

***Request for Proposals
for a Parks and Recreation
Fundraising Feasibility Study
and Campaign Management***



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bparker@seviervilletn.org***

January 2021

INFORMATION FOR PROPOSAL

RECEIPT AND OPENING OF PROPOSALS

The Cities of Sevierville, Tennessee (herein called the "Owner") invites responses attached hereto for a **Fundraising Feasibility Study for Parks and Recreation Capital Projects**. The Owner will **RECEIVE PROPOSALS UNTIL 3:00 PM, FEBRUARY 18, 2021**, at Sevierville City Hall, 120 Gary Wade Boulevard, Sevierville, TN 37862. (Mailing address: P. O. Box 5500, Sevierville, Tennessee, 37864). Proposals will then be publicly opened at Sevierville City Hall, 120 Gary Wade Boulevard, Sevierville, TN 37862. The envelope containing the proposal must be sealed, addressed to Tracy Baker, Assistant City Administrator, and must bear the following information:

Name of Proposing Firm
Proposer's Address
Date and Time of Proposal Opening
Proposal Enclosed: **Fundraising Feasibility Study**

Proposer must enclose three (3) copies of the proposal submission.

The Owner may consider informal any proposal not prepared and submitted in accordance with the provisions hereof, and may waive any informality or reject any and all proposals. Any proposal received after the time and date specified shall not be considered.

QUALIFICATIONS OF PROPOSALS

The Owner may make such investigations as he/she deems necessary to determine the ability of the Proposer to supply the necessary services, and the Proposer shall furnish to the Owner all such information and data for the purpose as the Owner may request. The Owner reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer's fail to satisfy the Owner that such Proposer is properly qualified to carry out the obligation of the contract by supplying the service contemplated therein. Conditional proposals will not be accepted.

OBLIGATION OF PROPOSER

At the time of the opening of proposals, each Proposer will be presumed to have read and to be thoroughly familiar with the specifications. The failure or omission of any Proposer to examine all the forms, instruments, and documents shall in no way relieve the Proposer from any obligation in respect to his/her proposal.

Each Proposer is requested to fill out and return the attached Title VI Information sheet, vendor information sheet, and W-9 form as a part of the proposal package.

By submitting a proposal, each Proposer acknowledges that the Owner may conduct a credit check on the Proposer at the Owner's expense.

INSURANCE COVERAGE REQUIREMENTS

These coverage requirements apply to the vendor and any subcontractors who may perform services under the contract.

Commercial General Liability Insurance - \$1,000,000 limit per occurrence for property damage and bodily injury. Coverage should be occurrence form.

Business Automobile Liability Insurance - \$1,000,000 limit per accident for property damage and personal injury.

Workers' Compensation and Employers' Liability Insurance - Workers' Compensation statutory limits as required by Tennessee law. This policy should include Employers' Liability coverage for \$1,000,000 per accident.

Professional Liability Insurance - \$1,000,000.

CONDITIONS FOR ALL COVERAGES

Additional Insured: The City of Sevierville, its Board of Mayor and Aldermen, and all officers, employees, agents, representatives, boards, commissions, committees' and volunteers will be covered as Additional Insured respecting: liability arising out of activities performed by or on behalf of the vendor; products and completed operations of the vendor; premises owned, leased or used by the vendor, or premises on which vendor is performing services on behalf of City. The coverage will contain no special limitations on the scope of protection afforded to the Owner. This clause does not apply to Workers' Compensation Insurance.

Notice of Cancellation or Non-renewal: Each insurance policy required by this clause will be endorsed to state that coverage will not be suspended, voided, cancelled, reduced in coverage, or in limits except after thirty (30) days prior written notice has been given to the City's Risk Manager.

