



The Reno-Sparks Convention & Visitors Authority is soliciting a  
Request for Proposals for a  
Tourism Master Plan

## **RFP 2023-MKT01**

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*Released by Ben McDonald, Senior Director of Communications and Public Affairs  
(Friday, January 13th, 2023)*

The Point of Contact is Ben McDonald, Senior Director of Communications and Public Affairs at  
[bmcDonald@renotahoeusa.com](mailto:bmcDonald@renotahoeusa.com) (preferred) or call (775) 354-3777

All questions or additional information concerning the RFP document must be  
Submitted to the Point of Contact.

**SUBMISSION DEADLINE DATE/TIME: Thursday, March 9, 2023 by 1:00PM PT**

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### **Company Information**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

**TABLE OF CONTENTS**

**I. INTRODUCTION.....3**

**1. SCHEDULE.....3**

**2. PREPARATIONS OF PROPOSALS .....3**

**3. SUBMISSION OF PROPOSALS .....5**

**4. OPEN MEETING LAW .....5**

**5. QUESTIONS/CLARIFICATIONS .....5**

**6. RSCVA NON-DISCRIMINATION POLICY .....5**

**7. RFP SUBMISSION CHECK LIST.....5**

**8. EVALUATION OF PROPOSALS.....6**

**9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC. ....7**

**10. REFERENCES.....8**

**11. EXCEPTIONS.....9**

**12. INSURANCE REQUIREMENT .....10**

**13. INDEMNIFICATION .....11**

**14. ARBITRATION.....11**

**15. NON-DISCRIMINATION .....11**

**16. SUBMISSION .....11**

**ATTACHMENT A .....12**



**PLEASE NOTE THAT THIS REQUEST FOR PROPOSALS IS FOR PROFESSIONAL SERVICES AND IS THEREFORE EXEMPT FROM COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN THE NEVADA REVISED STATUTES (“NRS”) CHAPTER 332, AS PROVIDED IN NRS 332.115(1)(b).**

**I. INTRODUCTION**

The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced organization to develop a Tourism Master Plan, which will define goals and create a strategic vision for the sustainable growth of Northern Nevada’s tourism industry. In addition to addressing the development of Reno Tahoe’s leisure, group, meetings and conventions, sports, and special event funding programs, all elements of the Tourism Master Plan will support local improvement efforts, emphasizing long-term benefits for the community.

The RSCVA represents and promotes tourism-based initiatives in Washoe County, Nevada which includes Reno, Sparks, and the Incline Village/Crystal Bay area of North Lake Tahoe. Publicly and from a marketing perspective, the RSCVA operates primarily as the brand *Reno Tahoe*, which embodies the geographic region it serves. The RSCVA is a public entity governed by Nevada Revised Statutes. It is responsible for collecting and distributing transient lodging taxes in Washoe County.

This RFP is being issued by the RSCVA Marketing Department, which will coordinate the review of all submissions and make recommendations to the RSCVA Board of Directors. Final contract approval will be by the RSCVA Board of Directors. Funding for the contract(s) will be contingent on the RSCVA budget for the fiscal year 2023-2024. The awarded contract will tentatively commence July 1, 2023.

**1. SCHEDULE**

Release Date	<b>Friday, January 13, 2023</b>
Question Submission	<b>Friday, February 3, 2023</b>
Response to Questions Due	<b>Friday, February 24, 2023</b>
Submission Deadline Date/Time	<b>Thursday, March 9, 2023 by 1:00PM PT</b>
Opening Date/Time	<b>Thursday, March 9, 2023 at 3:00PM PT</b>
Contract Recommendations to Board of Directors	<b>Thursday, May 25, 2023</b>

**2. PREPARATIONS OF PROPOSALS**

Respondent will examine all special instructions and terms and conditions of this RFP. Failure to do so will be at the respondent’s risk.

