REQUEST FOR PROPOSALS

SANDOVAL COUNTY

Regional Economic Development Recruitment & Marketing
Economic Development Services

RFP# FY27-CBD-01

Release Date: October 18, 2026

Due Date: November 17, 2026, at 3:00 p.m. MST

NIGP Codes: 96128, 96153

I. INTRODUCTION

A. PURPOSE OF THIS REQUEST FOR PROPOSALS

The Sandoval County Board of County Commissioners is accepting proposals for Regional Economic Development Recruitment & Marketing Economic Development Services (NIGP Commodity Codes: 96128, 96153). Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Expensive binds, colored displays, promotional materials, etc., are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.

Responses will be accepted in the Finance Department, Attn: Leslie Olivas, Sandoval County Administrative Offices, 1500 Idalia Road, Bldg. D, 2nd Floor, Bernalillo, New Mexico 87004 until 3:00 p.m. (Mountain Standard Time) on November 17, 2026. Late submissions will not be considered. The Sandoval Board of County Commissioners reserves the right to reject any and all responses.

B. SANDOVAL COUNTY BACKGROUND

Sandoval County is a Class A county located in central New Mexico. It covers over 3,700 square miles of both urban and rural areas with a population of approximately 148,800 people according the 2020 census. Sandoval County has a commission/manager form of government. The Board of County Commissioners consist of five members elected by voters within their respective districts. The County Manager is appointed by the Commission to carry out policy and serve as chief administrative officer.

Sandoval County recognizes the importance of strategic economic development and sustainable growth throughout the region. With its diverse communities, resources, and geographic assets, the County is well-positioned to encourage investment, support local businesses, create employment opportunities, and strengthen its economic vitality. Strategically positioning and promoting key locations throughout Sandoval County for economic development is an important component of the County's long-term growth objectives. Identifying and enhancing the protentional of these locations can help attract private investment, stimulate business development, create employment opportunities, and strengthen the economic vitality of communities throughout the County. The strategic identification, positioning, and development of key locations within Sandoval County remains a focal point of opportunity and an important component of the County's broader economic development priorities.

C. SCOPE OF PROCUREMENT

Responses to this RFP need not address every item within the State Plan (Empower & Collaborate: New Mexico's Economic Path Forward – Statewide Strategic Plan), but must be based on

objectives, strategies, and actions that can reasonably be accomplished over the term of the contract. Responses to this RFP must address:

Economic development refers broadly to the activities and support of policies within a program that seeks to improve the economic well-being and quality of life for a community or region by creating and/or retaining jobs that facilitate growth and provide a stable tax base.

To accomplish this, Sandoval County seeks to designate and contract employer development and regional economic development services to recruit, promote, and encourage economic-based job creation and the economic development of the area to include Sandoval County within a county region that includes Bernalillo, Cibol, Torrance and Valencia Counties. Economic Development promotional, marketing, and public relations campaigns should align with the County's branding, process, and the inclusion of the County's Director of Marketing when relevant.

Work and contract deliverables set in accordance with the responsibilities set forth above and subject to the availability of adequate funding. Offeror shall implement strategic action plans adopted and overseen by economic development professionals. Sandoval County shall be entitled to provide input on these action plans through active participation in leadership or advisory group structure within a professional economic development organization (EDO) structure. The County acknowledges and agrees to provide input in accordance with its own practices and procedures, substitute, change, reschedule, cancel, or defer certain activities as required by a result of changing market conditions, funding availability, or other circumstances beyond the Offeror's reasonable control.

Services are needed for strategies and goals to increase capital investment and tax base revenues from the development of key and targeted industry sectors via business large employer recruitment, retention, and expansion efforts.

Services are needed to serve the area for regional research data, site inventory profiling, and business climate improvement trends. The contractor will be responsible for the development of Request for Information (RFIs), Request for Proposals (RFPs), and Professional Request Opportunities (PROs) defined and outlined as meeting a large-employer potential recruitment and as a regional project submission. The Offeror shall focus on responses to national/global site selector interest, relations, and visits/activity, for economic-based inquiries and regional projects.

The Scope of Work is to be completed within the time frames required by the County. Offeror is responsible for the end project and shall work with the Sandoval County Economic Development Department and/or other County-identified contractors to work within an agreed-upon definition of "regional project recruitment" and within an education and outreach capacity to avoid duplication and support requirements of regional collaboration. All partners shall make their best efforts to minimize costs to the County.

The Offeror shall provide a method/means to measure the outcome of efforts that reflects the Return on Investment/Rate of Return (ROI/ROR), revenue or impact to tax base and cost or benefit tax base. In addition, the contractor shall design, procure, and/or manage specific County assets for infrastructure design, use, or promotion.

Although every effort has been made to fully describe the scope of services, it is anticipated that other services may be required to accommodate the County. The County, at its own discretion, may or may not elect to use any or all services described herein.

The initial contract shall be for one year from the date of contract execution, with options to renew for up to an additional three years. Sandoval County reserves the right to award the contract resulting from this RFP to more than one offeror if it is in the best interest of the County.

D. TERM OF CONTRACT

This Request for Proposal is to contract on a yearly basis with the option to renew the contract annually for a maximum of four (4) years upon satisfactory completion of the Scope of Services. The resulting contract will be a single award. The contract is non-exclusive should a need or conflict arise as determined by Sandoval County.

E. PROCUREMENT MANAGER

1. Sandoval County has assigned a Procurement Manager who is responsible for the conduct of this procurement whose name, address, telephone number, and e-mail address are listed below:

Name:	Leslie Olivas, Senior Procurement Specialist
Address:	Sandoval County 1500 Idalia Road, Bldg. D, 2nd Floor PO Box 40 Bernalillo, NM 87004
Telephone:	(505) 404-5873
Fax:	(505) 867-7605
E-mail:	ldolivas@sandovalcountynm.gov

2. All deliveries of responses via express carrier must be addressed as follows. All potential offerors are responsible for ensuring their complete proposal is received on or before the stated deadline, regardless of courier utilized. Later proposals will not be considered for award.

Name:	Leslie Olivas, Senior Procurement Specialist
RFP Name:	Regional Economic Development Recruitment & Marketing Economic Development Services RFP# FY27-CBD-01
Address:	Sandoval County 1500 Idalia Road, Bldg. D PO Box 40 Bernalillo, NM 87004

3. **Any inquires or requests** regarding this procurement should be submitted, in writing, to the Procurement Manager. Offerors may ONLY contact the Procurement Manager regarding this procurement. Other county employees or Evaluation Committee members do not have the authority to respond on behalf of the County. **Protests of the solicitation or award must be delivered by mail to the Protest Manager**. A Protest Manager has been named in this Request for Proposals, pursuant to NMSA 1978, § 13-1-172, ONLY protests delivered directly to the Protest Manager in writing and in a timely fashion will be considered to have been submitted properly and in accordance with statute, rule and this Request for Proposals. Emailed protests will not be considered as properly submitted.