Acceptability of Insurers: Insurance will be placed with financially sound Tennessee admitted insurers (Best's rating of A or better) or other insurers approved by the City's Risk Manager: Jamie Tyler, phone 453-5504

Certificates of Insurance: Vendors will furnish the City with certificates of insurance with original endorsements affecting coverage required by this clause. The certificates and endorsements for each policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates and endorsements are to be received and approved by the City's Risk Manager before work commences. The certificates of insurance should be directed to Jamie Tyler, the City's Risk Manager and must also be accompanied by a copy of the Notice of Bid Award Letter.

Defense, Indemnification and Hold Harmless Agreement: Vendors hereby agree to indemnify, defend and hold harmless the City from any and all loss, damage, cost, expense, liability, claims, demands, suits, fines, penalties, attorney's fees, and judgments, whether civil or criminal, arising directly or indirectly from or in any manner related to the work, project, event or other purposes, regardless of the active or passive nature of any negligence by the City. Vendors will not be responsible if liability arises from the sole negligence of the City. Vendors will pay the City for any costs incurred in enforcing Design Firms' obligations to indemnify.

IRAN DIVESTMENT ACT

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to § 12-15-106.

QUANTITIES AND LENGTH OF CONTRACT

This contract is for the development of a fundraising feasibility study for capital projects in the Department of Parks and Recreation. Only one award will be made for this service. Prices contained herein are to be firm for the term of the contract, unless otherwise indicated. The Owner reserves the right to re-bid anytime during the contract.

MINIMUM QUALIFICATIONS

The proposing consultant must have demonstrated expertise and at least five years of project-related experience including capital campaign fundraising. Demonstrated experience should be for public or private projects of similar size and scope.

PROPOSAL CONTENTS

Proposals must contain the following:

- Responses to all items listed in the submittal requirements;
- All included forms: proposal form, W-9, Vendor Information, and Title VI;
- Proof of Insurance

QUESTIONS

Please contact Bob Parker, Director of Parks and Recreation, by email at bparker@seviervilletn.org with questions prior to February 4, 2021. Only questions submitted by email will be considered. A collection of questions and responses will be posted on the City's website and sent to all proposers who submit a notice of intention to propose by the February 4, 2021.

Fundraising Feasibility Study Project Information

PROJECT DESCRIPTION

The City of Sevierville seeks proposals from consultants interested in working with our organization to assess the philanthropic community's interest in supporting a capital campaign based upon the City's Parks and Recreation Master Plan. We further seek assistance in the management of a fundraising campaign based upon this assessment.

PROJECT BACKGROUND

In 2018, the City of Sevierville completed a comprehensive Master Plan for the future of the Parks and Recreation Department. The Plan addressed the need for expansion and construction of new facilities to meet the growing needs of our community. We are now ready to conduct a feasibility study to determine our ability to raise funds from the community to move forward with some or all of these capital projects determined by the Master Plan.

Prospective projects include indoor and outdoor recreation spaces, expansion of the greenway system, and the development of a blueway system. These projects will bring the community together by providing both active and passive recreation for those that live and work in the Sevierville area as well as those that visit the Great Smoky Mountains area.

The City of Sevierville is a community of approximately 18,000 permanent residents, but serves approximately 60,000 individuals who live and work nearby. In addition, Sevierville is located within 10 miles of the Great Smoky National Park and is part of the annual influx of over 18 million tourists per year.

PROJECT SCOPE

The selected consultant will complete a feasibility study of the City's ability to raise private funds in support of major capital projects as determined by the Department of Parks and Recreation Master Plan. The consultant will further design and manage a capital fundraising campaign on behalf of the City.

The Parks and Recreation Master Plan can be viewed at <https://seviervilletn.org/index.php/parks-recreation/1302-parks-and-recreation-master-plan/file.html> .

The fundraising consultant will work with Parks and Recreation Services Advisory Board, the Parks and Recreation Foundation Board, and City staff in building the fundraising capacity, as well as the development of a fundraising strategy. Final approval for all projects are given only the Board of Mayor and Aldermen.

Note: The phasing plan outlined below is a suggestion only. We are open to other suggestions/options.

