

EVALUATION CRITERIA

Proposals must address each of the following criteria. Each proposal may be awarded points up to the numeric value listed. Points will be awarded in compliance with NMSA 13-1-21 for New Mexico In-State Resident Business and Resident Veteran Business. If proposal is a Joint Venture, Offeror shall state in submitted proposal the percentage of work that will be performed by Resident Business and/or Resident Veteran Business.

Please Note: An Offeror cannot be awarded both a resident preference and a resident veteran business preference. Offerors shall include in their proposal a copy of certificate issued by State of New Mexico Taxation & Revenue. **Note: FAILURE** to adequately address and meet the above requirements may be cause for the proposal to be deemed non-responsive by the procurement officer.

*****The Offeror should contact Procurement Officer for clarification of evaluation criteria or terminology*****

	Possible Points	Points This RFP
Firm/Company Profile Submit detailed information concerning your firm/company such as location, years in business, awards, expertise, staffing, customer service, etc.	10	
Experience and References Submit detailed information that demonstrates your experience in providing services as requested in scope of work with government agencies and tourism-related organizations . Include contact references – names, phone numbers, email	20	
Assigned Personnel Include information of the assigned personnel that will be directly providing the requested services to Town. Resume's outlining experience, education, certifications, and other relevant information is recommended.	25	
Methodology, Approach and Creativity Submit a detailed narrative of your company's approach to providing services as requested in this RFP. Include information on prior marketing strategies and examples of marketing materials utilized.	20	
Price Consideration Detailed pricing for proposed project to include all aspects of the services to be rendered.	25	
Total Possible Points	100	
New Mexico Resident Business Preference: Five percent of the total possible points to a resident business. Offeror shall include a copy of their In-State Certificate issued by State of New Mexico Taxation & Revenue Department.	5	
Veteran New Mexico Resident Business Preference : Ten percent of the total possible points to a resident veteran business. To qualify an Offeror must include a copy of their Resident Veteran Certificate issued by State of New Mexico Taxation & Revenue Department, and NM Tax & Revenue documentation of annual business revenue. 10 points for Resident Veteran Business/Contractor with annual revenues of \$3 million or less as verified by State of NM Tax & Revenue.	10	
Total Awarded Points	Up to 110	