

**CITY OF MOBILE  
COMMUNITY DEVELOPMENT PROGRAM  
REQUEST FOR PROPOSALS (RFP)  
AMERICAN RESCUE PLAN FUNDING**

**INTRODUCTION**

The City of Mobile (The City), Alabama is soliciting proposals from interested service providers for a portion of its American Rescue Plan (ARP) funding. The ARP funding available through this RFP is being provided as additional funding from the U.S. Treasury Department through the American Rescue Plan Act. The portion of funding that will be awarded from this RFP includes up to \$1,351,632.50 in ARP funding for Tourism. The City currently has received \$750,000 for this fund and is expecting to receive the remaining amount by May of 2022. The intent of the funding is to address negative economic impacts related to COVID-19 while aligning with Executive Order 13985-Advancing Racial Equity and Support for Underserved Communities Through the Federal Government. While the City is restricted by law from programming funding based solely on race, other factors including the geographic location of services to be provided will be reviewed for compliance with the Executive Order.

**SCOPE OF WORK**

**ARP Funding**

The City of Mobile desires to have service providers to propose activities that fall within the eligible categories of the ARP program. Generally, marketing and delivery of services related to revitalizing the tourism industry within the City of Mobile is eligible. All awards contracted for services through this RFP will be paid on a reimbursement basis by the City after verification of service delivery has been confirmed by the City and upon the City approving an invoice submitted in the format of its choosing. For further definition of the eligible activities within this ARP funding announcement, please contact the number referenced at the bottom of this notice. Certain minimum threshold criteria will be required to be included with proposals prior to any entity being scored by City staff. These minimum threshold criteria include, but are not limited to, staff capacity, prior experience in marketing related to tourism, fiscal capacity to carry the activity, and compliance with EO 13985. The scoring criteria that will be used for this funding is below:

<b><u>Scoring Criteria (ARP)</u></b>	<b><u>Maximum Score</u></b>
<b>Prior experience marketing for large special events-</b>	<b>20 points</b>
<b>Proposed Leveraged Funding-</b>	<b>5 points</b>
<b>Price of the Program-</b>	<b>10 points</b>
<b>Proposal Addresses Negative Economic Impacts of the Pandemic-</b>	<b>40 points</b>

<b>Ability to complete proposed work within 36 months-</b>	<b>15 points</b>
<b>Proposal increases program capacity or provides new service-</b>	<b>10 points</b>
<b>Total Score Possible</b>	<b>100 points</b>

## **ESTIMATED TIMELINE**

- RFP Issued: August 27, 2021
- RFP Responses due: September 23, 2021 by 4:00 p.m.
- Selection of Proposal(s): September 30, 2021

The City reserves the right to make adjustments as needed to the above schedule. The City also reserves the right to reject any and/or all proposals.

## **QUESTIONS**

Please direct all questions to Christopher McGadney: by phone 251-208-6294 or by email [chris.mcgadney@Cityof Mobile.org](mailto:chris.mcgadney@Cityof Mobile.org)

## **SUBMISSION REQUIREMENTS**

The City is requiring that all proposals be presented in the format provided within the ARP Tourism Applications Guidelines that have been updated to include the corresponding deadline found in this RFP. The guidelines will be made available on the City's website at [www.cityofmobile.org](http://www.cityofmobile.org) and in the Neighborhood Development Department located at the address listed at the bottom of this RFP. Proposals will be reviewed by City Staff upon submittal.

## **RFP SUBMISSION PROCESS**

Proposal deadline: Proposals must be received no later than 4:00 PM, September 23, 2021. Sealed proposals must be received in the Neighborhood Development Department at the address referenced below. Submittals should include three hard copies and should reference ARP Tourism Proposal.

**Christopher McGadney, Principal Analyst  
Neighborhood Development**

**Via Hand Delivery:  
205 Government Street  
South Tower, Suite 513  
Mobile, Alabama 36602**

**Via Mail:  
P.O. Box 1827  
Mobile, Alabama 36633**

**GUIDELINES FOR SUBMISSION  
OF  
THE CITY OF MOBILE'S  
AMERICAN RESCUE PLAN TOURISM ASSISTANCE**

The following format is provided to assist agencies/organizations in the preparation of proposals for funding consideration under the U.S. Department of Treasury American Rescue Plan Action Plan (ARP).

All items should be addressed in detail so as to provide staff with enough information from which to adequately review your proposal. Please note that if you currently are receiving funds from one of these programs you are still required to apply for further funding.

Please include the submitting agency's name and address on the face of your proposal. Also please provide the name and phone number of a person to be contacted in the event that additional information is needed relative to the content of your proposal. Please supply an original and two copies of each proposal.

