



CITY OF RIO RANCHO DEPARTMENT OF
FINANCIAL SERVICES PURCHASING
DIVISION
3200 CIVIC CENTER CIRCLE NE 3rd FLOOR
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**ADDENDUM NO (1) One
RFP 21-PR-016
Marketing Plan**

April 29, 2021

Addendum Number (1) One forms part of the contract documents and modifies them in the manner and extent set forth below.

ATTENTION OFFERORS

- **Questions/ Answers**

Questions and Answers:

1. **Question: This marketing plan or idea was presented by the Mayor to the governing council about a month ago. During the session, the governing body agreed to an amount of \$10,000. The RFP does not specifically state the dollar amount and is in search of a robust, comprehensive strategy for the specified attraction areas.**

**Can you clarify, is the robust plan based on \$10,000 expenditures?
OR**

Is the robust plan based on a dollar amount to develop the plan. So can the plan be based on \$25k to develop the plan?

Answer: Offerors must submit a detailed cost proposal for work to be performed as described in the Scope of Work – Exhibit A. Please provide hour rates associated with tasks.

The City is anticipating the development of a plan based upon the amount approved by the Governing Body. The City reserves the right to adjust this amount, if deemed to be within the best interest of the City.

2. **Question: *Would Rio Rancho consider collaborating with other entities to market the middle Rio Grande Region or do this on their own?***

Answer: Not for this project.

3. **Question: *Is there a budget allocated for this project? We would like to be able to offer tactics and approaches that can fit within a budget in our response.***

Answer: Yes, but tell us what you think an effective plan would be and the cost associated with

that plan.

4. **Question:** *How are you envisioning measuring the success of this campaign?*

Answer: How many people expressed/will consider moving to Rio Rancho to live and work from home. How many people moved to Rio Rancho because of the campaign. (We understand there is a long runway for this result and are open to other metrics, ROI, KPI's etc... for measuring the success of the campaign.)

5. **Question:** *What is the length of time for this campaign?*

Answer: Please tell us what an effective time frame would be.

6. **Question:** *What are the top 5 reasons the city hears people want to live and do business in Rio Rancho?*

Answer: Affordable cost of living, exceptional quality of life amenities, great schools, national ranking for being a safe place to live, and quick access to outdoor activities and Albuquerque.

7. **Question:** *Any current media contracts / commitments?*

Answer: None.

8. **Question:** *Can you share past media plans?*

Answer: None to share for this type of project.

9. **Question:** *Any placements that have worked well in the past*

Answer: None

10. **Question:** *How have you measured performance in the past / KPIs (the RFP mentions needing ROI indicators so maybe we just assume these are the KPIs or that they do not have any yet?)*

Answer: Identifying useful KPI's would be necessary. We do not have any yet.

11. **Question:** *Data on where people are currently moving from? (this is also noted in the RFP as part of the recommendation, so perhaps they don't know?)*

Answer: We have an idea but would like assistance in identifying these markets. We have seen data that suggests people are moving from all major markets/ large congested cities.

12. **Question:** *Specific cities or regions of the country you would like us to focus on.*

Answer: All surrounding states and LA, San Francisco, NYC, Chicago, and more. Considerations would also include high cost of living areas where Rio Rancho offers a better value.

13. **Question:** *For team members, are full resumes required or are bios preferred?*

Answer: Bios are fine.

All other provisions of the Contract Documents shall remain unchanged. Each Offeror should ensure that they have received all addenda and amendments to this RFP before submitting their proposal.