

REQUEST FOR PROPOSAL

Original Date Issued: January 24, 2020

Deadline for Questions: February 14, 2020, 5pm EST

Closing Date: February 21, 2020, 12:00AM EST

Decision Date: March 20, 2020, 5:00PM EST

Subject: **Request for Proposal No. ICMAHQ/Virtual Conference- 2020**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for its virtual conference during the ICMA Annual Conference. ICMA anticipates awarding one (1) single award as a result of this Solicitation.

Technical questions concerning this solicitation should be directed to jfigoten@icma.org with a copy to workwithus@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to jfigoten@icma.org. **Questions are due by February 14, 2020.**

All communications must include the solicitation title, **ICMAHQ/Virtual Conference- 2020**, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Jeremy Figoten, CAE
Director, Conferences & Sponsorships

PURPOSE

ICMA seeks a qualified provider (firm or individual) to provide all virtual conference services for its Annual Conference in 2020 located in Toronto, Ontario, Canada.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people's lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 10,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

ICMA provides technical and management assistance, training, online services, and publications to managers around the world. The management decisions made by ICMA's members affect more than 100 million individuals in thousands of communities—from small towns with populations of a few hundred to metropolitan areas serving several million.

ICMA is the only national organization that focuses on the needs of appointed local government managers. For more information regarding ICMA's programs and services, please go to www.icma.org.

ICMA's Dun and Bradstreet number is 072631831.

Listed below is the ICMA Annual Conference date/location.

Dates/location: September 23-26, 2020
Metro Toronto Convention Center
Toronto, Ontario, Canada

SCOPE OF WORK – VIRTUAL CONFERENCE

Vendor will provide

1. Online Content Capture and Production

- Record, stream, and host live video and audio for two, two-hour long keynote sessions, and two, one-hour long keynote sessions via audio and video feed from ICMA's conference A/V provider.
- Create and host a web page using ICMA's conference site wrapper (<http://icma.org/conference>) providing attendees access to streaming sessions.
- Record and stream live up to eighteen 75-minute educational sessions via audio, video, and synchronized PowerPoint presentations with Vendor's cameras or audio-only and synchronized presentations. (Three sessions concurrently in 6 separate time blocks.)
- Full-service technical support for end-users online.
- On-site production labor and setup.
- All logins will be integrated with ICMA's customer database (netFORUM), utilizing web services to synch and/or authenticate users. ICMA's customer ID will be stored with all activity on the site, and available for all data exports and reports.
- Send out email reminders to registrants, directing them to the event launch page, which includes detailed connection instructions.
- General account service from an account manager.

2. Post-production services

- Provide digitizing, editing, and mastering services of all recorded material for delivery no later than 5 days after initial recordings.
- Host and provide video content (archived web events, etc.) that can be purchased and viewed on-demand
- Record each event and deliver a master recording to ICMA.
- Unless otherwise specified, master recordings will be made available for on-demand archive distribution.
- ICMA retains copyright and distribution rights for all content.

3. Event Reporting Services

- Participant activity export: Provide ICMA with structured data via web service to enable ICMA to store activity information (such as attendance) in its primary user database.

4. **E-commerce Components**

- Vendor will have an e-commerce system for purchasing all web events and archived web events. Vendor must be able to provide tiered pricing (member versus non-member pricing) that is validated based on membership status, determined via a web service call or cookie value set during authentication to ICMA's web site. [Intended function: when customers click on the URL in the eblast advertisement, if they are a member, the registration page returns the member price; if they are not a member, they receive the nonmember pricing.]

ICMA will provide

1. Hard-wired Internet connection for every session that will be recorded and/or broadcast
2. Presenter computer with input from audio system
3. Host computer for sessions with video as well as slides. (If Vendor prefers to provide these computers, indicate this in the proposal.)
4. Camera and audio for keynotes via our conference A/V provider.

SUBMISSION REQUIREMENTS:

<p>Section 1: Company profile:</p>	<p>1. Please limit to no more than two pages. CV's or resumes will not count toward the page limit.</p> <ol style="list-style-type: none"> 1. Provide a description of your business 2. Provide the year established in the current business for the services requested in this request for proposal. 3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue. 4. CV's or resumes of key personnel-in a leading paragraph, please indicate how much time each person(s) will devote to this project and what other projects this person (s) undertake at the same time.
<p>Section 2: References:</p>	<p>A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered</p> <p>Respondents should provide references as follows:</p> <ol style="list-style-type: none"> 1. At least three (3) examples of relevant work within the past year; 2. At least two (2) organizations to which you recently submitted unawarded bids within the past year; 3. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process

Section 3: Technology	<ol style="list-style-type: none"> 1. Describe your ability to support hybrid virtual events including live feed, etc. 2. Describe your audio, video (live-streaming) functionality, and where these technologies can be utilized within an event. Please describe what audio and video formats you support. 3. Describe the controls your company has in place to ensure that data provided by ICMA and our users is protected. 4. Does your solution provide an option for participants to download supplemental materials such as handouts? 5. Does an event participant have the ability to add the entire event as well as individual event sessions to their own personal or work calendar pre- event? 6. Describe your ability to rebroadcast hybrid events for post event content. 7. Does your solution allow for animation and embedding video into PowerPoint?
Section 4. Social/Collaboration Ability	<ol style="list-style-type: none"> 1. Describe your tool's ability to allow users to chat with Speaker/Fellow Attendees during the event. 2. Is there whiteboarding functionality? 3. Describe your tool's ability to integrate with other social networking tools, including Facebook, Twitter, and LinkedIn. What other social features do you offer?
Section 5. Customer Service:	<ol style="list-style-type: none"> 1. What type of customer support is available for event development before and during a virtual event?
Section 6. Staffing	<ol style="list-style-type: none"> 1. Indicate how you would staff the virtual conference, including the number of staff who you would have on-site for the virtual event. What are options for reducing staff cost.
Section 7. Pricing	<ol style="list-style-type: none"> 1. Provide an itemized listing of your proposed pricing. State where there may be extra fees for either customizations or extra services.

CONTRACT TERM AND DELIVERY DATES

ICMA expects to award a one-year term. Final delivery dates will be negotiated upon award.

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
 - a. section 1 (5%)
 - b. section 2 (5%)
 - c. section 3 (20%)
 - d. section 4 (15%)
 - e. section 5 (15%)
 - f. section 6 (15%)
 - g. section 7 (25%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 20 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to Jeremy Figoten at jfigoten@icma.org. Place "ICMAHO/Virtual Conference-2020" in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

APPENDICES (REQUIRED FORMS)

W-9

New Vendor Form

GENERAL CONDITIONS

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. The vendor offer will be rejected if the vendor modifies or alters the electronic solicitation documents. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document.

Proprietary Information - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. However, ICMA cannot guarantee the confidentiality of any information submitted.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the vendor from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses – ICMA shall use good faith efforts to provide contacting and procurement opportunities for SDBs. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran-owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUB Zones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.

