** City of Albuquerque National Marketing Program**

**INTRODUCTION**

The City of Albuquerque, Economic Development Department (“EDD”), is seeking consulting services to assist with developing and implementing elements of a national economic development communications and marketing program. The intent of this request for Letters of Interest (“LoI”) is to identify and select a consultant or firm(s) experienced in economic development marketing, which will be responsible for assisting with the design and implementation of a comprehensive communications and marketing strategy.

**BACKGROUND**

EDD works to create, diversify, and enhance job growth and to promote business development and stability. EDD supports the business and the development community within City government and between City agencies.

The economic development process in Albuquerque can be summed up in one word: Collaboration. The City supports the creation of jobs, economic mobility and prosperity, broadening the tax base and generating revenues for desired government services. EDD supports programs for economic-base industries, those companies that export goods and services outside of the state, thereby bringing more money into the community that can then be spent with local serving businesses. In conjunction with regional economic development partners, EDD supports programs for new business formation/entrepreneurship, the recruitment of new companies, and the retention/expansion of existing companies.

EDD is seeking a firm or firms experienced in economic development marketing to collaborate proactively to increase the awareness of Albuquerque within the U.S. (and potentially international) marketplace, and to promote the area as a premier location to potential entrepreneurs, businesses and industries seeking to relocate or expand their operations, or to potential investors in Albuquerque companies. Additionally, we want to increase awareness of Albuquerque as a positive place to live and grow a business among local residents.

**GOALS**

While the City desires to build awareness of the Albuquerque area with site selection consultants, expanding companies, and national real estate executives, *this* *program will have a special focus on audiences within the startup community, including, business founders, investors, management and workforce talent, and their influencers*. The primary goal is to position the Albuquerque area as a vibrant center for entrepreneurship. The goal is to increase the frequency of Albuquerque’s inclusion in expansion/relocation considerations and to increase the incidence of quality economic expansion. The City desires to support the creation of new companies and entrepreneurship, the growth of existing companies, and the recruitment of companies to Albuquerque.

The City desires to showcase Albuquerque to national media as a vibrant city with an economy full of opportunity. EDD will be seeking and promoting third-party endorsements of the area’s overall business environment and targeted industries. Additionally, the City wishes to position the community in the forefront of innovation-based economic development investments and entrepreneurship.

EDD’s research has shown that a large percentage of business people and national site selection consultants have no clear idea of the many positive attributes that an Albuquerque location would offer a company. Similarly, national media also are unaware of the advantages we offer as a business location. While the majority of respondents did not have a negative opinion, most had no opinion. People won’t choose us if they don’t know what we have to offer, or why they could be successful here. (A summary of some of the key research findings is attached as Exhibit A.)

**PROCESS**

The national marketing program would be funded through the Economic Development Action Council Funds (EDAct funds).

The City Council, through its Resolution No. R-12-117 (Enactment No. R-2012-106), both established an EDAct account and appropriated funds to that account for growth and development of entrepreneurs, workforce development, a closing fund for Local Economic Development Act, marketing program promoting Albuquerque as a positive business location, and retention and expansion of existing companies.  The legislation also established the EDAct Council, to review and recommend the use of EDAct account funds for those particular economic development initiatives.

The EDAct Council is tasked with reviewing and prioritizing proposed expenditures from the EDAct Account, as well as making recommendations to the Economic Development Department on expenditures.  Companies interested in participating in the EDAct process submit applications to the Economic Development Department staff who review the proposed projects to ensure they are within the scope of the EDAct guiding principles.  An EDAct Council meeting is scheduled, and the applications are sent to the EDAct Council members for review before the meeting.  EDAct Council members vote on a motion to either Recommend or Do Not Recommend for each project.  Once it receives the EDAct Council’s recommendation, the Economic Development Department is tasked with developing agreements with the recommended companies to carry out the objectives of R-12-117 (See Section 3(C) of the Resolution).  EDAct Council meetings are Open Meetings.

*More information on the EDAct process can be obtained on-line at:* [*http://www.cabq.gov/economicdevelopment/economic-development-action-account-edact*](http://www.cabq.gov/economicdevelopment/economic-development-action-account-edact)

**POTENTIAL ELEMENTS OF A NATIONAL MARKETING CAMPAIGN**

Realistically, the funds committed to this marketing program would support the launch and first year, or possibly two, of a program. A consulting partner’s plan would include a highly creative and targeted approach to the challenge of educating the startup community and business location decision-makers– including investors, founders and influentials – that Albuquerque is an ideal city to cultivate their idea into a successful endeavor and grow their business. The consulting partners (or group of partners) will deliver a plan that would present their approach to the creative development process, channel distribution and PR amplification. The consulting partner(s) will outline the audiences they will reach and tactics they will use to capture their attention and ensure awareness in the marketplace around Albuquerque.

The plan by the selected consulting partner(s) may include a combination of the following tactics, although not all are required. Consultant partners are welcome to propose their own approach. Final decisions on program content will be made collaboratively with the City after the award(s).

