



**Newaygo County Parks and Recreation Commission
NEWAYGO COUNTY, MICHIGAN
REQUEST FOR PROPOSALS (RFP)
Professional Fundraiser/Solicitor**

Newaygo County Parks and Recreation Commission is requesting sealed proposals for a Professional Fundraiser/Solicitor (individual or organization) to manage a capital campaign to raise money needed to finance The Dragon Trail's construction and operational costs.

Newaygo County officially distributes bid documents from the Newaygo County Administration Office. Copies obtained through any other source are not considered official copies. If you have received this document from a source other than the Newaygo County Administration Office, it is recommended that you obtain an official copy.

1. BIDDING PROCESS

The following is a schedule of events concerning the bid process:

- Proposals Due Monday, February 24, 2020 at 9:00 am
- Interview and Selection March-April 2020
- Contract Start Friday, May 1, 2020
- Ideal Fundraising Project Completion Friday, December 31, 2021

A complete original of the sealed proposal and one electronic version (PDF on USB) shall be submitted to:

NEWAYGO COUNTY CLERK
1087 Newell, PO Box 885
White Cloud, MI 49349

**** PLEASE MARK YOUR ENVELOPES: Sealed Proposals - Dragon Fundraising****

Sealed proposals must be received no later than Monday, February 24, 2020, at 9:00 am, at the address set forth above. Proposals received after Monday, February 24, 2020, at 9:00 am may not be considered. The proposal is to be completed in a clear, concise form. Any additional written material such as professional records, certifications, etc., may be attached and submitted to augment the data.

The bidder must initial any corrections.

Those responding to this RFP must follow its procedures and requirements. Failure to comply with or complete any part of this RFP may result in rejection of the proposal.

NO FAXED OR E-MAILED DOCUMENTS WILL BE ACCEPTED.

Questions regarding proposal specifications shall be emailed to Newaygo County Parks Director, Nick Smith, at nicks@co.newaygo.mi.us (subject line "RFP: Dragon Fundraiser Question"). Newaygo County will make every effort to provide a clear answer to interested parties; however, it makes no guarantees. Responses will be placed on the County's website at www.countyofnewaygo.com. To view items related to this solicitation, under the "Welcome" section, click on "Purchasing"; open requests will be under "Proposals & RFPs."

If you need any assistance, contact:

Nick Smith, Parks and Recreation Director
nicks@co.newaygo.mi.us

2. RESERVATION OF RIGHTS

The Newaygo County Board of Commissioners reserves the right to reject any proposals, to award the agreement to other than the low proposal, to award separate contracts for separate parts of the services required, to negotiate the terms and conditions of all and any part of the proposals, to waive irregularities or formalities, and in general to make award in the manner as determined to be in the Newaygo County's best interest and its sole discretion.

3. RESPONSIVE PROPOSALS

Companies are expected to examine the requirements and all instructions. Failure to do so will be at the company's risk. Each company shall furnish all the information requested herein. If any person/organization contemplating submitting a proposal is in doubt of the true meaning of any part of the specifications or other conditions with the RFP, they are advised to ask to have the portion in question clarified. Refer to Section 1, BIDDING PROCESS.

4. CHANGES AND ADDENDA TO BID DOCUMENTS

Each change or addendum issued concerning this request will be on file in the Office of Administration. In addition, all changes and addenda will be posted on Newaygo County's website. Refer to Section 1, BIDDING PROCESS, on how to access information on the website. It shall be the bidder's responsibility to make inquiry as to the changes or addenda issued. All such changes or additions shall become part of the contract, and such modifications or addenda shall bind all bidders.

5. TAXES, TERMS, AND CONDITIONS

Newaygo County is exempt from paying federal and state sales taxes on most transactions. The County's tax number is 38-6006112. Payment terms are subject to County fiscal policy and respective contracts.

6. INDEMNIFICATION AND HOLD HARMLESS

The bidder whose proposal is accepted must agree to the following indemnification and hold harmless responsibilities:

The bidder shall, at his or her own expense, protect, defend, indemnify and hold harmless Newaygo County, its elected and appointed officers, employees and agents from all claims, damages, (including but not limited direct, indirect, incidental, consequential, special and punitive damages), costs, lawsuits and expenses including, but not limited to, all costs from administrative proceedings, court costs, and

attorney fees, that they may incur as a result of any acts, omissions or negligence of the selected firm, its employees or agents or its subcontractors or sub-subcontractors, or any of their officers, employees or agents which may arise out of the contract.

