualifications of the firm. Respondents are encouraged to include samples and any other information that will highlight qualifications of the firm. The highest ranked firms/maybe invited to participate in an interview session at Town's discretion.

Every effort will be made to adhere to the proposed timeline. You will be contacted if there are any addendums issued for this RFP. Please remember to fill out your Intent to Submit Proposal Form on Page 3 so that we are able to contact you during this process.

SECTION IV: PROPOSAL

To: Town of Taos
400 Camino de la Placita, Room 202
Taos, NM 87571

Date: _____

Having read the proposal conditions and examined the specifications for **RFP # SB06-PO1516**, I/we hereby submit a proposal accordingly.

We understand that we must return the completed Proposal document with cost proposal attached to be considered a responsive.

N.M. Five Percent Resident Business Certification Number: _____

NON-DISCRIMINATION POLICY: This Company does not discriminate on the basis of color, national origin, sex, religion, age and disabled status in employment or the provision of services.

SUBMITTED BY:

Signature of Agent

Printed Name & Title of Agent

Organization Name

Mailing Address

City, State, Zip Code

Telephone # Fax # (optional)

Federal Tax I.D. #

NM CRS # (if located in-state)

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to Chapter 81, Laws of 2006, any prospective Contractor seeking to enter into a contract with any state agency or local public body must file this form with the state agency or local public body. The prospective must disclose whether they, a family member or a representative of the prospective 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 submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the signs the contract, if the aggregate total of contributions given by the prospective, a family member or representative of the prospective to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

THIS FORM MUST BE FILED BY AND PROSPECTIVE WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAD 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 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 un-reimbursed 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.

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

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

“Tendency 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 ” 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 ” 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 .

DISCLOSURE OF CONTRIBUTIONS applies to contributions made to the following Public Officials: DANIEL R. BARRONE, MAYOR

COUNCIL MEMBERS:

**JUDITH Y. CANTU
ANDREW T. GONZALES**

**GEORGE "FRITZ" HAHN
FREDERICK A. PERALTA**

Contribution made by: _____

Relation to Prospective : _____

Name of Applicable Public Official: _____

Date Contribution(s) made: _____

Amount(s) of Contributions(s) _____

Nature of Contributions (s) _____

Purpose of Contributions(s) _____

Signature

Date

Title (position)

OR

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

Signature

Date

Title (Position)

2016
Taos Marketing Strategy
October 19, 2015





Outline

- Competitive audit
- SWOT analysis
- Campaign objectives
- Tactics
- Tracking



ATLAS ADVERTISING

Competitive Audit





Competitive Audit

Regional competitors most comparable to Taos

- Jackson Hole
- Sedona
- Moab
- Durango

And as such, we want to ensure our creative campaign and marketing strategy will stand out, and present Taos in all of its unique glory.





Sedona – <http://visitsedona.com/>



The mission of the Public Relations Department of the Sedona Chamber of Commerce is to generate positive media coverage designed to enhance Sedona's advertising, marketing and tourism development efforts, and position Sedona as a premiere travel destination.

The Sedona Chamber of Commerce Tourism Bureau is an excellent resource for the media. Along with being a spectacular tourist destination, Sedona is rich in history and culture and provides ample opportunities for in-depth stories. Up-to-date information and quality images are available online or by direct request. If you need media assistance, please contact 928-204-1123 or email pr@sedonachamber.com.

Information contained in this media relations site is designed to provide members of the media timely information about Red Rock Country, and complement Arizona travel stories and broadcasts.



