

This is a machine generated courtesy translation

CAPE TOURISM TRUST

SANTANDER MEXICO BANK, CORPORATION, FULL-SERVICE BANKING INSTITUTION,
FINANCIAL GROUP SANTANDER MEXICO, IN ITS CAPACITY AS TRUSTEE OF THE
IRREVOCABLE INVESTMENT TRUST, MANAGEMENT
AND SOURCE OF PAYMENT FOR THE MUNICIPALITY OF THE CAPES.

**ANNEX III. ECONOMIC PROPOSAL
REPRESENTATION SERVICE IN GERMANY,
FOR THE DESTINATION OF THE CAPES, LOWER SOUTHERN CALIFORNIA.**

The investment in a scheduled Action Plan of public relations actions in the German market, which must consider the cost of the following services for the fulfillment of the purpose of the contract:

1. Relationship and representation with the tourism industry.
2. Promotion actions and events to the consumer or potential customers.
3. Relationship with media.
4. Familiarization trips (Media and Tourism Industry).

Administrative expenses and costs related to the management of the account, such as office equipment, material, telephone, overtime, attendance at meetings, customer visits, etc., must be considered in the price of the service, mentioning that **FITURCA** will not be obliged to pay the cost of any service that is not duly integrated in the Work Plan or the modifications that are previously agreed and approved by the Administrator of the **FITURCA Contract**.

The per diem and expenses of the Winning **Bidder** for the performance of the activities provided for the fulfillment of the object of the contract must be identified and approved by **FITURCA**, and must be considered in the Work **Plan**, for which a maximum per diem rate will be agreed upon that shall not exceed \$450.00 USD (FOUR HUNDRED FIFTY US DOLLARS 00/100 USD) per day or its equivalent in national currency.

For this procedure, the numerical quantities will be to 2 decimal places.

The type of contract that is formalized to the Bidder that is awarded will be open, in accordance with the provisions of Article 58 of the Law on Acquisitions, Leases and Services of the State of Baja California Sur, the maximum budget is **\$5,000,000.00 (FIVE MILLION PESOS 00/100 M.N.)**, in accordance with the budget estimate approved by the **FITURCA Technical Committee**.

For this purpose, the **BIDDERS** must submit their economic proposal considering an estimated minimum itemized budget to carry out the actions and items of services to be considered in the Work Plan referred to in numeral **C.1.**, of **Annex II**, which may not represent an amount less than 40% of the maximum budget presented therein, without said amount exceeding the maximum budget referred to in the previous paragraph.



The maximum and minimum amounts to be exercised in the contract will be subject to the budget availability obtained from the collection of the Tax on the Provision of the Accommodation Service in the Municipality of Los Cabos, Baja California Sur in the period of the provision of the services and that is approved by the Technical Committee of **FITURCA**.

I. ECONOMIC PROPOSAL SUBMISSION FORM. The economic proposal must integrate in an itemized manner the concepts that make up the budget, in Mexican pesos or in the local currency of the country of residence of the Bidder, according to the following format:

Concept	Monthly Budget
Relationship and representation with the tourism industry.	
Promotion actions and events to the consumer or potential customers.	
Media relations.	
Familiarization trips (Media and Tourism Industry).	
TOTAL	\$

Note: For the purposes of valuation of economic proposals, **FITURCA** will consider the exchange rate published by Banco México in the Official Gazette of the Federation on the day prior to the day on which they were presented.

II. ECONOMIC PROPOSED POINTS ALLOCATION CRITERIA. Up to 50 points will be allocated for the proposal whose fees (monthly equivalent) represent the lowest total cost compared to the other proposals submitted by the bidders.

For the other financial proposals, points will be allocated according to the following formula:

$$PPE = MP_{emb} \times 50 / MP_i$$

Where:

PPE: Score or percentage units corresponding to the Economic Proposal.

MP_{emb}: Lower Economic Proposal Amount.

MP_i: Amount of the i-th Economic Proposal (Sum of the total economic proposals that were subject to evaluation).

To calculate the final result of the score or percentage units obtained by each proposal, the caller will apply the following formula:

$$PT_j = TPT + PPE \quad \text{For all } j = 1, 2, \dots, n$$



Where:

PT_j = Total Proposal Score or percentage units;

TPT = Total Score or percentage units assigned to the Technical proposal;

PPE = Score or percentage units assigned to the Economic Proposal, and

Subscript “j” represents the other proposals determined to be solvents as a result of the evaluation.

Rubrics:

From **FITURCA**
Cabo San Lucas, Baja California Sur, Mexico on July 7, 2023.

ARQ. RODRIGO ESPONDA CASCAJARES

Chief Executive Officer of the
Los Cabos **Tourism Trust** F/2110602-0

**LIC. MAURITIUS OF JESUS PEREZ
SALICRUP**

Secretary of the Technical Committee of the
Los Cabos **Tourism Trust** F/2110602-0