Request for Proposal: Accounting Services
Charleston Convention & Visitors Bureau

The Charleston West Virginia Convention & Visitors Bureau (CVB) is requesting proposals from public accounting firms to perform accounting services.

Background information

Established in 1979, the mission of the Charleston CVB is to enhance the city's tax base and quality of life through tourism expenditures. As the primary marketing entity for the city, all of the Charleston CVB's marketing efforts have a positive return on investment for the more than 160 tourism businesses and attractions in the city. Increased occupancy generates additional food, admission, retail and other expenditures for Charleston and the region. In evaluating our existing services and our needs, the purpose of this RFP is to change the scope of work currently provided by our accounting vendor. This does not reflect upon the quality of the services currently provided. Rather, it is designed to provide the CVB with more value-added expertise in order to be more effective and cost-efficient. The CVB will restructure its accounting process and will be responsible for bookkeeping and processing payables.

Scope of accounting services

The CVB is seeking proposals from qualified accounting firms for the following services:

- Assist with the set-up and training for QuickBooks;
- Provide oversight and assistance with month-end closing to ensure all steps have been properly completed, including developing and monitoring closing checklists;
- Assist CVB staff in preparing monthly statements and reviewing statements from a management oversight perspective and generate questions, comments, ideas, etc.;
- Meet with staff to discuss each completed monthly financial statements and address any questions or issues staff or board members may have;
- Attend finance committee, executive committee and board meetings to participate in discussions regarding financial statements and matters and answer questions;
- Prepare and file quarterly and annual tax forms and returns, unemployment reports, etc.;
- Provide assistance with cash flow forecasts, projections and budgets;
- Provide expertise periodically throughout the year on budgeting based upon expenditures and income;
- Routinely review internal procedures for compliance with the CVB's financial procedures and auditing processes.

The proposer will not be required to perform any other administrative functions such as initialing or approving transactions.

The proposer will not release records or information related to the Charleston CVB unless an application for public information has been submitted and approved by CVB management.

Payroll

The proposer may process payroll and file related state and federal forms including unemployment, withholding, etc. Proposer is to provide CVB with procedures for processing payroll and associated fees for such service.

Qualifications

The proposer must demonstrate the capability to perform the above stated accounting services in accordance with generally accepted accounting principles and other accounting procedures stated in applicable West Virginia State Auditor's guidelines and the Governmental Accounting Standard Board, as applicable.

Terms of Accounting Services

The CVB operates on a July 1 – June 30 fiscal year. The selected firm will begin providing services Feb. 15, 2014,through fiscal year ending June 30, 2015. At the end of this contract period, both the CVB and the selected proposer will have the option to terminate or renew the contract for continued accounting services. Such condition will be executable with at least a 30 day notice to the other party.

Proposal Content

Administrative Component

To describe clearly the proposer's understanding of the work to be done, the proposer will:

- Explain the proposer's approaches to performing the accounting services requested in the proposal.
- List expenditures that will be absorbed by the CVB (postage, copy fees, etc.).
- Indicate additional fees or billing rate for such services.

Technical Component

The proposer will furnish satisfactory evidence of capability to provide in a professional and timely manner the services stated in the RFP. To meet this requirement the proposer will:

- Provide evidence of experience in performing accounting or other services for nonprofit entities in West Virginia. List five current and past clients along with the names and telephone numbers of contact persons and number of years services were provided.
- List staff member(s) who will direct the overall accounting services activity. Include the educational background, certifications, etc., of all staff members named and professional licenses held.
- The accounting firm shall have adequate staff to handle frequent client communications, budget and financial management, reconciliation of accounts, follow-up analysis and client billing.
- Describe the level of assistance that will be expected from CVB staff.

Proposed Fees

The accounting firm shall furnish to the CVB a financial proposal for services requested in this proposal including an estimated number of hours worked per month.

The CVB and the accounting firm shall develop and agree upon requirements in billing and procedures for billing.

Travel to and from the CVB, and expenses incurred while meeting with the CVB, is the responsibility of the agency and are not reimbursable.

Evaluation Criteria

The Bureau seeks a contract for goods and services described herein and as modified through negotiations with the responding Bidder submitting the best proposal. The written proposals, demonstrations, any oral presentations and any negotiated offers will be evaluated and judged by the CVB's senior staff and finance committee based upon the following criteria.

	Maximum Points
1. Qualifications and experience	45
2. Compensation/cost	30
3. Personnel/location/staff accessibility	25

Total Maximum Points - 100

Conditions for Submission of Proposal

All proposals in response to this request must meet the following conditions to be considered:

- It is the sole responsibility of the bidder to ensure proposals are delivered to the CVB on or prior to the stated due date.
- Proposals shall clearly indicate the legal name, address and telephone number of the proposer.
- Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the proposer to the submitted proposal.
- Proposal must address each of the accounting service requirements as stated in the RFP.
- The firm must indicate any pending legal actions against it.
- The firm must certify that it does not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, handicap or national origin. Certification may be presented in the form of a letter on company letterhead and signed by a representative of the firm authorized to state such a certification.
- The CVB will not be liable for any cost incurred in the preparation of proposals.
- The CVB may ask proposers to appear in front of the finance committee and/or board for a presentation prior to approval.
- The CVB will not be liable for the costs incurred by the proposer in connection with such interview.
- The proposer selected to provide accounting services will not be eligible to perform the annual audit of the CVB.

- The CVB reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, to negotiate portions of the proposal, and to request resubmission. Any sole response received by the first submission date may or may not be rejected by the CVB, depending on available competition and timely needs of the CVB. The CVB reserves the right to award the contract to a responsible proposer submitting a responsive proposal, with a resulting negotiated contract which is most advantageous and in the best interests of the CVB. Also, the CVB reserves the right to make such investigation as it deems necessary to determine the ability of any proposer to perform the work or service requested. Information the CVB deems necessary to make this determination shall be provided by the proposer. Such information may include, but shall not be limited to verification of availability of personnel and past performance records.
- In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective proposer who received the initial RFP.
- The contractor shall be responsible to the CVB for all acts and omissions of employees while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
- This RFP does not obligate the CVB or the selected firm until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The CVB shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.
- The review of the proposals will focus on the perceived ability of the proposer to perform the services listed above based on qualifications and experience as well as subsequent investigation by the CVB.
- The CVB acknowledges that information obtained from proposers may be proprietary. Upon receipt and acceptance of any bid resulting from this request, the CVB affirms confidentiality of all information contained in the bid document. Only the senior staff and finance committee of the CVB shall have access to information and will treat information on a confidential basis.
- The CVB finance committee shall review and score the proposal and make a recommendation to the CVB board of directors. The award of this RFP shall be to the proposer who, in the sole opinion of the CVB's finance committee and board of directors, is most qualified to perform the services required. All decisions are final.

Questions

Proposers are to have no contact with CVB staff or board members during the bidding process. Questions or requests for clarification must be submitted in writing to Jama Jarrett, Charleston WV Convention & Visitors Bureau, 601 Morris St. Suite 204, Charleston WV, 25301, or via email to jama.jarrett@charlestonwv.com. Questions and responses will be shared with all proposers.

Deadline, Number of Copies and Procedures for Delivery

Six signed copies of the proposal must be mailed or hand delivered no later than 5 p.m. on Jan. 20, 2014. Responses shall be delivered to the Charleston West Virginia Convention & Visitors Bureau, 601 Morris St., Suite 204, Charleston WV, 25301.