We anticipate a four phased project:

1. Assessment of the philanthropic community's interest
 - Identify and evaluate resources available to support a capital campaign

- Identify challenges to a successful capital campaign
 - Identify potential prospects
 - Develop grant writing and public financing options (federal, state, local)
 - Complete an assessment of internal capabilities to support a campaign
 - Present findings to the Staff/Citizen Boards and the Mayor and Board of Alderman.
2. Quantify the philanthropic community’s interest
- Develop a Sevierville Parks & Recreation case statement and story
 - Conduct confidential interviews with potential prospects
 - Determine realistic campaign goals
 - Present findings to the Staff/Citizen Boards and the Board of Mayor and Alderman
3. Develop a campaign plan
- Develop campaign plan, including specific goals for dollars raised, milestones and solicitation strategies
 - Develop a campaign calendar
 - Develop a campaign budget
 - Assist in the development of campaign material
 - Present recommendations to the Board of Commissioners Present findings to the Staff/Citizen Boards and the Mayor and Board of Alderman
4. Initiate and manage the Capital Fundraising Campaign

PROJECT TIMELINE

The City of Sevierville would like to move quickly in the selection of the fundraising consultant and implementation of Phase 1. The selected firm should be prepared to begin work immediately after an agreement is signed with the goal of completing work on the following preliminary schedule:

RFP issued	January 12, 2021
Q&A Period	January 12-February 4, 2021
Proposals Due	February 18, 2021
Interviews and Selection	Late February 2021
Submittal to Mayor and Board of Alderman	March 2021
Complete negotiations and approval of contract	No later than March 30, 2021
Completion of Project/Recommendations	TBD

SUBMITTAL INSTRUCTIONS AND REQUIREMENTS

City Staff will respond during the Q&A period and address questions or comments raised about the solicitation to clarify issues and technical aspects of the project.

Limit proposals to 20 pages in length, type font no smaller than 11. Pages may be printed double sided. Provide three copies of the proposal and one electronic copy.

All submittal response materials must be received no later than time and date listed in the Proposed Timeline. All proposals must be in a sealed envelope and clearly marked the Proposal Name. No faxed or e-mail proposals will be accepted.

Included in your submittal should be the following:

Introduction

1. Cover letter with firm's name, address, email, phone number and website.
2. Contact person's name, address, email and phone number.
3. Statement of philosophy.
4. A concise statement that demonstrates the organization's understanding of the project and scope of services sought by City of Sevierville Department of Parks and Recreation.
5. Description of the organization's approach to the project.
6. Description of the implementation of the project, include listing of specific tasks.
7. Proposed completion date and timeline of the project.
8. Description of any additional consultants that will perform work as part of the proposal Provide names, addresses, and relevant experience for additional consultants.
9. Fee Structure – A description of the bidder's proposed project cost.

Organizations History/Experience

1. Number of years in business.
2. Type of organization.
3. Type of ownership; identify owners, partners, etc.
4. Geographical areas of operation.
5. Professional affiliations.

Personnel

1. List of principals and stakeholders.
2. Description of size and composition of the organization.
3. An organizational chart.
4. Resumes of the proposed project manager and other key personnel proposed to be assigned to this project (the "team").

Experience and References

1. Discuss your organization's experience and, in particular, the team's experience with capital campaigns for public facilities and in particular, similar projects as ours.
2. Identify five completed similar projects, that the identified key personnel have completed and the team. For these projects provide:
 - a. Name and address of client.
 - b. Name, phone number, and email address of the client contact person.
 - c. Summary of the project; include year completed.

Other Information

1. Provide other pertinent information that you feel makes you qualified for the proposed project.

Fee Structure and Phase Timeline

1. Provide information on your proposed fee structure or estimated project costs. Provide costs per proposed project phase, as well as an estimated time for completion for each phase.