- 2.1 Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact for correction or clarification.
- 2.2 Any addenda to this RFP issued will forthwith become an integral part of this RFP. Respondent is required to acknowledge receipt of same by signing and returning the addenda in its response.
- 2.3 Respondent will furnish the required information typed or written in ink.
- 2.4 The person signing the Proposals must initial erasures or other changes in ink.
- 2.5 In the space provided, a duly authorized representative of the respondent will sign



this RFP document. (Page # 1 – Cover Sheet).

- 2.6 Respondent will proofread their Proposals carefully for errors.
- 2.7 In the event of a difference between written words and figures, the amount stated in written words will govern.
- 2.8 The RSCVA is not liable for any costs incurred by respondents prior to entering into the final agreement. Costs of developing the Proposals or any other such expenses incurred by the respondent in responding to this RFP, are entirely the responsibility of the respondent, and shall not be reimbursed in any manner by the RSCVA.
- 2.9 Any information deemed confidential or proprietary should be clearly identified by the Respondent as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise the information shall be considered a public record. Information or data submitted with a response will not be returned.

### **3. SUBMISSION OF PROPOSALS**

Respondent will submit its response to this RFP on the letterhead of its company, respondent establishment, corporation, etc. attached to the RFP 2023-MKT01 document. Respondent will sign and return a copy of the ENTIRE RFP DOCUMENT marked as ORIGINAL, with five (5) duplicate copies, together with any addenda, in a sealed envelope to:

RSCVA  
Marketing Department  
Attn: Ben McDonald  
4065 S. Virginia St., Suite 100  
Reno, NV 89502

***Inclusion of a digital version (flash drive) in the envelope is encouraged.***

***Response envelope must indicate name and address of respondent, RFP number, and Submission Deadline Date.***

The RSCVA assumes no responsibility for errant or failed delivery of responses. Nothing herein restricts the RSCVA's ability to consider any and all responses to this RFP, and to the extent that an untimely response to this RFP is considered, it will be done at the sole discretion of the RSCVA.

Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact prior to or on the date for Written Questions set forth in this Section for correction or clarification.

### **4. OPEN MEETING LAW**

NRS 241 provides that public business will be conducted in an open meeting.

### **5. QUESTIONS/CLARIFICATIONS**

If any questions or responses require revision to this RFP, such revisions will be by formal amendment only. Any oral or written representations made by anyone at the RSCVA that appear to materially change any portion of this RFP will not be relied upon unless subsequently ratified by written amendment to this RFP issued by the RSCVA Marketing Department. For determination as to whether any representation made requires that amendment be issued, please contact the Point of Contact.

### **6. RSCVA NON-DISCRIMINATION POLICY**

It is the policy of the RSCVA that Minority and Women Business Enterprises shall have equal opportunity to participate in the performance of RSCVA contracts. Respondent firms shall not be discriminated against on the basis of race, color, national origin, gender or any other protected category in the award and performance of any contract entered into pursuant to this advertisement.

### **7. RFP SUBMISSION CHECK LIST**

- Fill out all information on Cover Sheet (Page 1).
- Review and address all items in Section 8 (Evaluation of Proposals), including conflict of interest.
- Complete Section 9 (Disclosure of Principals).

- Complete Section 10 (References).
- Complete Section 11(Exceptions).
- Complete Section 12 (Insurance Requirement).
- Complete, Sign and Date Section 16 (Submission).
- Attach a proposal of services addressing needs identified in ATTACHMENT A
- Attach a case study highlighting recent (2019 or after) and relevant work performed by the organization
- Provide details on how your organization incorporates Diversity, Equity, and Inclusion (DEI) practices, and explain how those policies may benefit the Reno Tahoe brand.

## **8. EVALUATION OF PROPOSALS**

RFPs will be evaluated by RSCVA staff and others with relevant experience and expertise, which could include stakeholders and qualified professionals. After review of the RFP submissions, the RSCVA may invite back the top submissions for an interview. Staff will make a recommendation to the RSCVA Board of Directors for final approval and awarding of the contract.

