

# REQUEST FOR PROPOSALS

## THIS IS NOT AN ORDER

### **ADVERTISED RFP 1718-001 Carson City Culture and Tourism Authority (CTA) Management Services**

RELEASE DATE: 11/27/2017

Carson City Culture and Tourism Authority (CTA) invites qualified firms to submit proposals to provide professional services to the Carson City Culture and Tourism Authority (CTA). Proposals shall be submitted in accordance with the Documents and Requirements as set forth in the formal "Request for Proposals."

**PROPOSALS** shall be submitted to the **Carson City Culture and Tourism Authority (CTA)**, 716 N. Carson Street, Suite 100, Carson City, Nevada 89701, by no later than 2:00 p.m. on December 8, 2017.

A master copy (so marked) of the Proposal and one electronic copy (Adobe Acrobat format saved onto a PC readable medium (flash drive), to include a title page showing the RFP subject; the firm's name, address, telephone number and email address of a contact person. The Proposal must be received on or before the date and time set for receipt of proposals. Proposals shall be clear, straightforward, and not exceed 30 pages in length not including company brochures. Company brochures may be provided.

**Final Date for Submittal of Questions** will be received through 12:00 p.m. on Tuesday, December 5, 2017. Questions shall be submitted in a letter format in writing via e-mail or mail and submitted to:

Chris Kipp  
Carson City Culture and Tourism Authority  
716 N. Carson St., Suite 100  
Carson City, NV 89701  
e-mail: ckipp@visitcarsoncity.com

**LATE PROPOSALS WILL NOT BE ACCEPTED.** Prospective proposers are held responsible that their proposals arrive at the Carson City Culture and Tourism Authority on or before the designated time and date.

**RECOMMENDATION FOR AWARD** will be made based on the evaluation results of the Selection Committee. Once the committee has made a recommendation and a contract is negotiated, the results will be posted on the CTA's website [visitcarsoncity.com/contracts](http://visitcarsoncity.com/contracts).

**FINAL SELECTION** will be made by the CTA Board anticipated at the December 19, 2017 meeting. Should it become necessary to reschedule the date set for award, notice will be provided to those finalists selected. In all instances, a decision rendered by the CTA Board shall be deemed final.

## Anticipated Schedule:

Release RFP	November 27, 2017
RFP Submittal Deadline	December 8, 2017
Firms Notified of Short List	December 11, 2017
Short List Interviews	December 12, 2017
Board Awards RFP	December 19, 2017

## 1. INTRODUCTION

- 1.1. A Selection Committee will evaluate the proposals submitted.
- 1.2. The Committee may call for oral interviews anticipated on December 12, 2017.
- 1.3. The CTA reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether or not said proposal is selected.
- 1.4. During evaluation, the Selection Committee reserves the right, where it may serve the CTA's best interest, to request additional information or clarification from the Consulting Firm, or to allow corrections of errors or omissions. Oral interviews may be conducted by the Selection Committee for the Consultants who submit a Proposal and were short listed.
- 1.5. Submission of a proposal indicates acceptance by the Consulting Firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the resultant contract between CTA and the Firm selected.
- 1.6. The use of the term "firm" refers to Consultant Firms with certified personnel, doing business in the United States and duly registered in the State of Nevada with business license.
- 1.7. There is no expressed or implied intent or obligation for CTA to reimburse responding firms for any expenses incurred in preparing proposals or any travel expenses during interviews in response to this Request for Proposals.
- 1.8. CTA shall reserve the right to terminate any agreement resultant from this solicitation and subsequent action for cause but not limited to inadequacy of performance.
- 1.9. CTA reserves the right to reject any or all proposals and to award to the proposer the CTA deems most qualified and whose award of the contract will accrue to the best interests of the CTA.

## 2. CARSON CITY CULTURE AND TOURISM AUTHORITY CONTACT PERSON:

- 2.1. Until the receipt and opening of proposals, the proposers' principal contact with Carson City Culture and Tourism Authority will be as listed below.

Chris Kipp  
Carson City Culture and Tourism Authority  
716 N. Carson St., Suite 100  
Carson City, NV 89701  
e-mail: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)  
775-283-7682 FAX: 775-687-7416

2.2. All contacts regarding the proposal should be with the above-named individual only. Proposers contacting other CTA staff or CTA officials may be disqualified for doing so.

**3. BACKGROUND INFORMATION:**

The Carson City Culture and Tourism Authority's (CTA), formally known as the Carson City Visitors Bureau, main goal is to promote Carson City, Nevada as a destination for visitors, conventions, business travelers, tournaments and events resulting in enhanced economic activity. The CTA has a board that consists of five members. The Board's main focus is to work with and direct the CTA staff to create strategic plans that will develop and implement programs and projects. The CTA's Executive Director has recently retired and the CTA is looking for assistance in developing a new strategic plan that will include the recruitment and succession of the new Executive Director position. The current fiscal year budget is approximately one hundred thirty thousand dollars (\$130,000.00).

