



NWNMCOG | NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

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US Economic Development District #1
NM State Planning District #1
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Executive Director | Evan Williams

REQUEST FOR QUALIFICATIONS

From consultant firms to support our organization and its region as a with professional services in branding, marketing, and outdoor recreation services, including planning and development.

May 2021

The Northwest New Mexico Council of Governments (COG) is administering some capital outlay funded projects and the mission objectives are:

1. City of Aztec: support of planning, funding, and delivering an Outdoor Recreation Community Action Plan and designing a catalytic project to build a facility or project to jumpstart the City as the Epicenter of Outdoor Recreation.
2. McKinley County: support of planning, funding, and delivering an Outdoor Recreation Community Action Plan and delivering a Community Branding Action Plan and Marketing Plan.

Consultants may provide qualifications and may be selected for a portion or both items of work. This is all contingent on funding and executed contracts and final contracts and their negotiations will be the sole discretion of the COG to determine if there is adequate appropriations.

- **TIMEFRAME:** Starting June 1, 2021 – December 31, 2022 (19 months)
- **AVAILABILITY:** Firms would need to be available during this timeframe and dedicate time necessary to deliver this product.
- **EXPERTISE:** We are particularly looking for consultant expertise in the following disciplines:
 - Community Branding
 - Marketing Plans
 - Outdoor Recreation Planning & Development
 - Project Management Experience
 - Familiarity with private, State and Federal funding programs
 - Working familiarity with northwest New Mexico

The selected consultant firm will work in concert with the COG planning team under general contract, with task orders negotiated for portions of work per specific timeframes.

Letters of interest and qualifications will be accepted until Friday, May 21, 2021 at 3:00 pm. After initial screening and if needed, we will invite top applicants to interview with us regarding portions of the work best suited to the needs of the project and to the firm's expertise and availability. COG will schedule virtual interviews. COG will make a selection the same week and will authorize work to begin the week of June 1, 2021.

Letters of Interest and Qualifications may be submitted electronically to Evan Williams at ewilliams@nwnmcog.org

Authorized for distribution by:


Evan Williams, Executive Director

Date: May 7, 2021