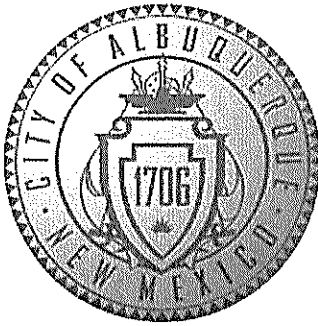


EC-20-190

CITY OF ALBUQUERQUE

Albuquerque, New Mexico

Office of the Mayor



Mayor Timothy M. Keller

**INTER-OFFICE MEMORANDUM**

October 6, 2020

**TO:** Pat Davis, President, City Council

**FROM:** Timothy M. Keller

**SUBJECT:** Mayor's Recommendation of Award (ROA) for RFP No. RFP-2020-058-DED-IC, "Regenerating Rt. 66 Marketing Program"

The City of Albuquerque's Economic Development Department in conjunction with the Department of Finance, Purchasing Division, issued the RFP for Regenerating Rt. 66 Marketing Program.

The RFP was posted on the Purchasing E-Procurement, Bonfire website on June 11, 2020 and advertised in the Albuquerque Journal on June 28, 2020.

The City received ten (10) responses to this solicitation. The ad hoc evaluation committee evaluated and scored the proposals received in accordance with the evaluation criteria published in the RFP. After thoroughly reviewing and scoring the proposal, RK Venture, earned the highest score of 1693 points. The ad hoc committee found RK Venture to be both responsive and qualified and recommends an award to RK Venture.

I concur with this recommendation.

The City of Albuquerque's Economic Development Department will manage this contract.

Mayor's Recommendation of Award (ROA) for RFP No. RFP-2020-058-DED-IC, " Regenerating Rt. 66 Marketing Program"

Approved:

*SN* 10/12/20  
Sarita Nair Date  
Chief Administrative Officer

Approved as to Legal Form:

DocuSigned by: Esteban A. Aguilar, Jr. 10/12/2020 | 1:59 <sup>DS</sup> ~~MDT~~  
79510988048540E...  
Esteban A. Aguilar, Jr. Date  
City Attorney

Recommended:

DocuSigned by: Synthia Jaramillo 10/12/2020 | 7:34 AM MDT  
6C8B45F8C3370E  
Synthia Jaramillo Date  
Director of Economic Development

## Cover Analysis

**1. What is it?** The City of Albuquerque issued an RFP for a qualified marketing firm to develop and implement a comprehensive, multifaceted marketing plan promoting Albuquerque's Central Avenue as a destination for commerce and business activity. The marketing plan will emphasize that increased consumer spending and support is necessary to save the "main street", locally-owned, small businesses and jobs that are in danger of disappearing permanently as a result of the COVID -19 pandemic.

**2. What will this piece of legislation do?** It is the Recommendation of Award for RK Venture to develop and implement the marketing program.

**3. Why is this project needed?** The intention of the contract is for the development and implementation of marketing plan by RK Venture. As a result of the COVID-19 pandemic and the lasting negative effects due to the construction of the Albuquerque Rapid Transit project, visitation and business activity along the corridor has dramatically declined with a significant impact felt by local, small businesses. There are countless small businesses and the associated jobs at risk of permanently disappearing. A comprehensive marketing program would provide much needed relief for businesses and promote revitalization along the corridor

The City desires the following outcomes with respect to the marketing program:

- Increased consumer traffic along Central Avenue;
- Increased sales revenue among Central Avenue businesses;
- Increased revenues from Gross Receipts Tax, Lodgers' Tax and Hospitality Fees as a result of a rise in visitation and tourism;
- Increased positive media coverage;
- Increased ridership on Albuquerque Rapid Transit and all Central Ave bus lines;
- A more vibrant, energetic, attractive street environment resulting from increased use of Central Avenue's assets;
- Increased public perception and awareness of Central Avenue including businesses, events, amenities, safety, parking, etc.

**4. How much will it cost and what is the funding source?** The funding source is CARES Act funds. Pending contract negotiations, the cost is not expected to exceed the current budgeted amount of \$500,000.

**5. Is there a revenue source associated with this Plan? If so, what level of income is projected?** No.

**FISCAL IMPACT ANALYSIS**

TITLE: Recommendation of Award for RK Venture for the Regenerating Rt. 66 Marketing Program R: O:  
 FUND: 265  
 DEPT: 2599912

- No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

	Fiscal Years					Total
	2021	2022	2023	2024	2025	
Base Salary/Wages						-
Fringe Benefits at	-	-	-	-	-	-
Subtotal Personnel	-	-	-	-	-	-
Operating Expenses	500,000	-	-	-	-	500,000
Property	-	-	-	-	-	-
Indirect Costs	-	-	-	-	-	-
	0					
<b>Total Expenses</b>	<b>\$ 500,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500,000</b>
[X] Estimated revenues not affected						
[ ] Estimated revenue impact						
Revenue from program						0
Amount of Grant						
City Cash Match						
City Inkind Match						
City IDOH	-	-	-	-	-	-
<b>Total Revenue</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

These estimates do not include any adjustment for inflation.  
 \* Range if not easily quantifiable.