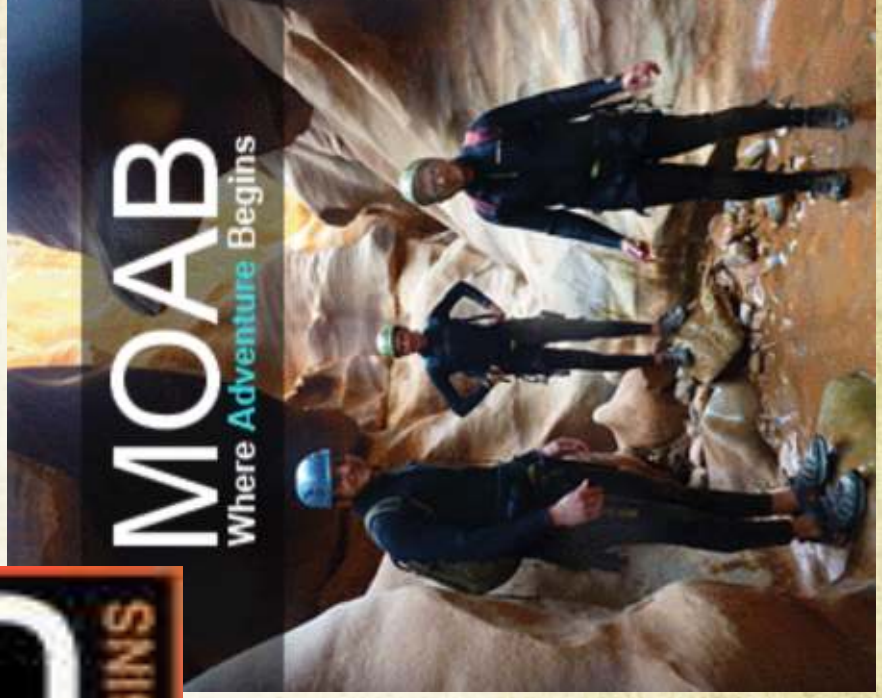


Jackson Hole – <http://www.jacksonholewy.com/>





Moab – <http://www.discovermoab.com/>



ATLAS ADVERTISING

SWOT Analysis





SWOT Analysis

Strengths: Natural beauty, history, culture, artistic notoriety, diversity, Taos Pueblo, Rio Grande River and Gorge, Kit Carson National Forest, variety of restaurants, small town charm, skiing, attractive to millennials, feels novel – still undiscovered, world-class events & art collections, outdoor adventure

Weaknesses: Traffic congestion, narrow or no sidewalks, lack of bike lanes, lack of signage in the town, perception of not being family friendly, lack of awareness of things to do when they arrive, stores close early, multiple competing websites, not accommodating to new technology, lodging restrictions (lack of rooms), lack of super premium hotel product

Opportunities: Artistic community awareness, Taos Pueblo is a designated national historic landmark, promotion of outdoor activities, consistent messaging from a marketing perspective, enticing the “day traveler” to stay longer, regional promotion with Taos as the home base, wayfinding initiative, more collaboration with New Mexico True, more coordinated effort with Visitors Center

Threats: Limited flight access, remote, competition with Santa Fe for arts capital, resident perception of past marketing efforts and government control of marketing efforts, fighting for internal resources



Strategic Campaign Objectives





Strategic Objectives

Execute a brand campaign for the region that attracts overnight visitors to Taos that increases the overall visitation in the town by 2% on average annually.

Build brand awareness and engagement; driving consumer planning activity and purchase. Introduce Venturesome Travelers to the adventures steeped in culture they can experience in Taos on 2 levels:

1. Drive broad awareness by overcoming misperceptions.
2. Integrate advertising, online, public relations, social media, collateral, and customer service marketing efforts.

Desired Consumer Takeaway: Wow, Taos is amazing, with lots to do. I had no idea. I would love to go there!

Gain consideration among interest-based niche audiences (lovers of arts, culinary, cultural heritage, and outdoor adventures) by connecting deeply on an emotional level.





Recommended Target Markets, Audience Demographic and Psychographic Profiles





Target 2016 Markets: Geography

Fly:
Dallas
Austin

Drive:
Denver/Boulder/Colorado Springs
West Texas
In-State





Facts About the Fly Markets:

The total fly-in market has grown from 14.9% of all primary overnight visits to New Mexico in 2010 to 20.7% in 2013. This represents a highly attractive source of tourism growth with high revenue per trip. Awareness in fly markets is increasingly important to the success of our efforts- we will test this for Taos in 2016.





Demographic Target

Our target group includes people traveling alone, adults traveling in small groups and families. While these travelers may have taken advantage of a travel planner or the Internet to facilitate their trip, they do not travel with a group and can be easily accommodated in one or two rooms and at any restaurant.

