

**City of Jackson  
Request for Proposals For**

**TOURISM AND BUSINESS PROMOTION, ECONOMIC DEVELOPMENT AND  
DOWNTOWN REVITALIZATION PROGRAM**

**RFP NO. 2018-05**

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 will be received by the City of Jackson, by mail or delivered in person, to 33 Broadway Street, Jackson, CA, 95642-2301. Proposals will be accepted until 12:00 noon, July 9, 2018. 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. An advisory committee was formed by the City Council 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 collected approximately \$90,000 in tax revenue for this program in FY 2017-18. In the past few years, the City Council has allotted a portion of these funds for open proposals and reserved the other half for City initiated economic development activities. However, for 2018/19 the City Council has allocated \$30,000 for open proposals, with the remaining portion reserved for City Projects consistent with the intent of the use of these funds.

**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 June 30, 2019, 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 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 Advisory Committee. Interviews will be conducted with the submitters of each qualified proposal. 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) unbounded, paper-clipped copies of your Proposal must be received by the City of Jackson on or before Friday, July 2, 2018 at 12:00 noon. Proposals must be submitted or delivered to the following address:

Emma Brettle, Deputy City Clerk  
City of Jackson  
33 Broadway  
Jackson, CA 95642

## **TENTATIVE SCHEDULE**

**Monday, July 2, 2018:** Proposal Deadline

**July 9 - 20, 2018:** Interviews with those submitted qualified proposals.

**Monday, July 23, 2018:** Funding recommendations from Advisory Committee reviewed by City Council.

**Monday, August 13, 2018:** City Council awards funds to selected agencies