II. CONDITIONS GOVERNING THE PROCUREMENT

This section of the RFP contains the schedule, description and conditions governing the procurement.

A. SEQUENCE OF EVENTS

The Procurement Manager will make every effort to adhere to the following schedule:

Action	**Responsible Party**	**Due Dates**
1. Issue RFP	Sandoval County	OCTOBER 18, 2026
2. Return of Acknowledgement of Receipt Form	Potential Offerors	OCTOBER 23, 2026
3. Mandatory Pre-Proposal Conference and Site Visit	Sandoval County and Potential Offerors	N/A
4. Deadline to submit Questions	Potential Offerors	OCTOBER 29, 2026
5. Response to Written Questions	Procurement Manager	NOVEMBER 5, 2026
6. Submission of Proposal	***Potential Offerors***	***NOVEMBER 17, 2026 AT 3:00 PM MST.***
7. Proposal Evaluation	Evaluation Committee	TBD
8. Selection of Finalists	Evaluation Committee	TBD
9. Contract Awards	Sandoval County	TBD
10. Protest Deadline		+15 days

B. EXPLANATION OF EVENTS

The following paragraphs describe the activities listed in the sequence of events shown in Section II. A., above.

1. **Issuance of RFP**

   This RFP is being issued on behalf of the Sandoval County Economic/Business Development Department.

2. **Acknowledgement of Receipt**

   Potential Offerors may e-mail, hand deliver, return by facsimile or registered or certified mail the "Acknowledgment of Receipt of Request for Proposals Form" that accompanies this document, APPENDIX A, to have the offeror placed on the procurement distribution list. The form should by signed by an authorized representative of the offeror, dated, and returned to the Procurement Manager.

   The procurement distribution list will be used for the distribution of written responses to questions.

3. **Mandatory Pre-Proposal Conference and Site Visit**

   This section is not applicable for this procurement.

4. **Deadline to Submit Written Questions**

   Potential Offerors may submit written questions to the Procurement Manager as to the intent or clarity of this RFP as indicated in the sequence of events. All written questions must be addressed to the Procurement Manager as declared in Section I, Paragraph E. Questions shall be clearly labeled and shall cite the section(s) I the RFP or other document which forms the basis of the question.

5. **Response to Written Questions**

   Responses to written questions will be distributed as indicated in the sequence of events to all potential Offerors whose name appears on the procurement distribution list. An e-mail copy will be sent all Offerors that provide an Acknowledgement of Receipt Form.

6. **Submission of Proposals**

   ALL OFFEROR PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION BY THE PROCUREMENT MANAGER OR DESIGNEE NO LATER THAN 3:00 PM MOUNTAIN STANDARD TIME (MST) ON **November 17, 2026. Proposals received after this deadline will not be accepted.** The date and time of receipt will be recorded on each proposal.

Proposals must be addressed and delivered to the Procurement Manager at the address listed in Section I, Paragraph E2. Proposals must be sealed and labeled on the outside of the package to clearly indicate that they are in response to the **Economic Development Services RFP #FY27-CBD-01.** Proposals submitted by facsimile or other electronic means will not be accepted.

A public log will be kept of the names of all Offerors that submitted proposals. Pursuant to NMSA 1978, § 13-1-116, the contents of proposals shall not be disclosed to competing potential Offerors during the negotiation process. The negotiation process is deemed to be in effect until the contract is awarded pursuant to this Request for Proposals.

7. Proposal Evaluation

An Evaluation Committee will perform the evaluation of proposals. This process will take place as indicated in the sequence of events, depending upon the number of proposals received. During this time, the Procurement Manager may initiate discussions with Offerors who submit responsive or potentially responsive proposals for the purpose of clarifying aspects of the proposals. However, proposals may be accepted and evaluated without such discussion. Discussions SHALL NOT be initiated by the Offerors.

8. Finalize Contractual Agreements

Any Contractual agreement(s) resulting from this RFP will be finalized with the most advantageous Offeror(s) as per schedule, Sequence of Events or as soon thereafter as possible. This date is subject to change at the discretion of the Sandoval County. In the event mutually agreeable terms cannot be reached with the apparent most advantageous Offeror in the time specified, the County reserves the right to finalize a contractual agreement with the next most advantageous Offeror(s) without undertaking a new procurement process.

9. Contract Awards

The contract shall be awarded to the Offeror (or Offerors) whose proposals are most advantageous to Sandoval County taking into consideration the evaluation factors set forth in this RFP. The most advantageous proposal may or may not have received the most points. The award is subject to appropriate Sandoval County Commission approval.

10. Protest Deadline

Any protest by an Offeror must be timely and in conformance with NMSA 1978, § 13-1-172 and applicable procurement regulations. As a Protest Manager has been named in this Request for Proposals, pursuant to NMSA 1978, § 13-1-172, ONLY protests delivered directly to the Protest Manager in writing and in a timely fashion will be considered to

have been submitted properly and in accordance with statute, rule and this Request for Proposals. The 15-calendar day protest period shall begin on the day following the award of contracts and will end at 5:00 pm Mountain Standard Time/Daylight Time on the 15th day. Protests must be written and must include the name and address of the protestor and the request for proposal number. It must also contain a statement of the grounds for protest including appropriate supporting exhibits and it must specify the ruling requested from the party listed below. The protest must be delivered to:

Leslie Olivas, Senior Procurement Specialist
Sandoval County
1500 Idalia Road Bldg. D 2nd Floor
PO Box 40
Bernalillo, NM 87004

Protests received after the deadline will not be accepted.

C. GENERAL REQUIREMENTS

1. Acceptance of Conditions Governing the Procurement

Potential Offerors must indicate their acceptance of the Conditions Governing the Procurement section in the letter of transmittal (Appendix C). Submission of a proposal constitutes acceptance of the Evaluation Factors.

2. Incurring Cost

Any cost incurred by the potential Offeror in preparation, transmittal, and/or presentation of any proposal or material submitted in response to this RFP shall be borne solely by the Offeror. Any cost incurred by the Offeror for set up and demonstration of the proposed equipment and/or system shall be borne solely by the Offeror.

3. Prime Contractor Responsibility

Any contractual agreement that may result from this RFP shall specify that the prime contractor is solely responsible for fulfillment of all requirements of the contractual agreement which may derive from this RFP.