- a. Overall responsiveness to the RFP
- b. Proven experience with projects similar in scope to the RFP
- c. Timelines presented for completion of goals and project
- d. Demonstrated thought leadership and progression in fields related to the RFP
- e. Ability to clearly communicate the vision and requirements of the proposed solution
- f. Value of proposed solution, balancing quality of deliverables and cost
- g. Proximity of staff resources to Reno, NV
- h. Possibility of conflicts of interests. Organizations must indicate any potential conflicts of interest in providing the services for the RSCVA. If the organization has existing client and/or personal relationships that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the organization must disclose such relationship(s) to the RSCVA during the submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.



**9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.**

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

If further space is required, please attach additional sheet(s).

**10. REFERENCES**

(Must be verifiable)

References must be companies or associations contracted within the last three years for executive level searches.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_



**11. EXCEPTIONS**

Does the respondent take exception to any of the terms and conditions of this RFP and attachment thereto?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please indicate the specific nature of the exception or clarification in the space provided below. Attach additional sheet(s) if necessary.

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**12. INSURANCE REQUIREMENT**

The agreement contemplated by this RFP requires that the successful firm maintain, during the continuance of the agreement, Workers' Compensation and Employer's Liability, General Liability and Automobile Liability, as described below against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the firm, its agents, representatives, employees or sub-respondents. At the time of execution of the agreement, successful firm agrees to furnish the RSCVA with a copy of respondent's Certificates of Insurance and a policy endorsement, or policy rider evidencing proof of coverage in accordance with the agreement. The cost of all such insurance shall be borne by the firm, and name the RSCVA as additionally insured in the amounts set as follows:

a. General Liability with the limits set as follows:

Coverage will be at least as broad as Insurance Services Office Commercial General Liability coverage "Occurrence" form CG 00 01 12/07 or equivalent. Carriers must be A- VII rated (or higher) based on Best Guide and are subject to approval by the RSCVA.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per occurrence for bodily injury, property damage as well as professional liability coverage. If a general aggregate limit is used, the general aggregate limit shall be equal to at least twice the required occurrence limit.

b. Automobile liability insurance will be on a comprehensive Automobile Liability Form and will cover all owned, non-owned and hired automobiles as follows:

Coverage will be at least as broad as Insurance Services Office Business Auto Coverage Form CA 00 01 03/06 or equivalent. Coverage will include Automobile Liability Symbol "1" for "Any Auto" unless otherwise agreed in writing.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per accident for bodily injury and property damage including Non-Owned and Hired Automobile Liability. No aggregate limit may apply.

c. Worker's Compensation and Employer's Liability with the limits set as follows:

It is understood and agreed that there shall be no coverage provided for respondent or any sub-respondent by the RSCVA. Respondent agrees, as a precondition to the performance of any work under the Agreement contemplated by this RFP to provide the RSCVA with certificates issued by an insurer acceptable to the RSCVA which demonstrate compliance with all applicable laws.

Should the respondent be self-insured, the respondent shall so notify RSCVA in writing prior to signing any agreement. The RSCVA reserves the right to approve said retentions and may request additional information for review prior to the signing of any agreement.

**Proof of Insurance to be provided upon Notification of Award**

Agent: \_\_\_\_\_ Phone: \_\_\_\_\_

**13. INDEMNIFICATION**

The final agreement shall provide that the successful respondent shall defend, indemnify and hold harmless the RSCVA, its directors, officers, agents and employees from and against any and all liabilities, damages, losses, claims, actions or proceedings, including, without limitation, reasonable attorneys' fees that are caused by the negligence, errors, omissions, recklessness or intentional misconduct of the successful respondent or its employees or agents in the performance of the agreement. The successful respondent shall use counsel reasonably acceptable to the RSCVA in carrying out the foregoing obligations. The indemnity provisions shall survive the expiration or earlier termination of the Agreement.

