



## NTCA and Business Associations Consulting Services RFP

### A. Background & Purpose

#### Background:

Through agreements with Placer County, the North Tahoe Community Alliance (NTCA) began overseeing the annual operating contract and funding of the Tahoe City Downtown Association (TCDA) and the North Tahoe Business Association (NTBA) in July 2021. NTCA took over this role from Placer County. Each year an agreement is created with the Business Associations that includes the contract, scope of work, a payment schedule, and an outline of sponsorship benefits. The Tourism Business Improvement District (TBID) is the source that is utilized to fund the associations.

#### Purpose:

The NTCA, TCDA, and NTBA are seeking a contractor through this RFP to create business agreements between (NTCA and TCDA) and (NTCA and NTBA) for the 2023/2024 Fiscal year. We would like the contractor to review the current scope of work, the payment schedule, and the sponsorship benefits. Through the process, we would like to define our organizations roles and create efficiencies around: membership, services, administrative operations, marketing, events, and community impact.

### B. Term of Contract and Scope of Work

Term of contract is anticipated to be 5 months: February 2023 – June 2023, however we are willing to extend the contract if necessary.

### C. Schedule of Events:

Tuesday, January 17	Request for Proposal Released
Thursday, February 2	Request for Proposal Due
Friday, February 3	Panel will Review Proposals
Monday, February 6	NTCA will Approve Contract
Wednesday, February 8	Contract will be sent to Selected Vendor

**D. Submission Process:**

Respondents should submit their proposal via e-mail to:

**Kimberly Brown, NTCA Director of Business and Community Relations at**

**Email: kim@gotahoenorth.com**

**E. Proposal Components:**

Proposals shall contain the following information and shall be organized in the same order as provided herein. Each of these section headers shall be listed in submitted proposal with pertinent information provided under the specific header:

1. **Cover Page:** Cover page shall state Title “NTCA and Business Association Consulting Services RFP,” date of submission; and name and signature of the person who is authorized to make decisions and represent the submitting firm with respect to this RFP.
2. **Company Information:** This section shall state a. The legal name of the company which can enter into a contract with the NTCA and any alternate names for which the company is known (D.B.A.); b. Mailing, and physical address(es); c. Remit-to billing address; d. Phone, fax, and website (if applicable); e. Organization type; f. Federal I.D. number g. List of owners; h. List of corporate officers with titles (if applicable); and i. Name (first and last), title, mailing address, phone number, fax and email of the person to receive notices and who is authorized to make decisions or represent the company with respect to this RFP
3. **Company History, Experience, and Qualifications**
4. **Proposed Scope of Work:** Outline how you will facilitate conversations leading to a successfully executed 2023/24 Agreement along with defining our organizations roles focusing on efficiencies in the following key business priorities around: membership, services, administrative operations, marketing, and community impact. Please include timeline and project road map.
5. **Pricing Information/Structure:** This section shall communicate your proposed price for required services.
6. **References:** Provide three (3) references (company, contact, phone number, date(s) and description of service(s) provided). References should be entities for which similar work has been completed.

- F. **General Conditions:** By submitting a Proposal, the Respondent represents and warrants that:
- (a) The information provided is genuine and not a sham, collusive, or made in the interest or in behalf of any party not therein named, and that the Respondent has not directly or indirectly induced or solicited any other respondent to put in a sham proposal, or any other respondent to

refrain from presenting information and that the prospective provider has not in any manner sought by collusion to secure an advantage; and (b) The Respondent has not paid or agreed to pay any fee or commission, or any other thing of value contingent upon the award of an exclusive operating area, to any employee, official, or existing contracting consultant of the NTCA. The NTCA reserves the right to reject any and all submittals; to request clarification of information submitted; to request additional information from competitors; and to waive any irregularity in the submission and review process. None of the materials submitted will be returned to the Respondent unless they are not submitted in a timely manner. Proposals will become a public record and available for release to the public upon selection of a successful Respondent and an Intent to Award Notification is distributed. Respondents shall specify in their cover letter if they desire that any portion of their Proposal be treated as proprietary and not releasable as public information. If Respondent chooses to claim any information as proprietary, it must specify those sections in the cover letter and provide any legal justification for treatment as such. However, respondents should be aware that all such requests may be subject to legal review and challenge. In such event, each Respondent shall be responsible for the legal defense against the release of their Proposal as public information. The NTCA reserves the right to award an agreement without further competition based on the responses received to this RFP. The NTCA reserves the right to request additional information not included in this RFP from any or all Respondents after proposal due date. The NTCA reserves the right to contact references not provided in the submittals. The NTCA reserves the right to incorporate its standard language into any contract resulting from this solicitation. The NTCA reserves the right to reject any and all Proposals or any part of a Proposal if it is determined it is not in the best interest of NTCA. The NTCA reserves the right to reject the proposal of any submitter who previously failed to perform properly, or complete on time, contracts of a similar nature, or to reject the Proposal of a respondent who is not able to perform such a contract satisfactorily. An individual who is authorized to bind the proposing agency contractually shall sign the Proposal. The signature must indicate the title or position that the individual holds in the firm. An unsigned Proposal shall be rejected.

