



**Carson City Culture & Tourism Authority (CTA)
Request for Proposal (RFP)**

THIS IS NOT AN ORDER

ADVERTISED RFP CTA 2021-001

Arts and Culture Program Services

ISSUE DATE: December 21, 2020

RFP SUBMISSION DUE: January 11, 2021

REPLY TO:

Carson City Culture & Tourism Authority
c/o Chris Kipp, CTA Operations Manager
716 N. Carson Street
Carson City, NV 89701
775-283-7682
ckipp@visitcarsoncity.com

1. **OVERVIEW**

The Carson City Culture & Tourism Authority (“CTA”) invites qualified persons to submit proposals for Arts and Culture Program Services, not to exceed twenty-four thousand, nine hundred ninety-nine dollars (\$24,999.00) for the anticipated initial period of February 1, 2021 to May 31, 2021. Proposals shall be submitted in accordance with the Documents and Requirements as set forth in the formal "Request for Proposal." The Contract that will result from this “Request for Proposal” will include what is indicated in 4.1 of this RFP.

2. **BACKGROUND INFORMATION**

On May 5, 2016, the Carson City Board of Supervisors adopted an ordinance adding a 1% transient lodging tax (tax) to be used primarily for the implementation of the Carson City Arts & Culture Master Plan and a Cultural Tourism Campaign. The City’s Arts and Culture Coordinator position that is funded by the tax was vacated in June 2020. Given the uncertainty of the continuation of the tax, which is set to expire on June 1, 2021, the CTA decided to issue an RFP for Arts and Culture Program Services for the period February 1, 2021 to May 31, 2021.

3. **PROCEDURE**

- 3.1. A Selection Committee will evaluate the proposals submitted. There is no guarantee that the CTA will select any of the Proposals and any Proposals shall be submitted at a proposer’s sole risk and cost.
- 3.2. The Selection Committee may call for presentations anticipated on January 22, 2021.
- 3.3. The CTA reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether said proposal is selected.
- 3.4. 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 person, or to allow corrections of errors or omissions. Presentations/interviews may be conducted by the Selection Committee for the Consultants who submit a Proposal and were short listed.
- 3.5. Submission of a proposal indicates acceptance by the person of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the resultant Contract(s) between CTA and the person selected.
- 3.6. The use of the term "person" herein refers to an individual, or a company or independent contractor/consultant firm with certified personnel doing business in the United States and duly registered in the State of Nevada, any of which will need to obtain a business license from Carson City after selection of the person.
- 3.7. There is no expressed or implied intent or obligation for CTA to reimburse responding persons for any expenses incurred in preparing proposals or any travel expenses during presentations/interviews in response to this Request for Proposal.

- 3.8. 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.
- 3.9. 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(s) will accrue to the best interests of the CTA.
- 3.10 Until the receipt and opening of proposals, the proposers' principal contact with Carson City Culture & Tourism Authority will be as listed below.

Carson City Culture & Tourism Authority
c/o Chris Kipp, CTA Operations Manager
716 N. Carson Street
Carson City, NV 89701
e-mail: ckipp@visitcarsoncity.com
775-283-7682

- 3.11 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.

4. SCOPE OF WORK

- 4.1 The scope of work for the Arts and Culture Program Services will cover the following:
 - 4.1.1 Coordinate with the CTA, the Nevada Arts Council and First Lady of Nevada Kathy Sisolak to implement the art initiative, "The First Lady presents...". The purpose of the project is to promote the Arts by creating a biannual exhibition opportunity for Nevada artists to display artworks at the Governor's Mansion. All interested artists will be called upon to submit 3 samples of their work which will then be judged by a panel of art experts and enthusiasts. The submitting artist chosen by the panel will then be awarded the opportunity to display his or her work in the Governor's Mansion and hold an Artist's Reception sponsored by the First Lady.
 - 4.1.2 Coordinate the Fiscal Year 2022 allocation of Carson City Redevelopment Authority (RDA) funding for arts and culture special events in Carson City. This includes working with the Carson City Cultural Commission and the RDA to provide a recommendation to the Board of Supervisors on the allocation of \$25,000 for arts and culture special events. The Redevelopment policies state that arts and culture special events include performing arts, visual arts, and literary arts, and are generally events such as: a) Theatrical productions; b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization; c) Art displays; or d) Other events deemed to be Arts and Culture events as determined by the Carson City Arts & Culture Department.
 - 4.1.3 Carson City Arts: Taking Flight II – Coordinate with the Reno-Tahoe International Airport, CTA, Carson City Cultural Commission, and the Carson City Arts & Culture Coalition to plan and organize an Art Exhibition at the Reno-Tahoe International Airport for 2021.