* National media stories/p.r.
* Major newspapers (e.g., Wall Street Journal, USA Today)
* Business magazines (Business Week, etc.)
* Economic Development magazines (Area Development, Site Selection, etc.)
* Industry trade publications (Aviation Week, etc.)
* On line publications (Photonics.com, etc.)
* Regional publications (L.A. Times, San Jose Mercury News, etc.)
* Social media (general audience; networked; targeted)
* Targeted industry contact lists
* Targeted campaigns at site selection consultants
* Hire consultant--direct calling on companies
* Consultant “fam” tours
* Company “fam” tours
* Direct mail
* Advertising (national; regional; industry); print, online
* Website
* Collateral material (brochures, etc.)
* Trade shows
* Cold calls
* Videos, still photography

The response should also include a general timeline and budget.

**This program will be conducted in collaboration with other local and state economic development marketing efforts.**

**TARGET INDUSTRIES AND KEY MESSAGES**

EDD, along with a number of collaborators in the area, has identified certain target industries and key messages that will form a framework for the marketing activities. It is recognized that these may change during the time of the contract, to allow for changing conditions and opportunities. Target industries include: Aviation/Aerospace; Electronics; Environmental Technologies; Optics/Photonics; Shared Services/Tech Support; Biomedical; IT/Software (including Digital Media and Cybersecurity); and Microsystems/Nanotechnology.

National key messages will focus primarily on Albuquerque as a center for forward-thinking, innovative individuals and companies, who appreciate diversity of ideas, cultures, and opportunities.

Another key element to advance innovation-based economic development is to develop a local culture that supports innovation, entrepreneurship, and business development. The City seeks to include components in the comprehensive communications strategy that will be designed to foster and grow that culture by increasing local awareness and understanding of the opportunities presented by the innovation economy. The City wishes to increase the local media coverage of positive business stories.

**Right of Final Review.** The City shall have the right of final review and approval of all creative concepts, materials or other creative print or electronic products produced by the firm.

**Additional Marketing Services.** The City may have a need for additional marketing services not identified presently which may be added by mutual agreement as an amendment to an initial contract.

**BUDGET**

The City has approximately $1 million to spend on this program.

**CONTACT AND COMMUNICATION**

For this project, direct all communication to the City Project Manager, **Deirdre Firth** [**dfirth@cabq.gov**](mailto:dfirth@cabq.gov) **(505) 768-3270 or Deirdre Firth, Economic Development Dept., City of Albuquerque, P.O. Box 1293, Albuquerque, NM 87103.**

Interested parties may download a copy of this solicitation from: <http://www.cabq.gov/economicdevelopment>

It is the responsibility of all parties to examine this entire document and seek clarification of any requirement that may not be clear and to check all responses for accuracy before submitting a response. Negligence in preparing a response may result in the submittal being deemed nonresponsive in the City’s sole discretion. The Respondent shall be responsible for fully understanding the requirements of the Request for Letters of Interest and subsequent documents. If there are questions about the Request or the process, please contact the City Project Manager listed above. Note that the City Project Manager may answer informal technical questions regarding the Request orally. The City makes no warranty of any kind as to the correctness of any oral answers and uses this process solely to provide minor clarifications rapidly. Oral statements or instructions shall not constitute an amendment to this Request. It is the Respondent’s responsibility to keep apprised of answers to questions and any amendments to this Request by frequently checking the following website: <http://www.cabq.gov/economicdevelopment>. Failure to submit timely responses pursuant to the Request and any addendums may be grounds for deeming a submittal non-responsive.

Formal inquiries during the project awarding process, commencing with issuance of this Request and continuing until award of a contract for the Project (or cancellation of the award), no employee, member or agent of any Respondent shall have any ex-parte communications regarding this award with any member of the City, the EDAct Council, their advisors or any of their contractors or consultants involved with the awarding, except for communications expressly permitted by the City Project Manager and this Request. Any Respondent engaging in such prohibited communication may be disqualified at the sole discretion of the City. All formal inquiries or requests for significant or material clarification or technical interpretations or notification to the City of errors or omissions relating to this Request must be directed, in writing, to the City Project Manager, at the location or email noted below. The City Project Manager will post these inquiries and affiliated responses to the website within 5 business days of receipt of the inquiry. The source of the question will not be disclosed until the contract has been awarded.

**EVALUATION PREFERENCES AND PAY EQUITY**

Resident, Local And Small Business Preferences.

(A) *Application of Preferences.* Prior to making a recommendation of award, the City shall apply the following preferences by applying the 5% preference for each to the amount bid or quoted or the proposal score of all eligible offers.

(1) A local business preference shall be applied to a qualified bid, proposal or quote submitted in response to a competitive solicitation for the purchase of goods or services or for the award of a concession contract by a local business, as defined in this section.

(2) A small business preference shall be applied to a qualified bid, proposal or quote submitted in response to a competitive solicitation for the purchase of goods or services by a small business, as defined in this section.

(3) The state's resident contractor preference shall be applied to a qualified bid or quote submitted in response to a competitive solicitation for the purchase of construction, in accordance with state law.

(4) The state's Veterans preference shall be applied to a qualified bid or proposal submitted in response to a competitive solicitation by a state certified veterans business.