Evaluation Process and Criteria

The following criteria will be used in the selection process:

- Responsiveness and completeness of the submittal;
- Experience and qualifications of consultant and management team, including demonstrated knowledge of planning, management and evaluation skills and experience;
- Technical quality and methodology of consultant's approach to organizing and managing the project; ability to document information and recommendations clearly in written format;
- Understanding the project objectives and scope. Ability of the consultant team to communicate and build consensus with the Mayor and Board of Alderman, Citizen Boards, staff and community residents;
- Experience with public facility fundraising projects and/or nonprofit campaign projects;
- Past and current projects;
- References and examples of completed consulting projects. Satisfaction of former clients with competency of completed work;
- Overall project management and ability to accomplish a project of this nature within the proposed time schedule; and
- Fee Proposal

**PROPOSAL FORM FOR
PARKS AND RECREATION FUNDRAISING FEASIBILITY STUDY**

Company: _____
Contact Name: _____
Address: _____

Phone: _____ Email: _____
Federal Tax Identification Number: _____
Business License # _____ City: _____
Estimated Completion Date: _____

It is further understood and agreed by the undersigned in submitting this proposal that the Owner reserves the following rights and privileges:

- a. To accept or reject any or all Responses, and/or waive any of the informalities in the proposal process.
- b. To reject all proposals which do not conform to or exceed these specifications, without altering price of this proposal.
- c. To re-bid anytime during the term of the contract.

Note: Responders shall not add any conditions or qualifying statements to this proposal, except as provided herein, as otherwise the proposal may be declared irregular as not being responsive to the Advertisement for Responses.

If you have questions regarding the specifications contained in this proposal package, please contact:

Bob Parker
Director of Parks and Recreation
Phone (865) 453-5441
Email: bparker@sevierville.org

Proposal Submitted by:

Authorized Signature

Name (Printed)

Title

Date

TITLE VI INFORMATION

It is the policy of the City of Sevierville to ensure compliance with Title VI of the Civil Rights Act of 1964: 49 CFR, Part 21; related statues and regulations to that end that no person shall be excluded from participation in or be denied benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance or any other funding source on the grounds of race, color, sex, national origin, or ancestry. By virtue of submitting a response to this solicitation, bidders agree to comply with the same non-discrimination policy.

Bid Item/Project Name: _____

Bid Date: _____

*For Title VI and IX compliance, we ask for voluntary disclosure of the following information for the majority owner of the business:

Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Race:	<input type="checkbox"/> Caucasian	<input type="checkbox"/> African American
	<input type="checkbox"/> Other (please specify)	

Company Name: _____

The City of Sevierville does not discriminate based on race, color, or national origin in federal or state sponsored programs, pursuant to Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d.).



City of Sevierville

P.O. Box 5500
Sevierville, TN 37864-5500
865-453-5504

VENDOR INFORMATION FORM

Name: _____

Federal Tax ID Number: _____

Email Address: _____

Business License Number: _____

County and State of License: _____

Mailing Address: _____

Shipping Address: _____

Phone Number: _____

Fax Number: _____

Contact Person: _____

Corporation, Sole Proprietor, or Partnership: _____

(If the business is a sole proprietor the owners name): _____

NEW VENDORS WILL BE ADDED AFTER RECEIPT OF THIS COMPLETED FORM AND VERIFICATION OF A CURRENT BUSINESS LICENSE. VENDORS WITHOUT A CURRENT BUSINESS LICENSE WILL NOT BE ACCEPTED.

**Request for Taxpayer
 Identification Number and Certification**

Give form to the
 requester. Do not
 send to the IRS.

Print or type
 see specific instructions on page 4

Name (as shown on your income tax return)

Business name, if different from above

Check appropriate box: Individual/sole proprietor Corporation Partnership
 Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ Exempt
 payee
 Other (see instructions) ▶

Address (number, street, and apt. or suite no.)

City, state, and ZIP code

List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 9.

Social security number

OR

Employer identification number

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity.