



REQUEST FOR INFORMATION (RFI)

RFI Respondent Information

RFI Title: **Public Relations & Marketing Services for Economic Development**

RFI Number: **20-21-072**

RFI Due Date/Time: **January 5, 2021 / 4:00 pm**

Receipt of Amendment Nos. _____ is hereby acknowledged (where none received, place a zero in this space).

Company Name and Address:

_____	_____
_____	Authorized Signature
_____	_____
_____	Typed or Printed Name
_____	_____
_____	Title
_____	_____
_____	Email Address
_____	_____

Telephone number _____ Fax number _____

NM Tax & Revenue Dept. CRS # _____

Current NM Secretary of State Business ID # _____ (corporations only)

Current CLC Business Registration # _____ (respondents located in Las Cruces only)

Federal I.D. number _____ (mandatory for all respondents)

NM Resident Certificate from NM Tax and Revenue Department enclosed ____ Yes ____ No

**CITY OF LAS CRUCES
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I. GENERAL

- A. The City of Las Cruces (City), a New Mexico Municipal Corporation, is seeking input from qualified entities for information regarding the development of comprehensive, strategic public relations and marketing plan and ongoing public relations services for the Las Cruces Economic Development Department.
- B. Responses to this RFI must be received by the above DUE DATE/TIME at the City Purchasing Section; subject to requirements and conditions of the enclosed Schedule A, "General Conditions of Proposing."

Inquiries and Related Addenda:

Except for communications during any informational meeting conducted by the City for this RFI, and to ensure disseminated information is consistent to all prospective respondents; any direct or indirect contact with City elected officials or staff, other than the City Purchasing Section staff, relating to this RFI is strictly prohibited throughout the duration of the RFI and evaluation process. Finding of such prohibited communication will render a respondent non-compliant and their response will be rejected.

- C. The conduct of this RFI is subject to the City Procurement Code, Chapter 24 of the Las Cruces Municipal Code (LCMC), 1998, incorporated herein by reference.
- D. The City has limited experience in the aforementioned areas and is therefore soliciting information and response from interested parties. This RFI is merely to gather information about the development of a comprehensive, strategic public relations and marketing plan and ongoing public relations services for the Las Cruces Economic Development Department. Should the City wish to enter into an agreement for the development of a comprehensive, strategic public relations and marketing plan and ongoing public relations services for the Las Cruces Economic Development Department, this will require a separate solicitation process which will ultimately require the approval of the Las Cruces City Council.

II. BACKGROUND

A. General

The City of Las Cruces, New Mexico is the second-largest city in the state with a population of roughly 100,000 people. Nestled in southern New Mexico's Mesilla Valley between the Rio Grande River and Organ Mountains, Las Cruces is located approximately 79 miles South of

Spaceport America and 50 miles North of El Paso, TX. Las Cruces' largest industries include agriculture, commerce, education, and defense/aerospace.

The Economic Development Department is the city department primarily responsible for driving economic growth in the city. The department includes six different programs: administration, business development, destination downtown, land management and real estate services, the Las Cruces International Airport and development, and Visit Las Cruces, all of which each maintain their own individual operational budgets. Several programs within the department also work with external economic development-related contractors including the Mesilla Valley Economic Development Alliance (MVEDA), Film Las Cruces, and the Downtown Las Cruces Partnership (DLCP), and other community partners including NMSU's Arrowhead Center, Chambers of Commerce, Lift Fund, Small Business Development Center, WESST, among others. The department currently has access to contracted for graphic/web design services and a local communications firm which is currently assisting with departmentwide communications efforts.

On Sept. 8, 2020, the city council hired a new city manager who has a strong interest in expanding economic development activity throughout the city, and cultivating a strong positive image of the department and its ongoing work throughout the community, especially among business owners, local organizations, and community members. The marketing efforts are expected to expand to regional, national, and international reach to position Las Cruces as a desirable location to do business for its assets, opportunities, and high quality of life.

The desired goal of the public relations and marketing plan is to improve the visibility and frequency of positive media exposure of the department locally, regionally, and nationally. In addition, the plan should align with the citywide PEAK performance goals set for the department.

III. SCOPE

Qualifications which demonstrate the firm's ability to develop a comprehensive strategic plan which will outline the short-term and long-term public relations and marketing goals, including the tools and strategies that will be used to achieve those goals.

Among the ongoing public relations services needed are: ongoing pitches to industry writers, journalists, and bloggers; consistent generation of earned media in local, regional, national, as well as industry publications and other media; consistent creation and distribution of news releases, e-newsletters and other content to established industry contacts; ongoing coordination of travel writer visits and/or familiarization tours to Las Cruces; ongoing development and cultivation of partnerships with writers, journalists, influencers and other media; Crisis communication support, as needed; recommendations for marketing, branding, and social media strategy; Occasional media coaching and workshops for Economic Development Staff; and monthly coordination meetings and updates.