**COMMENTS: The City of Albuquerque issued an RFP for a qualified marketing firm to develop and implement a comprehensive, multifaceted marketing plan promoting Albuquerque's Central Avenue as a destination for commerce and business activity. The marketing plan will emphasize that increased consumer spending and support is necessary to save the "main street", locally-owned, small businesses and jobs that are in danger of disappearing permanently as a result of the COVID -19 pandemic.**

PREPARED BY:

APPROVED:

DocuSigned by:  
*Janel Skisler*  
 FISCAL ANALYST

DocuSigned by:  
*Synthia Jaramillo* 10/12/2020 | 7:34 AM MDT  
 DIRECTOR (date)

REVIEWED BY:

DocuSigned by:  
*Jennifer Brokaw*  
 EXECUTIVE BUDGET ANALYST

DocuSigned by:  
*Lawrence L. Davis* 10/12/2020 | 10:39 AM MDT  
 BUDGET OFFICER (date)

DocuSigned by:  
*Christine Boerner*  
 CITY ECONOMIST



# City of Albuquerque

Department of Finance and Administrative Services

Timothy M. Keller, Mayor

## Interoffice Memorandum

Date September 1, 2020

**TO:** Sarita Nair, Chief Administrative Officer

**FROM:** Synthia Jaramillo, Director of Economic Development

**SUBJECT:** Recommendation of Award: RFP No. RFP-2020-058-DED-IC, " Regenerating Rt. 66 Marketing Program"

DS  
SJ

The City of Albuquerque Economic Development Department in conjunction with the Department of Finance and Administrative Services, Purchasing Division, issued the subject solicitation. The solicitation was posted on the purchasing website and advertised in the Albuquerque Journal. Ten responses were received for evaluation.

The ad hoc evaluation committee evaluated and scored the responses in accordance with the evaluation criteria published in the RFP. After the technical evaluation was complete, the two highest ranked firms were invited for presentation/interviews. Following the presentation process, the ad hoc evaluation committee recommends award of contract to RK Venture. I concur with this recommendation. Listed below are the composite scores for the top two responses received:

RK Venture	1693
Vladimir Jones	1509

The City of Albuquerque's Economic Development Department will manage this contract.

Approved by:

9/2/2020 | 10:13 AM MDT

Sarita Nair (Date)  
Chief Administrative Officer

Attachment: Score Sheet



## RFP-2020-058-DED-IC - Regenerating Rt. 66 Marketing Program

	Total	A - Evaluation Factors	A-1 - Detailed Plan & timeline	A-2 - Experience	A-3 - Project Management & Resources	B-1 - Appendix A- Cost Proposal	C - Interviews	C-1 - Challenges	C-2 - Stakeholder input	C-3 - Neighbor hoods	C-4 - Creative process/ example	C-5 - Advertising
Supplier	/ 2,000. pts	/ 900 pts	/ 300 pts	/ 300 pts	/ 300 pts	/ 100 pts	/ 1,000 pts	/ 200 pts	/ 200 pts	/ 150 pts	/ 300 pts	/ 150 pts
RK Venture	1693	730	250	240	240	75	888	185	178	140	250	135
Vladimir Jones	1509	649	224	215	210	50	810	170	140	120	255	125
Ideapeddler	680	605	195	215	195	75	-	-	-	-	-	-
MMGY Global	650	600	180	225	195	50	-	-	-	-	-	-
Sunny505	640	615	188	210	217	25	-	-	-	-	-	-



Streetsense	635	585	185	195	205	50	-	-	-	-	-	-
Madden Media	615	590	195	195	200	25	-	-	-	-	-	-
Belo and Company	615	590	170	220	200	25	-	-	-	-	-	-
Heinrich	600	575	180	215	180	25	-	-	-	-	-	-
Albuquerque Hispano Chamber of Commerce	520	445	140	170	135	75	-	-	-	-	-	-
Truly Social Digital Marketing	490	440	170	130	140	50	-	-	-	-	-	-
Mya Kai Creative	380	330	150	105	75	50	-	-	-	-	-	-
EFO Media	300	250	75	85	90	50	-	-	-	-	-	-



**Non-Responsive Submissions (incomplete proposals missing required evaluation criteria responses /documentation)**

Ghost Rock	Pass				-	-	-	-	-	-	-
KRQE Media Group	Pass				-	-	-	-	-	-	-
Grand Splash Marketing	Pass				-	-	-	-	-	-	-