The bidder's indemnification responsibilities shall include the sum of damages, costs, and expenses which are more than the sum paid out on behalf of or reimbursed to Newaygo County or its elected and appointed officers, employees, agents or by the insurance coverage obtained and maintained by the selected firm according to the requirements of this RFP and the contract entered into.

7. EQUAL EMPLOYMENT OPPORTUNITY

The bidder and its subcontractors, as required by law, shall not discriminate against the employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly related to employment, because of race, color, religion, national origin, age, sex, disability that is unrelated to the individual's ability to perform the duties of a particular job or position, height, weight, or marital status. Breach of this covenant may be regarded as a material breach of the contract.

The bidder agrees to post notices containing this policy against discrimination in conspicuous places available to applicants for employment and employees. All solicitations or advertisements for employees, placed by or on behalf of the contract, will state that all qualified applicants will receive consideration for employment without regard to race, color, sex, national origin, disability, age, height, weight, marital status, and religion.

8. INSURANCE REQUIREMENTS

The bidder whose proposal is accepted must meet and agree to maintain during the term of the contract the following insurance coverage requirements. All coverages shall be with insurance companies licensed and admitted to doing business in the State of Michigan.

A. Workers' Compensation: The successful company shall carry Workers' Disability Compensation and Employer's Liability Insurance Coverage, as required by law. If the successful company uses subcontractors and sub-subcontractors for the performance of services required under this proposal, the successful company shall ensure that said subcontractors and sub-subcontractors carry Workers' Disability Compensation and Employer's Liability Insurance coverage, as required by law.

C. Commercial General Liability: The successful company shall procure and maintain during the term of the contract Commercial General Liability Insurance on an "occurrence basis" with limits of liability of not less than \$1,000,000 per occurrence and aggregate combined single limit, for Personal Injury or Bodily Injury and \$1,000,000 per occurrence and aggregate for Property Damage. Coverage shall include the following extensions: (1) Contractual Liability; (2) Products and Completed Operations Coverage; (3) Independent Contractors Coverage; (4) Broad Form General Liability Extensions or equivalent; if not in policy proper.

D. Vehicle Liability: The successful company shall maintain Vehicle Liability Coverage and Michigan No-Fault coverage's including all owned, non-owned, and hired vehicles, of not less than \$1,000,000 per occurrence combined single limit.

E. **Additional Insured:** Commercial General Liability Insurance and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating that the following shall be "Additional Insured."

The County of Newaygo, all elected and appointed officials, all employees and volunteers, all boards; commissioners or authorities and board members, including employees and volunteers, thereof.

F. **Proof of Insurance Coverage:** The successful company shall provide the County at the time of the signing of the Agreement, copies of certificates or policies for Workers' Compensation, Comprehensive General Liability, and Motor Vehicle Liability.

G. **Insurance Renewals:** If any of the above coverage's expired during the term of the Agreement, the contractor's insurer shall deliver renewal certification and policies to Newaygo County Administration, 1087 Newell, PO Box 885, White Cloud, MI, 49349, at least thirty (30) days before expiration. Insurance Certificate(s) may be faxed to (231) 689-7205, addressed to the Grants Manager.

H. **Notice of Cancellation:** Workers' Compensation Insurance, Commercial General Liability Insurance, and Motor Vehicle Liability Insurance as described above shall include an endorsement stating the following: It is understood and agreed that thirty (30) days Advance Written Notice of Cancellation, Non-Renewal, Reduction or Material Change shall be sent to Newaygo County Administration, 1087 E Newell St., PO Box 885, White Cloud, MI, 49349-0885.

NEWAYGO COUNTY ASSUMES THAT ALL COSTS ARE SHOWN IN THE PROPOSAL.

9. WITHDRAWAL OF PROPOSAL

Proposals may be withdrawn in person by a bidder or authorized representative, provided their identity is made known, and a receipt is signed for the bid, but **only** if the withdrawal is made before the stated bid deadline. In case of an error by the bidder, Newaygo County may, at its discretion, reject such a proposal upon presentation of a letter by the bidder which sets forth the error, the cause thereof, and sufficient evidence to substantiate the claim.