IV. RESPONSE CONTENT

A. List of Required Submission Information

- Name, address, and other contact information for the person(s) and/or firm(s) who are submitting a response (RFI Respondent Information, page 1 of this document)
- Number of Full-Time Employees and Location(s) of Headquarters and any Satellite Offices of firm(s), if applicable.
- Year Founded, Ownership structure, and listing of any legal actions brought against the firm(s) in the last seven (7) years.
- Partial list of similar economic development related clients, average size of client company or organization (based on number of employees), average term of agreement with client(s).
- Services Offered: Please list whether each service is in-house or performed via a sub-contractor.
- Rates: pricing information with a breakdown of estimated costs for the development of a strategic public relations and marketing plan and hourly rates for ongoing public relations services. These rates should be broken down via a listing of services offered and the hourly rate associated with each service.
- Biographies of key staff: Brief one-page biographies for any staff members who would be assigned to work on the plan or any ongoing public relations services.
- Past performance case studies: Up to three one-page case studies which represent the agency's work and outcomes for similar clients. At least one should be from the last twelve (12) months and none should be older than three (3) years.
- Culture: A brief one-page description of the firm(s) culture and principles.
- Unique Selling Proposition: A one-page description of what makes the firm(s) unique.
- Compatibility: Provide a one-paragraph summary of why the firm(s) may be a good fit for the department.
- Conflicts: Confirmation that the firm(s) have no conflicts of interest due to work for existing clients.

Responses must be submitted in accordance with the attached Schedule A, **General Conditions for Responses**, at the end of this RFI document.

This RFI shall not be construed as a solicitation for contracted services, nor an obligation on the part of the City of Las Cruces to engage in such services. Preparation of a response to this RFI is at the respondent's expense. ***The City will not consider any RFI submissions to be binding.***

SCHEDULE A

GENERAL CONDITIONS FOR RESPONSES

1. Proponents are advised that this RFI is subject to the provisions of the City of Las Cruces (City) Procurement Code, incorporated herein by reference.
2. **Inquiries and Related Addenda:**

Except for communications during any informational meeting conducted by the City for this RFI and to ensure information is consistent to all prospective respondents, any direct or indirect contact with City elected officials or staff other than the City Purchasing Section staff relating to this RFI is strictly prohibited throughout the duration of the RFI process and, upon such finding, will render a respondent and/or related submittal non-compliant.

 - a. Any and all inquiries must be submitted by the prospective respondent to the Purchasing Section no later than one week before the due date/time unless otherwise specified in the RFI documents. Inquiries received after the deadline may not be considered.
 - b. Inquiries must be emailed to bidclerk@las-cruces.org.
 - c. Telephone inquiries will not be responded to, including the results of this RFI.
 - d. Inquiries will be compiled and responded to via written addendum issued before the due date/time.
 - e. In the event addendum is received by a proponent after its response is submitted, the proponent must acknowledge receipt of the addendum by notice to the Purchasing Section via email.
 - f. In the event addendum is received by a proponent after its response is submitted and forces a change to its response, the proponent must submit a revised response, clearly marked as a revised response.
 - g. Failure to acknowledge receipt of addenda may render response as non-compliant.
3. **Response Format Requirements:**
 - a. Responses are limited to a maximum of 30 pages (excluding index; transmittal letter; title page). Any and all forms incorporated in the RFI documents and submitted with response also do not count towards the specified page limit.
 - b. Pages incorporated within the specified page limit must be numbered and typed in no less than 12 points per inch.
 - c. Responses must include the **RFI RESPONDENT INFORMATION** page that is included within the RFI documents. If applicable, respondents should provide business, tax, registration numbers etc. on the **RFI RESPONDENT INFORMATION** page where listed. Such numbers shall be listed as City, County, State, or Federal. These may be submitted on a separate sheet if not enough room is available.
 - d. Response shall be submitted in PDF format, in a single file. Respondents are encouraged to minimize the size of their PDF files prior to submission by optimizing to reduce the resolution of scanned content. 100 dots per inch (DPI) or less is acceptable for viewing files on a computer.
 - e. Responses must be submitted electronically via e-mail to the City Purchasing Section Bid Clerk at bidclerk@las-cruces.org. Please list **the RFI number and title, "Response," due date and time**, and the respondent's company name in the subject line of the e-mail. For example: "20-21-072 (TITLE) Response MM/DD/YY ##:##pm, (Company Name)." The e-mail must be delivered to the Bid Clerk inbox no later than the RFI due date/time. Responses received after the due date/time will be considered non-responsive and not acceptable for consideration. The City will only accept responses via e-mail. The Bid Clerk inbox has an attachment size limit of 150MB.
 - f. Should include any samples or other material required by the City on or before the specified due date and time provided in the RFI.
 - g. No other materials are to be submitted, unless specifically requested in RFI.
4. **Proposals must be submitted by the due date/time to bidclerk@las-cruces.org.**
 - a. Please note, e-mails with large attachments may be delayed during transmission, and will subject response to rejection in the event it is received by the City Purchasing Section after the due date/time.
 - b. Responses delivered after the closing date and time will not be accepted and will be deleted unopened.
 - c. Faxed proposals will not be accepted.

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