

COUNTY OF GRANT



ADDENDUM NO. 1

RFP No: 22-01

RFP Title: Marketing Services

The following are a list of questions and responses that were submitted regarding the above-referenced RFP.

Question No. 1: In the RFP, it is stated under Scope of Services that Grant County wants the contractor to: “Generate marketing and promotional strategies for Grant County, New Mexico by sponsoring events, publishing, advertising, and displaying materials that will promote cultural resources, art, music products, historical and natural resources, and recreational facilities within Grant County as per the County Ordinance.”

Does this mean that County wants the contractor to create, sponsor and manage events, or that the County would sponsor and manage events that the contractor would help develop, and the contractor would market the events to increase attendance and also help attract additional sponsors?

Response No. 1: Historically, Grant County has not created or managed or sponsored events, nor has the Lodgers Tax Advisory Board, nor any other entity that was contracted to market Grant County as a destination, created or managed or sponsored events. Events have been funded from Lodgers Tax funds, separately from the budget allotted for marketing Grant County as a tourism destination, when an event sponsor (i.e. the Rodeo or the Bike Race or Ft. Bayard) has requested funding from the County.

Question No. 2: Does the town of Silver City have its own marketing contractor? And if so, how does Grant County wish for the contractor hired to market the county to engage with the Silver City contractor? Does the County wish to have ideas about how to leverage the relationship between the contractors to benefit both the city and the county?

Response No. 2: The Town of Silver City has a contract with a marketing firm for FY 2021-2022. There *may* be cooperation between the Town of Silver City’s marketing firm and Grant County’s marketing firm in order to avoid duplication and maximize the available funds.

Question No. 3: If the town of Silver City has its own marketing contractor, does Grant County want the County contractor to place equal emphasis on all the locations and attractions of Grant County including Silver City, or alternatively to focus on all of the locations and attractions except for Silver City?

Response No. 3: Historically, Grant County has placed emphasis on all the locations and attractions within Grant County except for Silver City.

-End of Addendum-

Notice: All other items of the RFP Packet remain the same. Acknowledgement of this addendum on Appendix B of the solicitation documents is required.

By: /s/ Randy J. Hernandez,
Chief Procurement Officer

Date: 07/28/2021