10. AWARD

This document is a Request for Proposal. All proposals will be evaluated by a review committee composed of representatives of, but not limited to, Newaygo County Administration, Newaygo County Parks Staff, Dragon Project Members, and the Board of Commissioners. The proposals will be evaluated on the following (not in any relevant order and not necessarily ranked equally):

- Technical capacities
- Past performance
- Cost reasonableness
- Cost competitiveness
- References
- Any other relevant information

Applicants should be prepared to present additional information, including supplemental documentation, and may be requested to attend interviews or public meetings before the award. The prices proposed

shall be considered firm and cannot be altered after receipt per the terms of this bid. Newaygo County reserves the right to consider proposals for modifications at any time before a contract would be awarded. Negotiations for some aspects of this project may be undertaken with the vendor whose proposal is deemed to meet the specifications and needs of Newaygo County best. An award for this request will be made by the Newaygo County Board of Commissioners.

Newaygo County will not pay for any information herein requested, nor is it liable for any costs incurred by the bidder. The successful company shall commence work only after the transmittal of a fully executed contract or after receiving written notification to proceed from Newaygo County. The successful company will perform all services indicated in the bid packet and compliance with the negotiated contract. The contents of this RFP and the successful company's response will become contractual obligations if a contract ensues. Failure of the successful company to accept these obligations may result in the cancellation of the award.

11. CONTRACT

Requestor is prepared to enter into a contract with the successful proposer for the services requested herein. Elements of the contract process include, but are not limited to the following:

- Approval of the selected contractor by the Newaygo County Board of Commissioners
- Contract review by Newaygo County and Mecosta County Civil Counsels
- Execution of appropriate contract which shall include but is not limited to payment terms, eligible expenses, services to be provided, contractor requirements, statement of independent contractor status, termination of contract and terms of the agreement

12. MINIMUM QUALIFICATIONS

Bidders shall demonstrate they have the resources and capability to perform the services as described herein. The following criteria shall be met to be eligible for this contract. Failure to meet the minimum qualifications is ample cause for the bidder to be deemed non-responsive:

1. Bidder shall have at least three (3) years experience with similar work
2. Bidder shall designate a single point of contact.
3. Bidder must be able to meet all insurance requirements as outlined in Section 8, Insurance Requirements.
4. The bidder shall be in compliance with all applicable local, state, and federal laws or regulations governing fundraising/solicitation activity's including and but not limited to the Michigan Charitable Organizations and Solicitations Act, MCL 400.271 where applicable.

13. SCOPE OF SERVICES

Purpose

The County of Newaygo ("Newaygo County") is requesting proposals for a Professional Fundraiser/Solicitor (individual or organization) to manage a capital campaign to raise the money needed to finance Michigan's Dragon at Hardy Dam construction and operational costs.

Background Information

The Newaygo County Parks and Recreation Commission is working with Mecosta County Parks and Recreation Commission to develop Michigan's Dragon at Hardy Dam, "The Dragon." The Dragon is located within the Hardy Hydroelectric Project boundaries and will extend 47 miles encircling Hardy Dam Pond and will connect the many campgrounds and recreational areas that currently sit along its shores. This natural surface, multi-use trail is mostly geared towards hikers and mountain bikers.

The project is in the beginning stages of construction, with five miles completed within the three most popular locations along the trail through the end of 2019. The complete construction of the trail is contingent upon funding availability. The total project cost is estimated to be approximately \$3.7 million, and to date, about \$900,000 has been acquired. The five miles that have been completed will open to the public in the summer of 2020, with ongoing construction to complete additional miles taking place as money is raised.

Michigan's Dragon at Hardy Dam is licensed to Newaygo County as a 47-mile linear County Park. Consumers Energy has been licensed by the Federal Energy Regulatory Commission (FERC) to oversee all operations of the Hardy Hydroelectric Project, which includes providing recreational opportunities for the public on the Project's lands and waters. Newaygo and Mecosta Counties are assisting Consumers Energy in this task by developing The Dragon to open the area up to new recreational opportunities.

Even though The Dragon did not receive FERC approval until the summer of 2019, work on this project began years prior. The initial planning and project development of the project was funded by \$300,000 from Mecosta and Newaygo Counties. After many years of work to determine feasibility, sustainability, design, and development, the project moved forward and was finalized for construction. In the fall of 2019, the Fremont Area Community Foundation awarded a \$500,000 grant to kick off the project, and the team then selected a trail builder and project manager. Additionally, a firm has been selected to start developing a website for The Dragon.

Scope of Services

Newaygo County is seeking a Professional Fundraiser/Solicitor with a proven track record for excellence in developing and implementing fundraising plans and meeting fundraising goals. The ideal goal for this project is to raise the remaining funds (approximately \$2.5 million) by December 31, 2021. Feasibility and benchmarks will be discussed and determined upon the selection of the contractor.

The County reserves the right to modify the scope of services during the course of the contract. Such modification may include adding or deleting any tasks this project will encompass and any other modifications deemed necessary. Any changes in pricing or payment terms proposed by the consultant resulting from the requested changes are subject to acceptance by the County. Changes may be increases or decreases.

Contractor Responsibilities:

1. A kick-off meeting with The Dragon project team ("Committee") to align on scope, priorities, work plan, and deliverables.
2. Developing a strategic multi-year fundraising and implementation plan that includes strategies to increase the Committee's fundraising efforts from the private sector, governments, foundations, individuals, and others that is reflective and in alignment with the organization's mission/vision/values and capacity.
3. Implement and oversee the capital campaign.

4. Identify specific incentives and donor levels to cultivate donors unique to the campaign.
5. Fine-tune and detail capital campaign timeline to meet project goals.
6. Lead and coordinate any major fundraising events.
7. Compile or develop materials to submit to granting or other fundraising organizations.
8. Develop and maintain media contact lists.
9. Create and update donor databases.
10. Identify and build relationships with potential donors.
11. Develop strategies to encourage new or increased contributions.
12. Recruit sponsors, participants, or volunteers for fundraising events.
13. Direct or supervise fundraising staff, including volunteer staff members.
14. Secure commitments of participation or donation from individuals or corporate donors.
15. Explain the tax advantages of contributions to potential donors.
16. Monitor progress of fundraising efforts and provide, write reports, prepare presentations, or attend meetings to communicate fundraising program data and provide updates to the Committee.
17. Upon Committee request, attend community events, meetings, or conferences to promote organizational goals or solicit donations and sponsorships.
18. Contact corporate representatives, government officials, or community leaders to increase awareness of fundraising events.
19. Design or produce materials such as posters or newsletters to promote, market, or advertise fundraising events.
20. Develop fundraising activity plans that maximize participation or contributions and minimize costs.
21. Assist in implementing and promoting web-based fundraising activities, such as online donations.
22. Solicit cash or in-kind donations or sponsorships from individual, business, or government donors.
23. Write press releases or other promotional materials to increase awareness of the Trail and inform prospects of opportunities offered.
24. Maintain a schedule of upcoming contacts/meetings to keep the Committee apprised of prospect contacts to leverage connections from any local relationships that may exist.
25. Write and send letters of thanks to donors.

14. REQUIRED CONTENTS OF THE PROPOSAL:

Proposals have a 20-page maximum for ease of reading use 1.5 spacing and 12-point font size.

Those responding to this RFP must follow its procedures and requirements. Failure to comply with or complete any part of this RFP may result in rejection of the proposal.

All proposals must include:

1. A cover letter to the attention of Nicholas Smith, Parks Director.
2. Description of the company, including structure, area of expertise, number of years in business, number of employees, and other data that helps characterize the company and demonstrate how your company will fit with our project.
3. Professional resumes for the key person(s) to be assigned. Described the proposed responsibilities of key people. Identify the person who would be the primary contact. Provide an organizational chart of the project team, if applicable.

4. A narrative that addresses how the Scope of Work items, as outlined in this document, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the plan proposed.
5. A reporting and communication plan with benchmarks.
6. A clear demonstration that the bidder has experience/familiarity/knowledge of outdoor recreational projects, preferably trail projects.
7. A clear outline of responsibilities for both Newaygo County and the selected contractor.
8. Project budget, as well as an itemized list of costs payable by Newaygo County, must be clearly defined.
9. Three (3) references from clients for whom the bidder has performed similar services.