4. Amended Proposals

An Offeror may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. The County personnel will not merge, collate, or assemble proposal materials.

5. Offeror's Rights to Withdraw Proposal

Offerors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The Offeror must submit a written withdrawal request addressed to the Procurement Manager and signed by the Offeror's duly authorized representative.

The approval or denial of withdrawal requests received after the deadline for receipt of the proposals is governed by the applicable procurement regulations.

6. Proposal Offer Firm

Responses to this RFP, including proposal prices for services, will be considered firm for one hundred twenty (120) days after the due date for receipt of proposals or ninety (90) days after the due date for the receipt of a best and final offer, if the Offeror is invited or required to submit one.

7. Disclosure of Proposal Contents

Proposals will be kept confidential until negotiations and the award are completed by the County. At that time, all proposals and documents pertaining to the proposals will be open to the public. Offerors agree that Sandoval County is subject to the Inspection of Public Records (commonly known as the "IPRA," NMSA 1978, Section 14-2-1 et seq.), and in accordance with such, Proprietary or Confidential Information shall not include those records subject to inspection under the IPRA or by other operation of law. If Sandoval County receives an IPRA request related to an offeror or any subsequent Agreement, Sandoval County will promptly notify the offeror of that request so that the offeror may seek any legal remedy in relation to the person/entity making that IPRA request.

8. No Obligation

This RFP in no manner obligates Sandoval County to the use of any Offeror's services until a valid written contract is awarded and approved by appropriate authorities.

9. Termination

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the agency determines such action to be in the best interest of Sandoval County.

10. Sufficient Appropriation

Any contract awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Such terminations will be affected by

sending written notice to the contractor. The County's decision as to whether sufficient appropriations and authorizations are available will be accepted by the contractor as final.

11. Legal Review

The County requires that all Offerors agree to be bound by the General Requirements contained in this RFP. Any Offeror's concerns must be promptly submitted in writing to the attention of the Procurement Manager.

12. Governing Law

This RFP and any agreement with an Offeror which may result from this procurement shall be governed by the laws of the State of New Mexico, and the ordinances of Sandoval County.

13. Basis for Proposal

Only information supplied, in writing, by Sandoval County through the Procurement Manager or in this RFP should be used as the basis for the preparation of Offeror proposals.

14. Offeror Qualifications

The Evaluation Committee may make such investigations as necessary to determine the ability of the potential Offeror to adhere to the requirements specified within this RFP. The Evaluation Committee will reject the proposal of any potential Offeror who is not a Responsible Offeror or fails to submit a responsive offer as defined in NMSA 1978, § 13-1-83 and 13-1-85.

15. Right to Waive Minor Irregularities

The Evaluation Committee reserves the right to waive minor irregularities. The Evaluation Committee also reserves the right to waive mandatory requirements provided that all of the otherwise responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right is at the sole discretion of the Evaluation Committee.

16. Change in Contractor Representatives

The County reserves the right to require a change in contractor representatives if the assigned representative(s) is (are) not, in the opinion of the County, adequately meeting the needs of the County.

17. Notice of Penalties

The Procurement Code, NMSA 1978, § 13-1-28 through 13-1-199, imposes civil, misdemeanor and felony criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for bribes, gratuities and kickbacks.

18. Right to Publish

Throughout the duration of this procurement process and contract term, Offerors and contractors must secure from the County written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement and/or County contracts deriving from this procurement. Failure to adhere to this requirement may result in disqualification of the Offeror's proposal or removal from the contract.

19. Ownership of Proposals

All documents submitted in response to this RFP shall become property of Sandoval County.

20. Confidentiality

Any confidential information provided to, or developed by, the contractor in the performance of the contract resulting from this RFP shall be kept confidential and shall not be made available to any individual or organization by the contractor without the prior written approval of the County.

The Contractor(s) agrees to protect the confidentiality of all confidential information and not to publish or disclose such information to any third party without the procuring County's written permission.

21. Use of Electronic Versions of this RFP

This RFP is being made available by electronic means. In the event of conflict between a version of the RFP in the Offeror's possession and the version maintained by the agency, the Offeror acknowledges that the version maintained by the County shall govern.

22. Campaign Contribution Disclosure Form

Offeror must complete, sign, and return the Campaign Contribution Disclosure Form (Appendix B) as a part of their proposal. Failure to complete and return the signed unaltered form will result in disqualification.

23. Letter of Transmittal

Offeror's proposal must be accompanied by the Letter of Transmittal Form (Appendix C) which must be completed and signed by any individual person authorized to obligate the company. The letter of transmittal MUST:

A. Identify the submitting business entity.

B. Identify the name, title, telephone number, and e-mail address of the person authorized by the Offeror organization to contractually obligate the business entity providing the Offer.

C. Identify the name, title, telephone number, and e-mail address of the person authorized to negotiate the contract on behalf of the organization (if different that (b) above.).

D. Identify the names, titles, telephone numbers, and e-mail addresses of persons to be contacted for clarifications/questions regarding proposal content.

E. Acknowledge that a sub-contractor will not be authorized for this procurement.

F. Identify the following with a check mark and signature where required:
   1. Indicate acceptance of the Conditions Governing the Procurement, indicated acceptance of this RFP; and
   2. Acknowledge receipt of any and all amendments to this RFP.

G. Be signed by the person identified in (a) above.

24. Disclosure Regarding Responsibility

A. Any prospective Contractor and any of its Principals who enter into a contract greater than sixty thousand dollars ($60,000.00) with any state agency or local public body for professional services, tangible personal property, services or construction agrees to disclose whether the Contractor, or any principal of the Contractor's company:
   1. is presently debarred, suspended, proposed for debarment, or declared ineligible for award of contract by any federal entity, state agency or local public body.

   2. has within a three-year period preceding this offer, been convicted in a criminal matter or had a civil judgment rendered against them for:
      a. the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) contract or sub-contract.
      b. violation of Federal or state antitrust statutes related to the submission of offers; or
      c. the commission in any federal or state jurisdiction of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, violation of Federal criminal tax law, or receiving stolen property.

   3. is presently indicted for, or otherwise criminally or civilly charged by any (federal state or local) government entity with the commission of any of the offenses enumerated in paragraph A of this disclosure.

4. has, preceding this offer, been notified of any delinquent Federal or state taxes in an amount that exceeds $3,000.00 of which the liability remains unsatisfied. Taxes are considered delinquent if the following criteria apply:
    a. The tax liability is finally determined. The liability is finally determined if it has been assessed. A liability is not finally determined if there is a pending administrative or judicial challenge. In the case of a judicial challenge of the liability, the liability is not finally determined until all judicial appeal rights have been exhausted.
    b. The taxpayer is delinquent in making payment. A taxpayer is delinquent if the taxpayer has failed to pay the tax liability when full payment was due and required. A taxpayer is not delinquent in cases where enforced collection action is precluded.
    c. Have within a three-year period preceding this offer, had one or more contracts terminated for default by any federal or state agency or local public body.)

