

## REQUEST FOR PROPOSAL

Original Date Issued: Thursday, August 22, 2019

Deadline for Questions: Friday, August 30, 2019 (5:00pm EST)

Closing Date Friday, September 6, 2019 (5:00pm EST)

Presentation by Finalist: Late September/Early October 2019

Decision Date: October/November 2019

Reference: ICMA Washington, D.C.

Subject: **Request for Proposal No. ICMAHO/Annual Conference Housing Services/2020**

The International City/County Management Association (ICMA) is seeking proposals from eligible respondents for professional services in support of ICMA in Washington, D.C. ICMA anticipates awarding one (1) single award a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to Felicia Littky at [flittky@icma.org](mailto:flittky@icma.org) with a copy to [workwithus@icma.org](mailto:workwithus@icma.org). All contractual questions relating to this solicitation must be submitted to Grants and Contracts Administration at the following email [workwithus@icma.org](mailto:workwithus@icma.org).

All communications must include the solicitation title, **ICMAHO/Annual Conference Housing Services/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 look forward to a mutually beneficial business relationship.

Sincerely,

Jeremy Figoten, CAE  
Director, Conferences and Sponsorships  
ICMA

### **PURPOSE**

ICMA hosts annual conferences at different venues each year, to disseminate educational, information-sharing and networking tools to help local governments manage in today's complex environment. The ICMA Annual Conference is the largest annual event in the world for local government managers and staff. ICMA also hosts 5 smaller regional conferences yearly, at various venues throughout the United States. ICMA seeks to procure housing services for the annual conference from a qualified provider to help facilitate our 2020 annual conference (with the option for 2021 and 2022, too).

### **ABOUT ICMA**

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, 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.

For more information regarding ICMA's programs and services, please go to [www.icma.org](http://www.icma.org).

ICMA's Dun and Bradstreet number is 072631831.

## **SCOPE OF WORK**

### **Annual Conferences:**

Event Name: 2020 ICMA Annual Conference\*

Date of Event: September 23-26, 2020

Location: Toronto, Ontario, Canada

Peak Room Nights: 2,258

Total Room Nights: 9,498

Number of Hotels Contracted to date: 7

\* hotels still be contracted; these are the numbers as of 8/22/19

Event Name: 2021 ICMA Annual Conference

Date of Event: October 3-6, 2021

Location: Portland, Oregon

Peak Room Nights: 2,603

Total Room Nights: 11,264

Number of Hotels Contracted to date: 11

Event Name: 2022 ICMA Annual Conference

Date of Event: September 18-21, 2022

Location: Columbus, Ohio

Peak Room Nights: 2,442

Total Room Nights: 10,085

Number of Hotels Contracted to date: 10

### **History:**

2017 San Antonio, TX: 10,706 total rooms/2,738 on peak/11 hotels

2018 Baltimore, MD: 10,322 total rooms/2,693 on peak/13 hotels

2019 Nashville, TN: to date (7 weeks out) 11,235 total rooms/2,777 on peak/27 hotels

### **Annual Conference Pre-event Scope of Services:**

1. Create an on-line housing system that can connect or “talk” to on-line registration systems as well as to ICMA’s AMS, NetForum.
2. Prepare a dedicated online housing reservation system for ICMA with hotel descriptions and locations and provide ICMA with a hyperlink to the website.
3. Properly load hotel room inventory into the online reservation system. Information loaded into inventory system should be double checked for accuracy prior to launch of housing.
4. Work with ICMA to create and manage sub-blocks.
5. Process reservations received by Internet, telephone, fax, or mail within 24 hours including sending email or (if no email address is given) paper reservation confirmations.
6. Provide early-booking option for targeted groups designated by ICMA, prior to official launch of housing opening to the public.

7. Accept reservations made using a credit card guarantee or check as a deposit for the first night of stay.
8. Provide call center support Monday to Friday, 9:00am-8:00pm Eastern Time (excluding legal holidays); offer a dedicated toll-free number and respond to inquiries within 24 hours.
9. Monitor and manage hotel inventories to maximize pick up.
10. Maintain a waiting list when reservations cannot be completed due to availability. Work with hotels to add shoulder nights as needed.
11. Enable ICMA and hotels in the conference block to access reservation activity reports directly from the online reservation system and provide additional reports to ICMA as reasonably requested.
12. Provide hotels in the conference block access to import rooming lists electronically or, for those without electronic import capability, access to a downloadable final rooming list (Excel spreadsheet format)
13. Forward to hotels payments representing aggregate first night deposits with corresponding backup for each reservation.
14. On the Saturday and Sunday of the event, provide 24-hour call center support to attendees encountering problems as they check in. Additionally, provide one on-site staff person Saturday-Monday of the event.

**Post-event Scope of Services:**

1. Work with hotels to obtain final room pickup numbers.
2. Produce and deliver a final report to ICMA within 30 days of the end of the event.
3. Invoice ICMA for contracted services within 30 days of the end of the event.

**ICMA will provide:**

1. All materials and information required for the housing bureau to professionally perform the contracted services including signed hotel contracts and addendums; ICMA’s attendee cancellation policy; and required sub-blocks no later than 2 weeks prior to the housing open date.
2. The opportunity to review and approve the housing reservation form prior to distributing it to ICMA's markets.
3. A primary staff contact to communicate with the housing bureau’s representative to coordinate all aspects of services.

**SUBMISSION REQUIREMENTS**

Section 1. Company profile:	<p>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"> <li>1. Provide a description of your business</li> <li>2. Provide the year established in the current business for the services requested in this request for proposal.</li> <li>3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue.</li> </ol>
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	<p>4. CV's or resumes of key personnel- in a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person (s) undertake at the same time.</p>
Section 2: References:	<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. Respondents should provide references as follows:</p> <ol style="list-style-type: none"> <li>1. At least three (3) examples of relevant work;</li> <li>2. 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.</li> </ol>
Section 3: Approach:	<ol style="list-style-type: none"> <li>1. Describe the organizations you have provided conference housing services that were similar to the needs of ICMA and demonstrate your business's ability to manage large-scale conferences in all stages of the event (pre-event, during event, and post-event).</li> <li>2. How do you propose to adapt to ICMA's administrative requirements? Please provide an example inclusive of communication protocols, as well as workflows that document internal organizational processes.</li> <li>3. How has your business provided exclusive care in managing complex conference registration housing services for other organizations?</li> <li>4. What technologies will your business utilize in managing ICMA's conference housing needs?</li> <li>5. Provide an example or explain how your company will approach preparing an online housing reservation system for the annual conference, which can only be accessed upon confirmation of conference registration.</li> <li>6. How will your business ensure consistent service to ICMA?</li> <li>7. Tell us what makes your business stand out in the industry.</li> </ol>
Section 4: Pricing:	<p>4. ICMA will consider a proposal that is either a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee, or other arrangement fair and favorable to ICMA.</p> <p>If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.</p> <p>For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to ICMA.</p>

	Please be advised that ICMA is cost-conscious about procuring outside services.
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**TYPE OF CONTRACT TO BE AWARDED**

One year, with the option for multiple years

**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 (45%)
  - d. section 4 (45%)

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 30 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org) with a copy to [flittky@icma.org](mailto:flittky@icma.org). Place “**ICMAHO/Annual Conference Housing Services/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. 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. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

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 Respondent 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 contracting and procurement opportunities for SBD's. 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 (HUBZones) and

private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.