Individual travelers come from all demographics. It is most important for Taos to concentrate its marketing efforts on the following:

- Active empty-nesters, baby boomers, cultural and historical experiences travelers, family travels, leisure travelers, outdoor enthusiasts, Geo-travelers, multi-generational travelers, culinary and spiritual travelers, LGBT travelers
- More likely to be aged 25-44 (but includes 45-65)
- Slightly larger household (3+ persons)
- Well educated (college+), Income \$75,000+





Psychographic/Behavioral Profile:

“Venturesome Travelers”

- Travelers with an adventuresome spirit and a thirst for authenticity
- Frequent travelers, they are often asked for travel advice by friends and family
- Love to hunt down the newest travel experiences before anyone else
- Seek out information about travel destinations they are interested in
- Often go out of their way to find travel destinations that offer genuine, authentic experiences





Personas

- Buyer personas are fictional, generalized characters that build a picture of your ideal and largest markets. They encompass not only demographic information like age, location and income, but also psychographic information like interest and reasons for buying.
- By targeting these personas, advertising is more likely to convert since they are more aligned with the look and feel of our campaign and strategy.
- As the online space becomes more and more crowded, it's becoming increasingly important to have ultra targeted ads and communications. Additionally, the tools to target customers has been democratized to the point that everyone can create campaigns to target customers based on a ever-growing list of demographics and psychographics.





The Taos Personas

Andrew the Adventurer – Andrew is in his late 20s and lives in Boulder. He works at a tech start up and spends his weekends in the mountains, climbing and skiing. He and his girlfriend love to hike and bike, but she also loves art and culture. They prefer to vacation in a place where they can have a great day outdoors and then enjoy a fun dinner or walk around a cool downtown to peruse art galleries and grab a cocktail. They both live with their phones in their hands and exclusively use the internet for travel inspiration, planning and purchase. They are often searching relevant travel, outdoor gear and local websites for content related to trips they are planning.



Jane Empty Nester – Jane is a middle-aged woman whose adult children now have their own families. She and her husband live in Denver, where she is an interior designer and he is an architect. They love to travel, and often jump in the car to drive to cool destinations in Colorado, New Mexico and Utah for a long weekend. Jane loves to cook, is a big supporter of the arts. She is a child of the 60s, and loves traveling to places that inspire her mind and spirit. She is an avid reader of 5280 and the Denver Post online. She loves keeping up with her family and friends on social media, and has a Facebook and Instagram account.





Mandy Mom – Mandy is a mom in her mid-30s who works in Dallas. She has a 2 and a 5-year-old. She travels frequently for work, and she and her husband plan getaways for the family together. They love the outdoors and frequently plan their vacations around hiking and skiing. They have gone to Colorado for the past few years and are ready to try a new destination. Their focus is on kid-friendly activities and hotels, but they also want some alone time, like a fun night out with a great dinner and a few drinks. She is social media savvy and uses Twitter and Facebook to keep up with friends, news, and brands she likes on her desktop and mobile device. Mandy reads the paper online, reads D Magazine to keep up on restaurants and cool travel spots, as well as goes to destination websites to help her trip plan for their vacations.



Will the World Traveler – Will is in his late 50s and lives in Odessa, Texas where he is an entrepreneur who runs a successful business. Will seeks out vacations and places that are off the beaten path. He thrives outdoors and hikes and bikes weekly for exercise and clarity. He loves the process of discovery that travel has given to him – about the world, about people and about himself. He seeks the authentic. The local restaurants, the true cultural experiences, the “locals only” hiking trails and bike paths. He has visited Santa Fe and has heard about Taos – which is on his list. Will gets all of his news and information from his laptop and often books trips and flights online, but he still reads the New York Times, the Dallas Morning News and magazines when on the road for work.



Unique Value Proposition

For enthusiastic explorers and outdoor adventurers, Taos is quintessentially New Mexico. Here, natural beauty meets history, arts and culture and provides experiences that fuel the mind and spirit.





Audience	Market	Objective	Campaign	Personas	Tactics	Budget
<p>Active empty-nesters, baby boomers, cultural and historical experiences travelers, family travels, leisure travelers, outdoor enthusiasts, Geo-travelers, multi-generational travelers, culinary and spiritual travelers, LGBT travelers</p> <ul style="list-style-type: none"> • More likely to be aged 25-44 (but includes 45-65) • Slightly larger household (3+ persons) • Well educated (college+), Income \$75,000+ 	<p>FLY MARKETS: Dallas, Austin</p>	<ul style="list-style-type: none"> • Increase awareness of Taos as a travel destination from its competitive set • Efficiently reach travelers with a large return on investment • Generate interest and drive inquiries for Taos • Motivate and increase out-of-state visitation 	<p>Faraway from the Everyday</p>	<p>Mandy, Jane, Will</p>	<p>Digital Banner Ads SEM Custom Content Social Media</p>	<p>Media Budget \$50,000</p>
<ul style="list-style-type: none"> • More likely to be aged 25-44 (but includes 45-65) • Slightly larger household (3+ persons) • Well educated (college+), Income \$75,000+ 	<p>DRIVE MARKETS: Denver West Texas In-State</p>	<ul style="list-style-type: none"> • Increase awareness of Taos as a travel destination from its competitive set • Efficiently reach travelers with a large return on investment • Generate interest and drive inquiries for Taos 	<p>Faraway from the Everyday</p>	<p>Jane, Andrew, Will, Mandy</p>	<p>Digital Banner Ads SEM Custom Content Social Media Print Advertising Billboards Taos takeover</p>	<p>Media Budget \$107,000</p>