B. Principal, for the purpose of this disclosure, means an officer, director, owner, partner, or a person having primary management or supervisory responsibilities within a business entity or related entities.

C. The Contractor shall provide immediate written notice to the State Purchasing Agent or other party to this Agreement if, at any time during the term of this Agreement, the Contractor learns that the Contractor's disclosure was at any time erroneous or became erroneous by reason of changed circumstances.

D. A disclosure that any of the items in this requirement exist will not necessarily result in termination of this Agreement. However, the disclosure will be considered in the determination of the Contractor's responsibility and ability to perform under this Agreement. Failure of the Contractor to furnish a disclosure or provide additional information as requested will render the Offeror nonresponsive.

E. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the disclosure required by this document. The knowledge and information of a Contractor is not required to exceed that which is the normally possessed by a prudent person in the ordinary course of business dealings.

F. The disclosure requirement provided is a material representation of fact upon which reliance was placed when making an award and is a continuing material representation of the facts during the term of this Agreement. If during the performance of the contract, the Contractor is indicted for or otherwise criminally or civilly charged by any government entity (federal, state or local) with commission of any offenses named in this document the Contractor must provide immediate written notice to the State Contractor knowingly rendered an erroneous disclosure, in addition to other remedies available to the Government, the State Purchasing Agent or Central Purchasing Officer may terminate the involved contract for cause. Still further the State Purchasing Agent or Central Purchasing Officer may suspend or debar the Contractor from eligibility for

future solicitations until such time as the matter is resolved to the satisfaction of the State Purchasing Agent or Central Purchasing Officer.

25. Use by Other Government Agencies

By submitting a bid or proposal, the Bidder or offeror indicates that they understand and agree that other local public bodies and state agencies with the State of New Mexico, if allowed by their governing directives, may contract for the goods and services included in this procurement document with the awarded Contractor(s). Contractual engagements accomplished under this provision shall be solely between the awarded Contractor and the contracting government entity with no obligation or liability by Sandoval County.

26. Electronic Mail Address Required

A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Offeror must have a valid e-mail address to receive this correspondence. **An e-mail address will be provided on Appendix A which will be submitted in a timely manner.**

27. New Mexico Preferences

To ensure adequate consideration and application of NMSA 1978, § 13-1-21 (as amended), Offerors **MUST** include a copy of their preference certificate with their proposal. Certificates for preferences must be obtained through the New Mexico Department of Taxation and Revenue: https://www.tax.newmexico.gov/businesses/business-preference-certification/

A. **New Mexico Resident Business Preference**
A copy of the certification must accompany the Offeror's proposal.

B. **New Mexico Native American Resident Business Preference**
A copy of the certification must accompany the Offeror's proposal.

C. **New Mexico Resident Veterans Business Preference**
A copy of the certification must accompany the Offeror's proposal.

D. **New Mexico Native American Resident Veterans Business Preference**
A copy of the certification must accompany the Offeror's proposal.

An agency shall not award a business for more than one preference.

The New Mexico Preferences shall not apply when the expenditures for this RFP include federal funds.

28. Americans with Disabilities Act

Sandoval County is committed to ensuring that all its programs, services, activities, and digital resources are accessible to individuals with disabilities, in compliance with the Americans with Disabilities Act (ADA), Rehabilitation Act, and all other applicable state and local accessibility laws and regulations.

III. RESPONSE FORMAT AND ORGANIZTION

This section describes the format and organization of the Offeror's responses. Failure to conform to these guidelines may result in the disqualification of the proposal.

A. NUMBER OF RESPONSES

Offerors shall submit only one proposal in response to this RFP.

B. NUMBER OF COPIES

1. Hard Copy Responses

Offeror's proposal must be clearly **labeled and numbered and indexed**. Proposals must be submitted as outlined below. The original copy shall be clearly marked as such on the front of the binder. Envelopes, packages, or boxes containing the original and the copies must be clearly labeled and submitted in a sealed envelope, package, or box bearing the project name and RFP number.

Offerors must deliver:

- **Technical Proposals** – One (1) ORIGINAL and three (3) HARD COPIES (4 TOTAL).
- **Cost Proposals** – One (1) ORIGINAL and three (3) HARD COPIES (4 TOTAL).
- **Please include an electronic copy (flash drive) of the Technical and Cost Proposal**.

The original hard copy information **must** be identical. In the event of a conflict between versions of the submitted proposal, the original hard copy shall govern.

Any proposal that does not adhere to these requirements may be deemed non-responsive and rejected on that basis.

Sandoval County cannot provide materials such as boxes, envelopes, or tape to a potential Offeror who brings in an unsealed proposal. Unsealed proposals will not be accepted and are considered to be non-responsive to the requirements laid out in this RFP.

C. PROPOSAL FORMAT

All proposals must be submitted as follows:

Hard copies must be typewritten on standard 8 ½" by 11" paper (larger paper is permissible for charts, spreadsheets, etc.) and placed within binders with tabs delineating each section.

The proposal shall be limited to thirty (30) pages (single-sided). Exclusions to this rule will be samples of work and artistic quality, letter of introduction, table of contents, covers and dividers and, if necessary, amendment acknowledgments.

Organization of folders/envelopes for hard copy proposals:

1. TECHNICAL PROPOSAL – Binder 1 – Proposal Content and Organization

Direct reference to pre-prepared or promotional material may be used if reference and clearly marked. The proposal **must be organized and indexed** in the following format and must contain, at a minimum, all listed items in the sequence indicated. Promotional material should be **minimal**.

A. Signed Letter of Transmittal (Appendix C)
B. Table of Contents
C. Proposal Summary (Optional)
D. Response to Contract Terms and Conditions
E. Offeror's Additional Terms and Conditions
F. Response to Specifications
    1. Organizational Experience
    2. Organizational References
    3. Mandatory Specification
    4. Conflict of Interest Affidavit (Appendix E)
    5. Signed Campaign Contribution Form (Appendix B)
    6. New Mexico Preference Certificate (if applicable)
    7. Proof of Insurance and/or Surety Bonds
    8. Other Supporting Material (if applicable)

2. COST PROPOSAL – Binder 2 – MUST BE IN A SEPARATE SEALED ENVELOPE

A. The Offeror shall fully complete and submit Appendix F – Cost Proposal Form. **The costs submitted in the cost proposal do not constitute a binding contract price**. They provide a basis for fair comparison, and for the successful offeror, a basis to begin contract negotiations.