**3.1. SCOPE OF WORK: See Scope of Work Attachment**

**4. RFP REQUIREMENTS**

Must have experience working with a Visitors Bureau Board in a market similar in size and scope as Carson City, Nevada.

Must have directly related experience in the convention, visitors, hospitality or destination market industries in a market similar in size and scope as Carson City, Nevada.

Must have directly related experience developing and implementing strategic plans to promote Arts and Culture initiatives in a market similar in size and scope as Carson City, Nevada.

**4.1. Required Information**

The factors listed in this section will weigh heavily into the CTA's decision making process on this project. These evaluation requirements are considered to be minimum requirements.

4.1.1 A Statement of Project Understanding

- a. Proposer demonstrates the knowledge, skills and abilities to perform the specifications of the RFP.

4.1.2 Project Approach

- a. Proposal is organized and responsive to all requirements of the RFP, and proposer exhibits competence regarding the proposed scope. Proposer exhibits insightful approach to the scope of work.

4.1.3 Key Personnel Information:

- a. Key staff information (no more than one page resume per member).
- b. Relevant experience and abilities

4.1.4 Project Experience

- a. An example of a strategic plan that was created to support an Arts and Culture initiative.

An example of a strategic plan that was created to promote visitor tourism

An example where the use of technology and social media platforms were used to promote tourism.

All examples should include a brief project overview, budget and location.

- b. A minimum of 3 professional references and associated contact information.

## 5 EVALUATION CRITERIA:

Having determined that a proposal meets the basic requirements, the Evaluation Committee will then evaluate it with respect to each of the following elements, total **100 points**:

- 5.1 Qualifications (**Maximum 40 points**). The evaluation committee will consider; length of time in business, past performances in completing projects on time and within budget, previous projects similar in size and scope, apparent capabilities to perform well in the execution of its obligations under a contract as evidenced by its leadership and management personnel, size of organization, project manager and support staff, etc.
- 5.2 Staffing (**Maximum 20 points**). The evaluation committee will consider; proposer's staffing method of providing coverage in this contract with the different levels of staff proposed. Also taken into account will be the level of capabilities.
- 5.3 Technical (**Maximum 40 points**). The evaluation committee will review the RFP for its completeness and evaluate how the proposer will approach the task of initiating and fully implementing the **scope of work**, and demonstration of assurance of performance as to quality and efficiency will be weighted when scoring.

## 6 OBJECTION BY UNSUCCESSFUL PROPOSER:

- 6.1 Any unsuccessful Proposer may file an objection to the CTA regarding the selection of the CTA Review and Selection Committee by following the procedure outlined in paragraph 6.2 below. Information on the results of the Committee's evaluation may be obtained upon request and will be emailed to each respondent.
- 6.2 Any objection shall be written and submitted to the Carson City Culture and Tourism Authority within five (5) calendar days after a recommendation to accept or reject RFP have been posted to the Carson City Culture and Tourism Authority Website. Carson City Culture and Tourism Authority will stay any award actions until after the Carson City Culture and Tourism Authority has responded in writing to the protest. If the appellant is not satisfied with the response, appellant may then protest to the CTA Board, who will render a final decision for CTA. **No protests will be heard by the Board unless the proposer has followed the appeal process.**

CTA is not liable for any costs, expenses, attorney's fees, loss of income or other damages sustained by the appellant in the process.

**END OF DOCUMENT**

## **Scope of Work**

### **Carson City Culture and Tourism Authority (CTA)**

Develop and present to the CTA Board the strategic plan to promote Carson City, Nevada as a destination for visitors, conventions, business travelers, tournaments and events resulting in enhanced economic activity.

Assist the CTA staff in the development and administration of the annual operating, marketing and advertising budget for the CTA.

Develop a strategic plan to continue to increase the Sports Tourism market in Carson City. Additionally, work closely with Carson City Parks and Recreation Department in programming venues with events that will also attract out-of-area visitors.

Seek out grants from various sources to support destination marketing, promotion and development activities.

Use the latest technology and social media platforms to market and promote Carson City.

Attend and promote Carson City as a tourist destination as well as present the activities and services of the CTA at conferences, conventions, trade shows and special events.

Assist the CTA staff with coordinating all meetings of the CTA Board of Directors and ensure that all requirements of Nevada Open Meeting Law are satisfied.

Develop and implement a strategic plan to market and promote Arts and Culture initiatives in Carson City.

Represent Carson City and the activities and services of the CTA at press conferences, public appearances and print media interviews.

Recommend a strategic plan for the succession of the CTA Executive Director position.