

CITY OF JACKSON
Request for Proposals
for
Tourism and Business Promotion, Economic Development
and Downtown Revitalization Program

RFP NO. APRIL2024

The City of Jackson is seeking proposals from organizations interested in developing programs to enhance tourism and business promotion, economic development, or downtown revitalization programs for the City of Jackson. Proposals may be submitted to the City of Jackson by mail, or delivered in person, to 33 Broadway, Jackson, CA, 95642. Proposals will be accepted until 12:00 noon, June 7, 2024. Return addresses and the marking of “TOT proposal” must appear on the front of the delivery package.

PROJECT DESCRIPTION

Voters in Jackson approved Measure E in November 2002. This ballot measure increased the City’s transient occupancy tax from 8% to 10% and the City Council has directed that these additional funds be utilized to develop programs to enhance tourism and business promotion, economic development or downtown revitalization programs within the City of Jackson. The City Council formed an advisory committee to review potential use of these funds and this request for proposals was developed to provide a standardized process to evaluate funding proposals. The City annually collects approximately \$100,000 in Measure E tax revenue. In the past few years, the City Council has allotted a portion of these funds for open proposals and reserved the other portion for City initiated economic development activities. The City Council has consistently allocated approximately \$30,000 for these proposals. It is anticipated this year is no exception.

MINIMUM PROPOSAL REQUIREMENTS

Each proposal must respond to **ALL** of the following nine items. Incomplete responses will not be funded.

1. Mission of organization/business.
2. Amount of funding requested.
3. Detailed description of how the funds will be spent.
4. Identify the actual individuals comprising the team or assigned project, and what specific role each will play in completing the work.
5. How will the activity positively impact tourism and/or economic development *in the City of Jackson*?
6. How will the success of the program be measured?
7. How will the program be sustained after the funds are provided?
8. Will other matching funds be utilized for the proposed program?
9. What is the total budget of your organization, not including this funding request?

REQUIREMENT FOR THOSE PREVIOUSLY FUNDED

Per section 2.B. of the “Measure E Funding Agreement” executed by each previously funded organization, “Grantee shall provide a full and complete report detailing exactly how the grant funds were expended no later than 60 days following the expenditure of funds or by June 30, 2024, whichever occurs first.” If this information has not been provided to date and grant funds have been expended, this report must be provided with the application for consideration for new funding. If the funds have not been expended to date, a timeframe for the expenditure should be provided.

SELECTION PROCESS

All proposals received by the deadline will be reviewed and considered by a City TOT/Measure E Advisory Committee. Interviews may be conducted with the submitters of qualified proposals. Proposals determined to represent the intent of the expenditure of the transient occupancy tax funds to benefit the City of Jackson, demonstrated competence, experience and response to specific proposal elements identified in this RFP, will be recommended as funding programs for consideration by the City Council, as budgeted funding permits.

Any selected proposers approved for funding by the City Council must enter into a standard contract agreement with the City of Jackson with appropriate indemnity and hold harmless language.

PROPOSAL FORMAT

Seven (7) unbound, paper-clipped copies of your Proposal must be received by the City of Jackson on or before Friday, June 7, 2024, at 12:00 noon. Proposals must be submitted or delivered to the following address:

Attention: Carleen Kirkpatrick, Deputy City Clerk
City of Jackson
33 Broadway
Jackson, Ca 95642

For questions, please send an email to: cinfo@ci.jackson.ca.us

TENTATIVE SCHEDULE

June 7, 2024	Proposal Deadline
June 18, 2024	Proposal reviews, potential interviews & Advisory Meeting (submitters encouraged to attend)
June 24, 2024 (Council Meeting)	City Council awards funds to selected agencies