B. All costs to be incurred and billed to the County shall be described in detail. The Offeror should understand that the costs of insurance maintained by the organization in connection with the general conduct of its operation are allowable provided: that the types and content of coverage is in accordance with sound business practice and the rates and premiums are reasonable under the circumstances. Liability for that item remains with the Offeror. The proposed price quoted must include all applicable costs and applicable taxes.

C. Offeror should submit a proposal with a detailed schedule of total costs per task. Offeror should also provide unit cost estimated (hourly, etc.) and time schedule for each task within each task. The Offeror shall quote hourly rates for additional consulting beyond the scope of the described tasks.

Within each section of the proposal, Offerors should address the items in the order indicated above. All forms provided in this RFP must be thoroughly completed and included in the appropriate section of the proposal.

The proposal summary may be included by potential Offerors to provide the Evaluation Committee with an overview of the proposal; however, this material will not be used in the evaluation process unless specifically referenced from other portions of the Offeror's proposal.

IV. SPECIFICATIONS

Offerors should respond in the form of a thorough narrative to each specification, unless otherwise instructed. The narratives, including required supporting materials, will be evaluated and awarded points accordingly.

A. DETAILED SCOPE OF WORK

The following specifications are to be used as guidelines in submitting proposals and shall be made a part of the contract between Sandoval County and the successful Offeror(s). The successful Offeror(s) will perform the following services including, but not limited to:

1. Identify the target region to be served, describe the population, key demographics and the region's top two or three economic drivers. Supporting documentation from local government supporting this designation is encouraged.

2. Identify and describe the work offered to create jobs in the area served that is linked to the County's strategy and targets for Economic Development. Such must identify strategies and goals for:

    a. The creation and development of new businesses;

    b. The retention and expansion of existing Sandoval Count companies;

    c. The attraction and relocation or expansion of companies from outside our state;

    d. Development of key industry sectors;

    e. Workforce development;

    f. Rural and community economic development; and

    g. Entrepreneurial and startup development.

3. Describe a plan to work regularly with regional local, rural, tribal and quasigovernmental, and other key organizations' leadership.

4. Identify and describe a plan for product development and capacity building, which includes planning, profiling, marketing, for land and building inventory, build-to-suit teams, public and/or infrastructure development and improvements. This service requires a maintained database of key contacts for major commercial and industrial companies suitable for recruitment to Sandoval County and communities and development and maintenance of a database of available County sites and buildings for business locations.

5. Identify and describe an economic development promotional, marketing and public relation campaign for Sandoval County's Economic and Business Development initiatives and/or other County related initiatives, related to the County's branding strategy. The service will require attendance at trade shows, sales missions, and/or varied presentation forums. Describe the analysis of market research and data to evaluate campaign effectiveness.

6. Identify and describe resources available to the Offeror that will fulfill the necessary research, data and compilation, county asset inventory compilation/profiling, and RFP/RFI process. Include processes and successes.

7. The Offeror shall maintain familiarity with federal and state legislative and regulatory developments that may impact the business community and shall outline the professional development and training resources utilized to stay abreast. Describe use and conveyance process for this aspect.

8. The Offeror shall support, participate, secure or administer economic development grant opportunities for the County or communities within, when applicable. Identify and outline such opportunities or successes, and their purpose or benefit.

9. Provide the method/means to measure the outcome of efforts that will reflect the ROI/ROR, revenue or impact to the County's tax base and cost or benefit to County's tax base. Describe how you will report this.

10. Describe the approaches that you would use as the responsible party for the development of responses to Requests for Information (RFI), Requests for Proposals (RFP) and national/global site selector interest, relations, and visits/activity, for economic-base inquiries and projects.

11. The Offeror may design, procure and/or manage specific County assets for infrastructure design, use, or promotion. Outline or propose your delivery method for overseeing a complex real estate project as a special purpose entity or as a public private partnership.

12. Identify and describe the partnership and communication plan to work with the local business community, financial community, development community, investment community, real estate community, and local business organizations.

13. Describe your organization's track record in economic development and briefly describe your organizational capacity necessary to carry out the strategies, goals, or plan for economic development.

    a. Offeror shall perform additional duties, as projects identified by Sandoval County Administration or Economic/Business Development Department, subject to the available resources and time.

    b. The Offeror is responsible for the implementation of "Specification" and shall submit a detailed narrative proposing how they will accomplish the services as stated above. Although every effort has been made to fully describe the scope of services, it is anticipated that changes may be required during the course of the award to accommodate the County. The changes to the scope of work that may be required shall be negotiated and authorized by a contract amendment as they are identified. The County, at its own discretion, may or may not elect to use any or all services described herein.

14. Experience with and familiarity with possible incentives, including but not limited to:
    a. State of New Mexico LEDA (Local Economic Development Act) Funds;

    b. Sandoval County LEDA Funds;

    c. Industrial Revenue Bond tax abatement from Sandoval County;

    d. JTIP (State of New Mexico Job Training Incentive Program) from the State of New Mexico; and

    e. LEDA to allow for a portion of construction-related Gross Receipts Tax (GRT) to be rebated back to companies for large, significant, job-creating projects. Signed into law on April 7, 2021.

15. Data Resources:
    a. Workforce Demographics – skill level, size and availability

    b. Available sites and buildings, such as size and available lease options

    c. Housing data specifics including rental, availability and affordability

    d. Database list of real estate agencies, business associations, local community colleges, universities, etc.

16. Reporting – (Annually). Information to include: Goals > Objectives > How > Monitor > Process for Evaluation. Regional Business Recruitment Plan to include public and private partnerships. Data areas to examine:
    a. Labor force;

b. Access to markets;

c. Transportation;

d. Educational infrastructure;

e. Site availability;

f. Tax rates;

g. Utility cost of availability;

h. Quality of life; and

i. Business climate.

B. TECHNICAL SPECIFICATIONS

1. Organizational Experience

a. Provide an organizational chart indicating the names of each person to be assigned to the economic development services project and their areas of expertise. The narrative **must** thoroughly describe how the Offeror has supplied expertise for similar contracts and must include the extent of their experience, expertise, and knowledge as a provider for the needs of this RFP.

b. Provide a narrative discussion of your firm's experience in economic development services and measuring an organization's effectiveness.

2. Organizational References

Offerors must provide a minimum of three (3) references from similar projects performed for state or local government clients within the last three (3) years.

The Evaluation Committee may contact any or all references for validation of information submitted. If this step is taken, the Procurement Manager and the Evaluation Committee must all be together on a conference call with the submitted reference so that the Procurement Manager and all members of the Evaluation Committee receive the same information. Additionally, the County reserves the right to consider any and all information available to it.