4.1.4 Coordinate with Carson City, CTA, Carson City Cultural Commission, the Rotary Club of Carson City, and the Carson City Downtown Neighborhood Improvement District to commission a mural that will become the focal point for tourists and locals in the Carson City Downtown Corridor.

4.1.5 Working with CTA, oversee the call for a muralist to create a mural for the entryway of the CTA office building.

4.1.6 Conduct introductory meetings with the Chamber of Commerce, Carson City lodging properties and the arts and culture organizations in the community.

4.1.7 Perform an initial review of the Carson City Arts and Culture Master Plan with a presentation to both CTA and the Cultural Commission with the intention to be an initial “first pass” in updating the current plan.

4.2 Report Procedures and Deliverables:

The contractor will prepare monthly reports that outline the progress of each task listed in Section 4.1 – Scope of Work, for presentation at the CTA Board Meetings.

5. DURATION OF SERVICE

The resulting Contract(s) shall be for an initial Contract term of four (4) months anticipated to begin February 1, 2021 to May 31, 2021, with an option to renew for an additional one (1) month and three (3) years, if agreed upon by both parties and in the best interests of the CTA.

6. SUBMITTAL INSTRUCTIONS

6.1 A copy of this RFP may be requested from the CTA Operations Manager at the address below, electronically at ckipp@visitcarsoncity.com or by telephone at 775-283-7682.

6.2 All proposals must be **received** by the CTA no later than 2:00 p.m., January 11, 2021. Submit proposal in a **sealed envelope**, labeled **Submittal for RFP CTA 2021-001** to one of the following:

Mail/Delivery To:

Carson City Culture & Tourism Authority
Attn.: Chris Kipp
716 N. Carson St., Suite 100
Carson City, NV 89701

In-Person To:

Carson City Culture & Tourism Authority
Attn.: Chris Kipp
716 N. Carson St., Suite 100
Carson City, NV 89701

6.3 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 single-sided pages or 15 double-sided 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 Monday, January 4, 2021. Questions shall be submitted in a letter format in writing via e-mail or mail and submitted to:

Carson City Culture & Tourism Authority
c/o Chris Kipp, Operations Manager
716 N. Carson St., Suite 100 Carson City, NV 89701
e-mail: ckipp@visitcarsoncity.com
775-283-7682

- 6.4 **LATE PROPOSALS WILL NOT BE ACCEPTED.** Prospective proposers are held responsible that their proposals arrive at the CTA on or before the designated time and date.
- 6.5 All questions in the questionnaire must be completed. All requested documents must be provided.

7. EVALUATION AND AWARD PROCESS

- 7.1 The CTA shall use its best judgment in conducting a comparative assessment of the proposals.
- 7.2 The CTA shall select finalists which possess the ability to service the CTA's needs. Presentations/interviews may be scheduled with the finalists. The CTA may ask the finalists to travel to Carson City, Nevada to present further details and/or respond to questions. It is the expectation of the CTA that the vendor will bring the proposed staff for the presentation/interview.
- 7.3 Selected respondent(s) will be contacted following the presentations referenced above, and notifications will be sent to all persons submitting proposals.
- 7.4 The CTA reserves the right to cancel the Contract(s) with at least 30 days prior written notice, or to cancel with cause at any time.
- 7.5 No oral explanation regarding the meaning of the specifications will be made, and no oral interpretation will be given before the award of the Contract(s). If any person contemplating submitting a bid for the Contract(s) is in doubt as to the true meaning of any part of the specifications or any other proposed Contract documents, the person may submit to the CTA a written request for an interpretation thereof. The person submitting the request will be responsible for its prompt delivery. Any interpretation of the proposed documents will be made by addendum duly issued or delivered to each person receiving a set of such documents. The CTA will not be responsible for any other explanation or interpretations of the proposed documents.
- 7.6 The CTA reserves the right to reject all bids and to waive any informality in bids.

RECOMMENDATION FOR AWARD will be made based on the evaluation results of the Selection Committee.

FINAL SELECTION will be made by the CTA anticipated to be January 22, 2021. 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 shall be deemed final.