(5) A resident preference based on the state's resident business preference shall be applied to a request for bids or request for proposals for the purchase of goods or services, but only if no offers have been received in response to the solicitation from offerors eligible for the local preference.

(B) *Definitions.*

(1) ***LOCAL BUSINESS*** shall mean a business that maintains its principal office and place of business in the Greater Albuquerque Metropolitan Area, as defined in Section 3 of this Article.

(2) ***PLACE OF BUSINESS*** shall mean a business's location in the Greater Albuquerque Metropolitan Area which is staffed and open to the public on a regular basis.

(3) ***RESIDENT CONTRACTOR PREFERENCE*** shall mean the preference described in Section 13-4-2 NMSA 1978, as currently enacted or hereafter amended.

(4) ***SMALL BUSINESS*** shall mean a Local Business which employs an average of fewer than 50 full-time employees in a calendar year, which number can be verified on request by submittal of the business's quarterly IRS Form 941 or other documentation acceptable to the city.

**(C) *Eligibility for Preferences.***

(1) To qualify for a local business or small business preference, the offeror must submit verifiable information in accordance with procedures established by the City Purchasing Officer.

(2) To qualify for the state's resident contractor preference, an offeror must submit a valid number issued by the State of New Mexico with its offer.

(3) To qualify for the state's resident veterans’ preference, the offeror must submit with its offer the certification of resident veterans’ business issued by the State of New Mexico.

(4) If necessary the Central Purchasing Office may seek additional information or proof to verify the offeror's eligibility.

(5) Only the principal offeror or one of the principal offerors, not a subcontractor, may qualify an offer for a preference.

(E) *Limitation.* The total amount of all preferences awarded under this section for the purchase of goods and services in any single award shall not exceed 10% or $50,000, whichever is less.

Pay Equity Documentation Required; Pay Equity Preference.

All Responses shall include a Pay Equity Reporting Form which can be accessed at <http://www.cabq.gov/womens-pay-equity-task-force-instructions/albuquerque-pay-equity-initiative-instructions> .  Offerors who believe they are exempt because they are an out-of-state contractor that has no facilities and no employees working in New Mexico are not required to report data, but must check the box verifying their status on the Pay Equity Reporting Form.  Any Proposal that does not include a Pay Equity Reporting Form shall be deemed nonresponsive.

There are two parts to the pay equity initiative:  (1) companies must submit a pay equity form with all bids and proposals or their bids or proposals will be deemed nonresponsive; and (2) if the company wants a pay equity preference of 5%, it must obtain certification prior to the response submittal through our City’s Office of Human Rights and submit that certification with the bid/proposal/response.

<http://www.cabq.gov/womens-pay-equity-task-force/frequently-asked-questions>

**LETTERS OF INTEREST**

Interested parties should submit a Letter of Interest to the City’s Economic Development Department. Individuals, single firms, or a combination of firms are all welcome to apply. The package also should include the following, and be limited to a total of 15 pages, not including a cover sheet, table of contents, preference documentation, or pay equity certification. Graphics, not exceeding ten (10) pages, may be attached as an Appendix, but are not required.

1. **Description of the strategic approach and messaging**
   1. Provide an overview of how your response meets the City’s goals to increase the awareness of the community as a vibrant city with an economy full of opportunity including some key messaging
   2. Describe how you will target audiences within the entrepreneur community, including business founders, investors, management and influencers.
   3. Delineate the types of marketing tactics you believe will be effective
2. **Qualifications of the offering firm(s) in economic development marketing and/or entrepreneur outreach; information on experience with previous similar projects**
   1. Provide information on the firm(s) qualifications to provide marketing and communications services
   2. Give examples of specific projects where your firm(s) worked with communities on economic development marketing and promotion.
   3. Give examples of projects where your firm(s) worked on marketing outreach to the entrepreneur community.
3. **Qualifications of the staff who will be directly involved in the project**
   1. Delineate the project management and technical assistance staff who will work directly on the project, including summary bios and relevant professional experience
4. **References**
   1. Provide at least five (5) professional references, two of which should be for similar projects related to this request, and identified as such.
5. **Proposed budget or range of prices**
   1. Provide an overall budget for the project, as well as specific identification of budget pricing for different tasks identified in the response.
6. **Timeline**
   1. Delineate a proposed project timeline, with tasks identified.

Interested parties should **submit ten (10) copies** of their response. Responses should be delivered by mail, courier, or in person by **Wednesday, September 23, 2015 by 5:00 p.m.**

Mailing Address: Delivery Address:

Economic Development Department Economic Development Department

City of Albuquerque City of Albuquerque

P.O. Box 1293 City/County Bldg.

Albuquerque, NM 87103 One Civic Plaza

11th Floor, Room 11015

Attn: Deirdre Firth Attn: Deirdre Firth

**Any questions should be addressed in writing to Deirdre Firth** [**dfirth@cabq.gov**](mailto:dfirth@cabq.gov) **or Deirdre Firth, Economic Development Dept., City of Albuquerque, P.O. Box 1293, Albuquerque, NM 87103 and include contact information of the person making the inquiry.**