Offerors shall submit the following Business Reference information as part of the Offer:

a. Client name;

b. Project description;

c. Project dates (starting and ending);

d. Technical environment (i.e. similar background experience performed); and

e. Client project manager name, telephone number, fax number, and email address.

Offeror is required to submit APPENDIX D, Organizational Reference Questionnaire ("Questionnaire"), to the business references it lists. **The business references must submit the Questionnaire directly to the designee identified in APPENDIX D. The business reference must not return the completed Questionnaire to the Offeror.** It is the Offeror's responsibility to ensure the completed forms are submitted on or before the date and time indicated in the Sequence of Events for inclusion in the evaluation process.

3. Mandatory Specifications

A brief but detailed explanation is required for each mandatory specification listed below. Offerors are encouraged to fully address each category, as points are assigned.

a. Provide the name of the firm, principal member or officer, address and phone number who will be responsible for the administration of the contract.

b. Provide a narrative description of the capability, effort and approach your firm will provide to accomplish the detailed scope of work.

c. Provide a description and schedule of each work product proposed to be accomplished by your firm.

4. Business Specifications

Insurance

ALL RESPONDENTS MUST submit with their proposal, proof of insurance for Professional Liability in the amount of $1,000,000. Policies of insurance shall be written by companies authorized to write such insurance in New Mexico. Proof shall be by submission of copies of current policies or current Certificates of Insurance, including the effective dates of coverage. Sandoval County requires the following provisions awarded by vendor:

- Sandoval County to be named as additional insured or an insured on all required policies.

- Sandoval County shall be provided with an unconditional thirty (30) days advance written notice of cancellation or material change (i.e. no limit on the notice of cancellation) on all policies.

- Prior to the execution of the resulting contract, the Sandoval County Purchasing Office shall be supplied with an original certificate of insurance evidencing the stated requirements. This insurance shall be effective for the contract duration and renewal certificates shall also be supplied upon expiration.

- Worker's Compensation Insurance. The Contractor shall comply with the provisions of the Worker's Compensation Act.

- Increased Limits. If, during the life of this Agreement, the Legislature of the State of New Mexico increases the maximum limits of liability under the Tort Claims Act (NMSA 1978, Section 41-4-1 et seq.), Contractor shall increase the maximum limits of any insurance required herein.

- Malpractice/Errors and Omissions Insurance. If applicable to your field, contractor shall procure and maintain during the life of this Agreement professional liability (errors and omissions) insurance with policy limits of not less than $1,500,000.00 per occurrence, $2,500,000.00 per aggregate.

V. EVALUATION

A. EVALUATION POINT SUMMARY

The following is a summary of evaluation factors with point values assigned to each. These weighted factors will be used in evaluation of individual potential Offeror proposals by sub-category.

Factors	**Points Available**
Organizational Experience and Qualifications – including any previous work within the County, Region, and any other local governments.	50 points
Organizational References	15 points
Mandatory Specifications – Site Identification & Marketing; Incentive Tools; Data Resources	20 points
Format and Presentation – page count and adherence to formatting requirements	5 points
POSSIBLE TOTAL COST POINTS	**10 points**
Lowest Responsive offer Cost ---------- X Available Award Points This Offeror's Cost	
GRAND TOTAL POSSIBLE POINTS	**100 POINTS**

Letter of Transmittal	Pass/Fail
Signed Campaign Contribution Disclosure Form	Pass/Fail
Conflict of Interest Affidavit	Pass/Fail
Proof of Insurance	Pass/Fail
New Mexico Preferences:	
Resident Business Vendor Points	
Native American Resident Business Points	
Resident Veteran Points	
Native American Resident Veteran Business Points	

Table 1: Evaluation Point Summary

B. EVALUATION FACTORS

Points will be awarded based on the thoroughness and clarity of the response of the engagements cited and the perceived validity of the response.

1. Organizational Experience

Points will be awarded on the thoroughness and clarity of Offeror's response in this section. The Evaluation Committee will also weigh the relevancy and extent of Offeror's experience, expertise, and knowledge; and of personnel education, experience, and certifications/licenses. In addition, points will be awarded based on Offeror's candid and well-thought-out response to successes and failures, as well as the ability of the Offeror to learn from its failures and grow from its successes.

2. Organizational References

Points will be awarded based upon an evaluation of the responses to a series of questions on the Organizational Reference Questionnaire (Appendix D). Offeror will be evaluated on references that show positive service history, successful execution of services and evidence of satisfaction by each reference. References indicating significantly similar services/scopes of work and comments provided by a submitted reference will add weight and value to a recommendation during the evaluation process. Points will be awarded for each individual response up to 1/3 of the total points for this category. Lack of a response will receive zero (0) points.

The Evaluation Committee may contact any or all business references for validation of information submitted. If this step is taken, the Procurement Manager and the Evaluation Committee must all be together on a conference call with the submitted reference so that the Procurement Manager and all members of the Evaluation Committee receive the same information. Additionally, the Agency reserves the right to consider any and all information available to it.

3. Mandatory Specifications

Points will be awarded based on the thoroughness and clarity of Offeror's response in this section.

4. **Format and Presentation**
   Points will be awarded based on the Offeror's adherence to the formatting requirements provided in Section II.C. Proposal Format.

5. **Cost**
   Cost scoring is determined by the following formula:

$$\frac{\textbf{Lowest Responsive Offeror's Cost}}{\textbf{Each Offeror's Cost}} \times \textbf{Available Points}$$

6. **Pass/Fail Section**
   A "fail" for any item(s) below will result in a non-responsive proposal and the proposal will *not* be evaluated.
   - Letter of Transmittal
   - Signed Campaign Contribution Disclosure Form
   - Conflict of Interest Affidavit Form
   - Proof of Insurance

7. **New Mexico Preferences**
   Percentages will be determined based upon the point-based system outlined in NMSA 1978, § 13-1-21 (as amended).
   - **New Mexico Resident Business Preference**
     If the Offeror has provided their Preference Certificate the Preference Points for a New Mexico Business is 8% of the total points available in this RFP.

   - **New Mexico Native American Resident Business Preference**
     If the Offeror has provided their Preference Certificate the Preference Points for a New Mexico Resident Native American Owned Business Preference is 8% of the total points available in this RFP.

   - **New Mexico Resident Veterans Business Preference**
     If the Offeror has provided a copy of their Preference Certificate the Preference Points for a New Mexico Resident Veteran Business is 10% of the total points available in this RFP.