Anticipated Schedule:

Release RFP	December 21, 2020
Submittal of Questions	January 4, 2021 by 12:00 pm
Response to Questions	January 6, 2021 by 5:00 pm
RFP Submittal Deadline	January 11, 2021 by 2:00 pm
Firms Notified of Short List	January 15, 2021
Short List Presentations/Interviews	January 22, 2021
CTA Issues Contract	January 28, 2021

8. RFP REQUIREMENTS

- 8.1 Respondents should submit any information which documents successful and reliable experience in past performance like those of the requirements of this proposal.
- 8.2 Must have experience working with a Board/Commission.
- 8.3 Must have directly related experience within the arts and culture industry.

9. 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 minimum requirements.

- 9.1 A Statement of Project Understanding
 - a. Demonstrate the knowledge, skills and abilities to perform the specifications of the RFP.
- 9.2 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.
- 9.3 Key Personnel Information:
 - a. Key staff or individual information (no more than one-page resume per member).
 - b. Relevant experience and abilities.
 - c. Demonstrated commitment and availability to the program.
 - d. Accessibility to CTA Staff.

9.4 Project Experience

- a. An example of managing an arts and culture program.
- b. An example of working with multiple arts and culture organizations.
- c. An example of working with a board or commission.

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

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

10. 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:

- 10.1 Qualifications (Maximum 40 points). The evaluation committee will consider; length of time in business, past performances, apparent capabilities to perform well in the execution of its obligations under a contract as evidenced by an individual or a corporation's or firms leadership and management personnel, size of organization, project manager, support staff, etc.
- 10.2 Staffing (Maximum 10 points). The evaluation committee will consider; staffing method of providing coverage under a contract, including for corporations the different levels of staff proposed. Also considered will be the level of capabilities of the individual or personnel and the ability to communicate effectively and timely.
- 10.3 Technical (Maximum 30 points). The evaluation committee will review the proposal for its completeness, evaluate how the proposer will approach the task of initiating and fully implementing its program and demonstration of assurance of performance as to quality and efficiency will be weighted when scoring.
- 10.4 Cost Proposal (Maximum 20 points). The cost proposal for full performance in meeting the requirements of the RFP will be of major consideration under this category. The committee may also refer to the line item information that has been provided.

10.5 In-Person Presentation Evaluation Criteria, total 100 points:

- a) Did the presenting person prove expertise in managing an arts and culture program? (Maximum 20 points)
- b) How well did the presenting person demonstrate ability to execute on this program component as part of an integrated marketing campaign within the CTA? (Maximum 10 points)
- c) Did the presenting person demonstrate skill in strategic planning? (Maximum 10 points)
- d) Did the presenting person adequately convey commitment to gaining an in-depth knowledge of the Carson City arts and culture product? (Maximum 10 points)
- e) Did the presenting person provide the appropriate staffing level? (Maximum 10 points)
- f) How well did the presenting person address evaluators' questions? (Maximum 10 points)
- g) Did the presenting person show enthusiasm for Carson City arts and culture and a high level of commitment to collaborating with Carson City arts and culture organization as well as lodging partners? (Maximum 20 points)
- h) Did the presenting person demonstrate experience working within the tourism industry, or a destination marketing organization (DMO) with multiple stakeholders? (Maximum 10 points)

11. OBJECTION BY UNSUCCESSFUL PROPOSER:

- 11.1 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 below. Information on the results of the Committee's aggregate evaluation may be obtained upon request and will be emailed to each respondent.
- 11.2 Any objection shall be written and submitted to the CTA Board of Directors c/o Carson City Culture & Tourism Authority within five (5) calendar days after a recommendation to accept or reject RFP have been posted to the CTA Website. The CTA Selection Committee will stay any award actions until after the CTA Selection Committee has responded in writing to the protest. If the appellant is not satisfied with the response, appellant may then protest to the CTA Board of Directors, who will render a final decision. No protests will be heard by the CTA unless the proposer has followed the appeal process. CTA is not liable for any costs, expenses, attorney's fees, and loss of income or other damages sustained by the appellant in the process.

12. LIST OF REQUIRED DOCUMENTS

- 12.1 Nevada Business License
- 12.2 Proof of Insurance Coverage
- 12.3 Organizational chart, if the proposer is a company or firm
- 12.4 Resume Form: Complete a resume form, including, for corporations or firms, one form for each person employed by or contracted with your company or firm which will assist with the completion of the scope of work for this Contract.
- 12.5 Questionnaire Response: Provide a detailed narrative for each of the questions within the questionnaire. Responses must be formatted in a size 12 font. The responses to each question should be clearly labeled in accordance with the question which the narrative addresses. **12.5.1 QUESTIONNAIRE: See Questionnaire Attachment**

13. COST PROPOSAL

- 13.1 The cost proposal shall not be marked “confidential”. Only information that is deemed proprietary per NRS 333.020(5)(a) may be marked as “confidential”.
- 13.2 Proposers shall provide one (1) PDF Cost Proposal file that includes the following:
 - a.) Section I – Title Page with the following information:

RFP 2021-001 Arts and Culture Program Services
Proposers Name, Address, Contact Information
 - b.) Section II – Cost Proposal

The proposer’s cost proposal response shall be included in this section.