- G. **Modification or Withdrawal:** Any modification, amendment, addition, or alteration to any submission must be presented, in writing, executed by an authorized person or persons, and submitted prior to the final date for submissions.

An individual who is authorized to bind the submitting agency contractually shall sign the modification, amendment, addition, or alteration. The signature must indicate the title or position that the individual holds in the firm. An unsigned modification amendment, addition, or alteration shall be rejected. NO AMENDMENTS, ADDITIONS OR ALTERATIONS WILL BE ACCEPTED AFTER THE TIME AND DATE SPECIFIED AS THE SUBMISSION DEADLINE UNLESS REQUESTED BY NTCA. At any time prior to the specified time and date set for the Proposal due date, a designated representative of the responding agency may withdraw the submission provided that such person provides acceptable proof of his or her identity and such person signs a receipt. No submissions may be withdrawn or returned after the date and time set for final submission.

H. **Information Resource Question about this RFP:** All inquiries shall be submitted via email or phone call and be referred to:

**Kimberly Brown, Director of Business and Community Relations**

**Email:** [kim@gotahoenorth.com](mailto:kim@gotahoenorth.com) or 530-581-8750 x 108

Questions will not be answered that would tend to constitute an evaluation of a response being prepared or that might give an unfair advantage to a potential respondent. Except for the above named, potential respondents should not contact any other regarding any aspect of this RFP. If such contact is made, the NTCA reserves the right to reject the Proposal. No prior, current, or post award verbal conversations or agreements with any officer, agent, or employee of the NTCA or any other person or entity shall affect or modify any terms or obligations of this RFP or any agreement resulting from this process.

I. **Disclosures:** A complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the Proposer or a verification of no responsive incidents. Failure to comply with the terms of this provision may disqualify any proposal.

J. **Insurance Requirement:** Respondents who are unable to meet all of the NTCA's insurance requirements may submit with their proposal an alternative plan for obtaining insurance that will adequately mitigate the risks associated with providing the services detailed above. Any alternative insurance coverage request is subject to review and approval by NTCA.

K. **RFP Addenda:** All information provided as a response to this RFP should be in the context of the information requested in the RFP. Please do not submit additional flyers, brochures, marketing material, etc.

L. **Evaluation Process and Award:** An evaluation panel, consisting of Kimberly Brown, NTCA Director of Business and Community Relations, Katie Biggers, TCDA Executive Director, and Alyssa Riley, NTBA Executive Director will review the applications.

On February 3, we will rank the proposals received in accordance with the terms of the RFP in the following manner:

Company History, Experience, and Qualifications - 40 points available

Programmatic Elements/Scope of Work - 30 points available

Pricing / Rate Proposal – 30 points available

The NTCA will attempt to negotiate a contract with the firm submitting the top ranked Proposal. If no contract can be successfully negotiated with the top ranked respondents, then the NTCA may, at its election enter into negotiations with the next highest ranked respondent; and move down the list of respondents in order of scoring until a contract can be negotiated.

Upon selection of qualified respondent, completion of successful negotiations, and distribution of the "Intent to Award Notification" has taken place, the contract will be presented to the

appropriate authority level for authorization. The NTCA reserves the right to decline awarding a contract to any of the Respondents.

**N. RFP Addenda:** Any changes to the RFP requirements and answers to questions submitted pursuant to the provisions of this RFP will be made by addendum. All addenda shall include an acknowledgment of receipt that must be returned. The acknowledgment form must be signed and attached to the final response. Failure to attach any acknowledgment form may result in the rejection of the final response. Addenda will be provided to all known interested firms and posted on the NTCA website.