   - **New Mexico Native American Resident Veterans Business Preference**
     If the Offeror has provided a copy of their Preference Certificate the Preference Points for a New Mexico Native American Resident Veteran Business is 10% of the total points available in this RFP.

8. **Interview**
   If an interview is held, the Purchasing Manager will distribute questions and instructions to the finalists prior to the scheduled interview. A maximum of 100 points are possible in scoring each interview for this RFP. The Evaluation Committee may, at their discretion,

request additional clarification as to the contents of the RFP submittal from any of the Offeror's.

C. EVALUATION PROCESS

1. All Offeror proposals will be reviewed for compliance with the requirements and specification stated within the RFP. Proposals deemed non-responsive will be eliminated from further consideration.

2. The Procurement Manager may contact the Offeror for clarification of the response.

3. The Evaluation Committee may use other sources of to perform the evaluation.

4. Responsive proposals will be evaluated on the factors set forth in the RFP, which have been assigned a point value. The responsible Offerors with the highest scores will be selected as finalist Offerors, based upon the proposals submitted. The responsible Offerors whose proposals are most advantageous to the County taking into consideration the evaluation factors will be recommended for award. Please note, however, that a serious deficiency in the response to any one factor may be grounds for rejection regardless of overall score.

APPENDICES A through F must be completed and submitted.
Offeror's must utilize the forms provided. Substitutions or statements in lieu of the provided forms are not acceptable and may result in your submission being deemed non-responsive.

APPENDIX A

ACKNOWLEDGEMENT OF RECEIPT FORM

APPENDIX A

REQUEST FOR PROPOSAL

Regional Economic Development Recruitment and Marketing Economic Development Services
RFP# FY27-CBD-01

ACKNOWLEDGEMENT OF RECEIPT FORM

In acknowledgement of receipt of this Request for Proposal the undersigned agrees that s/he has received a complete copy, beginning with the title page and table of contents, and ending with APPENDIX E.

The acknowledgement of receipt should be signed and returned to the Procurement Manager no later than **October 23, 2026** by 5:00 pm (Mountain Daylight Time). Only potential Offerors who elect to return this form completed with the indicated intention of submitting a proposal will receive copies of all Offeror written questions and the written responses to those questions as well as RFP amendments, if any are issued.

FIRM: _____

REPRESENTED BY: _____

TITLE: _____ PHONE NO.: _____

E-MAIL: _____ FAX NO.: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

SIGNATURE: _____ DATE: _____

This name and address will be used for all correspondence related to the Request for Proposal.

Firm does/does not (circle one) intend to respond to this Request for Proposal.

Leslie Olivas, Senior Procurement Specialist
Sandoval County
1500 Idalia Road Bldg. D, PO Box 40
Bernalillo, NM 87004
Fax: 505-404-5873
E-mail: ldolivas@sandovalcountynm.gov

APPENDIX B

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Campaign Contribution Disclosure Form

Pursuant to NMSA 1978, § 13-1-191.1 (2006), any person seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two-hundred-fifty dollars ($250) over the two year period.

Furthermore, the state agency or local public body shall void an executed contract or cancel a solicitation or proposed award for a proposed contract if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

"Applicable public official" means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

"Campaign Contribution" means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. "Campaign Contribution" includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

"Family member" means spouse, father, mother, child, sibling, father-in-law, mother-in-law, daughter-in-law, or son-in-law, by consanguinity or affinity.

"Pendency of the procurement process" means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

"Person" means any corporation, partnership, individual, joint venture, association or any other private legal entity.

"Prospective contractor" means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

"Representative of a prospective contractor" means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

DISCLOSURE OF CONTRIBUTIONS:

Contribution Made By: _____

Relation to Prospective Contractor: _____

Name of Applicable Public Official: _____

Date Contribution(s) Made: _____
_____

Amount(s) of Contribution(s) _____
_____

Nature of Contribution(s) _____
_____

Purpose of Contribution(s) _____
_____

(Attach extra pages if necessary)

_____ _____
Signature Date

_____
Title (position)

—OR—

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO-HUNDRED-FIFTY DOLLARS ($250) WERE MADE to an applicable public official by me, a family member or representative.

_____ _____

Signature Date

_____

Title (Position)

SANDOVAL COUNTY'S CURRENT ELECTED OFFICIALS

Katherine A. Bruch, Commission District 1

Jon Herr, Commission District 2

Michael Meek, Commission District 3

Jordan Juarez, Commission District 4

Joshua Jones, Commission District 5

Edward Olona, Assessor

Anne Brady-Romero, Clerk

Edward W. Lovato, Probate Judge

Jesse James Casaus, Sheriff

Jennifer A. Taylor, Treasurer

APPENDIX C

LETTER OF TRANSMITTAL FORM

APPENDIX C
Letter of Transmittal Form

RFP #: FY27-CBD-01 – Regional Economic Development Recruitment and Marketing Economic Development Services

Bidder Name: _____ **FED ID#:** _____

Items #1 - #7 EACH MUST BE COMPLETED IN FULL

1. **Identity (Name) and Mailing Address** of the submitting organization:

_____
_____
_____

2. For the person authorized by the organization to contractually obligate on behalf of this Offer:
   Name _____
   Title _____
   E-mail Address _____
   Telephone Number _____

3. For the person authorized by the organization to negotiate on behalf of this Offer:
   Name _____
   Title _____
   E-mail Address _____
   Telephone Number _____

4. For the person authorized by the organization to clarify/respond to queries regarding this Offer:
   Name _____
   Title _____
   E-mail Address _____
   Telephone Number _____

5. Use of Sub-Contractors (Select one)
   _____ No sub-contractors will be used in the performance of any resultant contract **OR**
   _____ The following sub-contractors will be used in the performance of any resultant contract:

   _____
   (Attach extra sheets, as needed)

6. Please describe any relationship with any entity (other than Sub-contractors list in #5 above) which will be used in the performance of any resultant contract.

   _____
   (Attach extra sheets, as needed)

7. _____ On behalf of the submitting organization named in item #1, above I accept the Conditions Governing the Procurement.
   _____ I concur that submission of our proposal constitutes acceptance of the Evaluation Factors contained in Section V of this RFP.
   _____ I acknowledge receipt of any and all amendments to this RFP.