**14. ARBITRATION**

All disputes under this RFP shall be submitted to binding arbitration in accordance with the procedures of the Commercial Rules of the American Arbitration Association and judgment of the arbitrator shall be binding as a final judgment and shall be entered by a court of competent jurisdiction. Such arbitration shall be conducted in Washoe County, Nevada. The procedures specified herein shall be the sole and exclusive procedure for resolution of disputes arising out of or relating to this RFP except those instances otherwise overseen by the governing law of the State of Nevada.

**15. NON-DISCRIMINATION**

The firm, with regard to any work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, age, or any other characteristic protected by law, in the selection and retention of any employee or applicant for employment.

**16. SUBMISSION**

In compliance with this RFP and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to enter into negotiations with the RSCVA to provide the services as set forth herein.

**Signature:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

## **ATTACHMENT A**

### **Organization Overview**

The Reno-Sparks Convention and Visitors Authority (RSCVA) is a government organization in the Travel/Tourism industry. Established in 1959 as the Washoe County Fair and Recreation Board, the RSCVA acts as the sales and marketing organization for the county to promote convention, leisure and group tourism business. Unlike many convention and visitors bureaus across the country, the RSCVA owns and operates several facilities designed to draw out-of-town visitors. The RSCVA is guided by a nine-member policy board, consisting of elected officials and representatives from the local resort, air service and business communities, as well as Incline Village, Nevada.

### **RSCVA's Vision**

The RSCVA's vision is to be the preferred outdoor, gaming and event destination.

### **RSCVA's Mission Statement**

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

Reno Tahoe is the public-facing brand of the RSCVA. With a mandate to drive overnight visitation to Washoe County, the RSCVA recognized the importance of Reno, Sparks and North Lake Tahoe and has incorporated associated elements into the Reno Tahoe brand. This is where the country's largest alpine lake meets "The Biggest Little City in the World." The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibilities. It's proof that this is a place that lives in refreshing non-conformity.

The RSCVA operates four local venues which host a variety of events: Reno-Sparks Convention Center, Reno Events Center, National Bowling Stadium, and Reno-Sparks Livestock Events Center. Aramark is the contracted food services provider for all four facilities.

### **Scope, Objectives and Expectations**

- a. Provide competitive analysis to establish benchmarks for future performance as it relates to meetings and conventions sales, group and tour sales, leisure and business travel, sports development, and special events.
- b. Identify new markets and lines of business to consider
- c. Identify capital and infrastructure improvements needed to support the sustainable growth of the tourism and hospitality industry
- d. Detail ways to increase tourism
- e. Evaluate and determine organizational and community-wide gaps that may hinder sustainable and continued growth
- f. Identify and develop collaboration plans and initiatives for various regional entities, eg.:
  1. Washoe County
  2. City of Reno
  3. City of Sparks
  4. Incline Village Crystal Bay General Improvement District
  5. Nevada Resort Association
  6. RTC
  7. Reno+Sparks Chamber of Commerce
  8. EDAWN
  9. Public sector
- g. Detail how the RSCVA's efforts can support, and benefit from, ongoing and upcoming planning and



improvement initiatives, eg.:

1. Reno-Tahoe International Airport Improvement Project – MoreRNO
  2. Washoe County 2040 Master Plan
  3. City of Reno Placemaking Study
  4. RTC 2050 Regional Transportation Plan
  5. Lake Tahoe Stewardship Partnership
- h. Create a roadmap for the development of Northern Nevada’s tourism future
- i. Identify guidelines that will help keep the RSCVA focused on the overall benefit to the community, while maximizing visitation and the necessary economic impact it delivers to all of Washoe County
- j. Develop a sustainable, local communications plan to support the Tourism Master Plan and promote awareness of the positive aspects of tourism throughout the destination

**Budget Estimate**

\$140,000 for the 2023-2024 Fiscal Year (July 1 – June 30)