Recommended Tactics to Achieve our Strategic Objectives





THE MOST FORWARD-THINKING
TRAVEL BRANDS ARE DELIVERING
DEEPER EXPERIENCES TO TRAVELERS
BY FOCUSING ON THREE THINGS ABOVE
ALL ELSE:

**INSPIRATION,
PERSONALIZATION
&
A PATH TOWARD
SELF-DISCOVERY.**

SKIFT

ASKIFT2020



Innovative travel brands help consumers navigate through the flood of information by building upon insight not only visually, but appealing to all of the senses. They also successfully manage to be present wherever their target customers are, online and offline, to increase the number of touch points along a broader spectrum.

And as such, our recommended tactics are designed to be integrating so we can deliver custom messages that inspire our audience to make Taos their next vacation destination.





Online Digital Ads – Target our diverse geographic and demographic travel markets and show what is unique about Taos. Success for online digital ads will be measured through click through rates, engagement rates and impressions.

Print Ads & Billboards – Print advertising will run in publications that target our diverse geographic and demographic travel markets. Billboards will run in target markets and feature Taos's differentiators. Print ads & Billboards will be measured through a unique URL.

Social Media – Continue a social media marketing strategy with a unified voice and message across all social media platforms. This approach targets our audience with custom messaging that is served to specific audiences. Success will be measured by social media engagement, including followers, likes, shares and web visitation from social media.





Public Relations – Publicity gained from editorial influences (public relations), such as newspapers, magazines, TV and radio shows, blogs and Web sites. Generated by a third party, the independent nature of the content (i.e. not bought or owned) holds higher credibility with audiences who perceive the source to be unbiased. Taos will leverage positive, influential editorial as an endorsement of the brand and experience.

Email & Content Marketing – Email is by far the most effective way of directly affecting our audience and growing visitation. There are more than 3.2 billion email accounts today. 95% of online consumers use email and, 91% check their email at least once a day (Source: Exact Target). We measure success by list growth, open rate, click rate, and unsubscribes.

Event Marketing – By engaging with events that help us promote Taos, we can inspire our target audience to engage with the brand. We measure success by web traffic tracking around events, e-newsletter sign ups and list growth.





How We Show Traction





What We Will Report On Quarterly

1. Website performance in terms of overall traffic
2. Click thru rate on digital, by media outlet
3. Site Visits from Paid Digital Media – Campaigns
4. Site Visits from Print Media – Vanity URLs from Print/OOH
5. Average Session Duration
6. Bounce Rate
7. Guide Requests
8. Contest Entries
9. Website Conversion Rate on specific landing pages and conversions as determined by media strategy
10. Traffic by major markets
11. Social Media Engagement- Facebook, Twitter, Instagram, You Tube



Example Report



GROWTH

Growth in Campaign Awareness

+CURRENT%
(TARGET +5%)

Target Webpage Views

2.2M
(TARGET 2.0M)

Time On Site

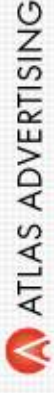
2.20 minutes
(TARGET 2.48)

Conversions Events

17
(TARGET 100)

New Users

1305
(TARGET 1000)



ATLAS ADVERTISING



REACH

Growth in Online Media Impressions

+CURRENT%
(TARGET +20%)

Outbound Reach

9%
(TARGET 10%)

Total Media Spend

\$300K
(TARGET \$300K)

Social Media Earned Followers

20K
(TARGET 20K)

Social Engagement

25%
(TARGET 20%)

28

*Quarterly Goals Will Be Presented in the Media Strategy



How We Tie It Back To Our Overall Goals





What We Will Report on Quarterly

1. Increase in length of stay
2. Increase in visitor spending (Total Booked Visitors) x (Daily Visitor Spending) x (Average Length of Stay)
3. % Increase in the number of visitors
4. % Increase in hotel tax

*Data to come from Town of Taos





Next Steps

- Review marketing strategy & provide feedback by 10/23
- Move forward on creative decision
- Finalize media plan

