

AGR26-05 Tourism Marketing Services Agreement

October 7, 2025

Ellyn Felton

Submission Information

- RFP Advertised on July 3, 2025
- Responses received on August 5, 2025
- 14 responses
 - Several proposers based in New Mexico; however, none located in Los Alamos County
 - Remaining firms based outside of New Mexico
- Industry trend is to have a team of specialist dispersed across the country working remotely but then have them come together on location for specific meetings.

LTAB Involvement & Role

- LTAB Duties & Responsibilities:
 - Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds.
 - Review and act upon all lodgers' tax related matters submitted to the board by council.
- 2025 LTAB Work Plan (Section 2.2.2):
 - "Provide recommendations and changes regarding the solicitation of future RFPs that utilize Lodgers' Tax funding."
- LTAB provided input to RFP changes in May 2025
- Recommendations included:
 - Expanded focus on tourism spending and visitation analysis
 - Selection of an established contractor
 - Clear ROI metrics and flexible funding allocations

Evaluation Team

- Evaluation team comprised of County staff with a broad experience related to destination tourism and marketing in Los Alamos County, Northern New Mexico, and beyond.

Name	Title
Ellyn Felton	Marketing Specialist, CDD
Elias Isaacson	Community Development Director
Cory Styron	CSD Department Director
Linda Matteson	Deputy County Manager
Juan Rael	Deputy County Manager

Proposed Agreement Information

- Funded by Lodgers' Tax and Economic Development Funds
- Three-year term; not to exceed \$1,483,100, but only \$413,100 (\$137.7k/year) is guaranteed.
- The remaining amount is for optional services, which would require Council approval of any budget adjustments

Proposed Agreement Information

- **Base Contract:** \$413,100 (roughly \$137.7k/year) over the 3-year term
 - Monthly Performance Reports (12), Annual Performance/Presentation Reports (3), LTAB Meetings (up to 12), Strategic Marketing Meetings with LTAB (1–2), Event Exhibits (regional, state, other), Marketing Tools (Digital Ad Buys, Google Search Ads, NMTrue Advertising), Third-Party Communication, and Consulting
- **Optional Services:** \$1,070,000
 - Ex. Organic social media, influencer management, grant writing, newsletters, website refresh, on-site staffing for events
 - Must be requested by the County, in accordance with County laws, policies, and procedures. May consider Optional Services if Lodgers' Tax revenues increase.

Additional Items in Base Contract



- **Year 1 Only Items**
 - Immersion Trip
 - Interim Marketing Plan
 - Initial Assessment Statement
 - Tourism Marketing Data Plan
 - Annual Marketing Plan Development
- **Year 2 & 3 Only Items**
 - Annual Marketing Plan(s)

Focus on Economic Impact

- Contract requires the inclusion of visitor spending data as part of the Tourism Marketing Data Plan and subsequent reporting.
 - Section A.1.c.i requires the contractor to implement “methods for tracking visitation and visitor spending data, including, but not limited to, geofencing and mobile location tracking.”
 - Section 3.b.iv requires quarterly reporting on “economic impact (lodging, dining, retail),” which directly reflects visitor expenditures.
 - Section 4.d.i requires year-over-year insights into “sector spending (lodging, dining, and retail)” as part of visitor intelligence and reporting.

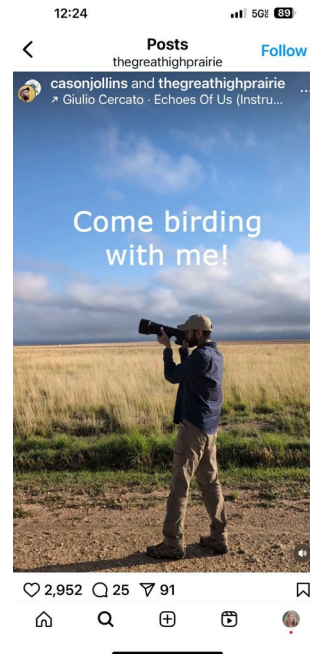
DestinationiQ

- Founded in 1995
- Based in Buena Vista, Colorado, with employees dispersed around the Rocky Mountain Region.
- Help destinations thrive through comprehensive tourism management and data-driven marketing that balances visitor growth with community needs



DestinationiQ Success Story: Prowers County, Colorado

- **Challenge:** Few traditional attractions, such as hot springs, byways, or mountains
- **Opportunity:** 400+ bird species
- **Approach:** Focus on niche tourism; engage locals
- **Results:**
 - Increased travel spending by \$800,000 in one year
 - Tripled size of High Plains Snow Goose Festival from 2019-2022
 - Attracted more overnight visitors
 - Created a sense of pride



ATTACHMENT B

Questions?