_____ _____ , 2026
Authorized Signature Date
(Must be signed by the person identified in item #2, above)

APPENDIX D

ORGANIZATIONAL REFERENCE QUESTIONNAIRE

ORGANIZATIONAL REFERENCE QUESTIONNAIRE
FOR:

_____

(Name of the company you're submitting reference for)

This form is being submitted to your company for completion as a business reference for the company listed above. This form is to be returned for **RFP# FY27-CBD-01 Regional Economic Development Recruitment and Marketing Economic Development Services** via **facsimile** or **e-mail** at:

Name: Leslie Olivas, Senior Procurement Specialist
Sandoval County Finance Department
Address: 1500 Idalia Road, Building D
Bernalillo, NM 87004

Telephone: 505-404-5873
Fax: 505-867-7605
Email: ldolivas@sandovalcountynm.gov

Please return no later than **November 17, 2026 @ 3:00 p.m. Mountain Standard Time** and **must not** be returned to the individual/company requesting the reference. Late submissions will not be considered.

Please enter **detailed** answers in the "comments" section of each question.

For questions or concerns regarding this form, please contact the Sandoval County Procurement Officer listed above. When contacting us, please be sure to include the Request for Proposal number listed at the top of this page.

CONFIDENTIAL INFORMATION WHEN COMPLETED

Company providing reference:	
Contact name and title/position	
Contact telephone number	
Contact e-mail address	

QUESTIONS:

1. In what capacity have you worked with this vendor in the past?
   COMMENTS:

2. How would you rate this firm's knowledge and expertise?
   ____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
   COMMENTS:

3. How would you rate the vendor's flexibility relative to changes in the project scope and timelines?
   ____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
   COMMENTS:

4. What is your level of satisfaction with hard-copy materials produced by the vendor?
   _____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
   COMMENTS:

5. How would you rate the dynamics/interaction between the vendor and your staff?
   _____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
   COMMENTS:

6. Who were the vendor's principal representatives involved in your project and how would you rate them individually? Would you comment on the skills, knowledge, behaviors or other factors on which you based the rating?
   (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)

   Name: _____Rating:

   Name: _____Rating:

   Name: _____Rating:

   Name: _____Rating:

COMMENTS:

7. How satisfied are you with the products developed by the vendor?
_____ (3 = Excellent; 2 = Satisfactory; 1 = Unsatisfactory; 0 = Unacceptable)
COMMENTS:

8. With which aspect(s) of this vendor's services are you most satisfied?
COMMENTS:

9. With which aspect(s) of this vendor's services are you least satisfied?
COMMENTS:

10. Would you recommend this vendor's services to your organization again?
COMMENTS:

APPENDIX E

CONFLICT OF INTEREST AFFIDAVIT FORM

APPENDIX E

CONFLICT OF INTEREST AFFIDAVIT

STATE OF NEW MEXICO)
) ss.
COUNTY OF SANDOVAL)

I, _____ (name), being first duly sworn upon my oath, depose and state the following:

☐ I am a former employee of _____ (name of Department/Agency), having separated/retired from state employment as of _____ (date).

☐ I am a current employee of _____ (name of Department/Agency), or a legislator with the state, or the family member (spouse, parent, child, sibling, by consanguinity or affinity) of a current employee or legislator with the state. Being a current employee or legislator or family member of a current employee or legislator of the state, I hereby certify that I obtained this Agreement pursuant to Sections 10-16-7 or 10-16-9 NMSA 1978, that is, in accordance with the Procurement Code except that this Agreement has NOT been awarded via the sole source or small purchase procurement methods.

The Department/Agency and I have entered into an agreement in the amount of $_____.

Section 10-16-8.A(1) NMSA 1978 of the Governmental Conduct Act does not apply to this Agreement because I not been a public officer or employee of the Department/Agency within the preceding year, where the contract or action is in excess of $1,000, nor have I engaged in any official act which directly resulted in the formation of the Professional Services Agreement while an employee of the Department/Agency.

To the best of my knowledge, this Agreement was awarded in compliance with all relevant provisions of the New Mexico Procurement Code (13-1-28, et. seq., NMSA 1978).

FURTHER, AFFIANT SAYETH NOT.

_____
NAME

Subscribed and sworn to before me by _____ (name of former employee) this _____day of _____, 20___.

_____
NOTARY PUBLIC

My Commission Expires:

_____

☐Terms of the Conflict of Interest Affidavit are inapplicable.

APPENDIX F

COST RESPONSE FORM

Appendix F
Cost Response Form

RFP FY27-CBD-01
Regional Economic Development Recruitment & Marketing Economic Development Services

Cost proposal shall not be inclusive of GRT.

I. Annual Cost Proposal

Offeror Name: _____

Standard hourly rate: _____
Estimated hours per month: _____
Total proposed annual cost: _____
Total proposed annual cost written in words: _____

In case of a discrepancy between words and figures, the words shall prevail. If the amounts proposed on individual items (if called for) do not in fact add up to the total amounts shown by the Offeror, the correctly added total of the individual items shall prevail over the total figure shown by the Offeror if there is a discrepancy between these figures.

II. Total Cost Breakdown

This section should break down the Offeror's total cost proposed. This will show where your resources will be used and should reflect what the County can expect from services provided.

Category	Description	Annual Estimate (USD)
Creative Services	Photography, video production, design, content creation, and development of County Travel Guide	
Media Buying	Paid digital/social ads, print, radio, billboards (estimated passthrough)	
Public Relations & Outreach	Press releases, media relations, stakeholder engagement, and strategic management	
Web & Digital Management	Website updates, SEO, analytics, ADA compliance support	
Reporting & Evaluation	KPI dashboards and quarterly reports	
Other Direct Costs (ODCs)	Printing, materials, travel (as needed)	
	GRAND TOTAL	

III. Scenario Pricing

The following is a sample of services you may be required to accomplish in a month. Please price the total services below as though you are sending us a monthly invoice.

Task	Detailed Description	Cost
Representation & Reporting	Monthly reports detailing progress in implementing plans and presentation – 2 hours.	
Lead Generation	Respond to client inquiries with regional data on behalf of the County. Targeted outbound lead generation – 2 hours.	
Preparation of FY27 Quarterly Reporting	Research information. Produce slide show, 30-page report – 6 hours	
Site Visit & Marketing	Conduct 3 site visits – 3 hours	
Consultative and Data Services Support	Provide access to an online jobs board and availability of use of business intelligence software including but not limited to ABQSites.com for property database, demographic and community profiles, labor analytics database, economic impact modeling, and metro-comparable analysis tools – 5 hours.	
Participation in Marketing Events	Attended 3 marketing events for County and county sites to be showcased for regional consideration – 3 hours	
Provision of Assistance	Provide and present strategy designed to assist with regional prospect marketing or corporate locations for site selection and project recruitment – 2 hours	
	SUBTOTAL	
	APPLICABLE TAX	
	GRAND TOTAL	

The cost proposed on this form does not constitute a binding contract price. They provide a basis for fair comparison, and for the successful Offeror, a basis for beginning contract negotiations.

Offeror's Signature Date