14. WITHDRAWAL OF PROPOSALS:

RFP may be withdrawn at any time upon written notice to the CTA.

15. CONFIDENTIAL INFORMATION:

Any information deemed confidential or proprietary should be clearly identified by the proposer as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise the information shall be considered a public record. Information of data submitted with this proposal will not be returned.

16. CONTRACT TERMINATION:

The CTA reserves the right to terminate the contract if the Consultant does not perform as required by the terms of the contract. Reasons for termination may include, but are not limited, to the following:

- 16.1 Failure to provide sufficient personnel as identified in the RFP.
- 16.2 Failure to provide the principal Team as submitted.
- 16.3 Substitution of the Team or other identified personnel without prior approval of the CTA.

17. INSURANCE REQUIREMENTS/HOLD HARMLESS CLAUSE:

Proposer's attention is directed to the insurance requirements as delineated in Exhibit A. It is highly recommended that proposers confer with their insurance carriers or brokers to determine in advance of proposal submission the availability of insurance certificates and endorsements as prescribed and provided herein. If a proposer fails to comply strictly with the insurance requirements, the proposal may be disqualified.

18. FUNDING OUT CLAUSE:

Proposers shall be aware that any agreement resulting from award of this Request for Proposal shall be subject to cancellation without penalty in the event that CTA's funding authority shall fail to obligate funds requisite for its continuation.

19. STATUS OF SUCCESSFUL PROPOSERS:

The successful proposer will be an "Independent Contractor" and shall not be entitled to any of the rights, privileges, benefits, and emoluments of either an officer or employee of the CTA.

20. COMPLIANCE WITH IMMIGRATION AND NATURALIZATION LAWS:

Successful proposer shall always be in compliance with immigration and naturalization laws regarding the eligibility of their employees or subcontractors to work in the United States.

21. OPEN MEETING LAW:

Proposers shall be aware that NRS Chapter 241 provides that public business shall be conducted in an open meeting. Any resultant award may be defended against any challenge by the Carson City District Attorney's Office.

22. ATTACHMENTS:

RFP 2021-001 ATTACHMENT 12.5.1 QUESTIONNAIRE

Exhibit A: Sample Contract

END OF DOCUMENT

RFP 2021-001 ATTACHMENT 12.5.1

QUESTIONNAIRE

Provide a detailed narrative for each question on the questionnaire below.

Note: Information contained in the bid process is public information after the CTA review process is completed.

1. General Information

- a. Name, or name of company or firm
- b. Address
- c. Phone Numbers
- d. Owner, if a company or firm
- e. Contact Person
- f. If a company or firm, is the company or firm a subsidiary of a larger agency or associated with another agency? If yes, state the parent company and provide additional information about the parent company.
- g. Nevada Business ID (provide a copy of your Nevada Business License)

2. Insurance Information

- a. Insurance Carrier
- b. Coverage Summary
- c. Coverage Limits (provide proof of insurance)

3. Organizational Information (if a company or firm)

- a. Organizational Structure (i.e. Sole Proprietor, LLC, etc.)
- b. Organizational Chart (provide this within the required documents section)
- c. Provide a list of all employees/Contractors employed by your company or firm which are proposed to be assigned to service this Contract. Complete the attached resume form for each staff listed here and place in the required documents section.

4. Technical Knowledge

- a. What knowledge does the proposer possess regarding arts and culture attractions and organizations in the Carson City area?
- b. What knowledge does the proposer possess regarding cultural tourism?

5. Technical Abilities

- a. What abilities does the proposer possess to be able to plan, organize, and direct an arts and culture program for a city, with an emphasis on tourism?
- b. What abilities does the proposer possess to be able to perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change?
- e. What abilities does the proposer possess to be able to develop, create, plan, schedule, and organize arts and culture related events?
- f. What abilities does the proposer possess to be able to develop and implement a master arts plan and public art policy?

6. Preferred Qualifications

- a. Demonstrated passion for increasing access to arts and culture.
- b. Training or experience in diversity, equity and inclusion best practices.
- c. Demonstrated leadership and willingness to engage a community or communities to further develop a vision and goals for a vibrant arts and culture program.