You may send completed proposals to the attention of:

Christopher McGadney, Principal Analyst  
ARP Response Tourism Assistance  
Neighborhood Development

Via Hand Delivery:  
205 Government Street  
South Tower, Suite 513  
Mobile, Alabama 36602

Via Mail:  
P.O. Box 1827  
Mobile, Alabama 36633

Deadline for submission of proposals is Thursday, September 23, 2021, 4:00 p.m. in the Neighborhood Development Department – 5th Floor Government Plaza-South Tower. The approved total budget for ARP Tourism Assistance is \$1,351,632.50. For further information on other items in the City's Approved ARP Action Plan, please refer to the document on the City's main website. The Approved ARP Action Plan can also be requested at the address listed above.

**REQUEST FOR FUNDING APPLICATION**  
**under the**  
**CITY OF MOBILE'S**  
**AMERICAN RESCUE PLAN TOURISM ASSISTANCE**

**Date:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

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

**Agency:** \_\_\_\_\_

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

**Mailing Address of Record:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_

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

**Physical Location of Proposed Activity:** \_\_\_\_\_

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- 1. Please provide a brief narrative outlining the organization's overall purpose; goals and objectives; services offered, and target population served. Include the length of time the agency has been in operation, the date of incorporation, the purpose of the agency, and the type of corporation. Discuss past accomplishments and the impact these efforts have made on target population. State if your organization has experience with the other federal programs/grants.**
  
  - 2. Please provide a summary of your agency's prior experience over the past five years in marketing for large special events. Please provide the name and telephone number of a contact person from the jurisdiction these events occurred in.**
  
  - 3. Briefly describe the agency's existing staff positions and qualifications. State whether or not the agency has an established personnel policy with an affirmative action plan and grievance procedures.**

4. Please provide an executive summary of how the proposed request would be utilized and any impact the funding would have, especially in response to increasing tourism within the City and addressing negative economic impacts that COVID-19 has had on the tourism industry and your event during 2020 and/or 2021.
5. Please provide a proposed line-item budget and budget narrative for the requested funds. Indicate the total amount of City-ARP funds requested. Provide, by line-item documentation of anticipated costs, detailing the manner in which funds will be spent.

If approved as an ARP Subrecipient, a complete financial audit of federal funds is required at the end of each 12-month period. The audit must be prepared by a Certified Public Accountant. Include a cost estimate for this service in your proposed budget. Please indicate if audit expense is either included in this ARP request, absorbed by the agency, or an in-kind service to the agency.

6. Please provide the amount of funds that will be used to match City-ARP funds, including other local funds.
7. Please provide a copy of the agency's current line item operating budget. This budget should identify all other funding sources. Describe the agency's fiscal management system including financial reporting, record keeping, accounting systems, payment procedures, and audit requirements. Also, indicate whether you have personnel capable of performing the financial management of these grant funds.

### III. REQUIRED DOCUMENTS

The below are required for the evaluation of proposals. Should an award be made, the City may require additional documentation per local, state, or federal guidelines.

#### Articles of Incorporation/Bylaws

Articles of Incorporation are documents recognized by the State as formally establishing a private corporation, business or agency.

#### Nonprofit Determination (if applicable or equivalent)

Nonprofit organizations must submit tax-exemption determination letters from the Federal Internal Revenue Service.

#### City of Mobile Business License

Business licenses stating the service provided (most nonprofits are exempt from this requirement).

#### List of the Board of Directors

A list of the current board of directors or other governing body of the agency must be submitted. The list must include the name, telephone number, address, and

identification of principal officers.

**Personnel Policies and Procedures**

Established procedures to explain rules and regulations, employee rights, and lines of authority within agency, etc.

**Organizational Chart**

An organizational chart must be provided which describes the agency's administrative framework and staff positions. Indicate where the proposed program/project will fit into the organizational structure. Identify any staff position(s) whose total salary shall be shared between program/project and other funding sources. State what percentage of time will be devoted to the program/project supported activity.

**Most Recent Financial Audit Report**

The most recent financial audit, typically for the most recent fiscal year.

**Dun & Bradstreet (D-U-N-S) Number**

The Dun & Bradstreet D-U-N-S Number is a unique nine-digit identifier for businesses. This number is assigned once our patented identity resolution process, part of our DUNS Right methodology, identifies a company as being unique from any other in the Dun & Bradstreet Data Cloud.

**System for Award Management (SAM)**

The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to: Register to do business with the U.S. government. Update or renew your entity registration.

The City reserves the right to reject any proposal that is outside industry norms for administrative costs, as determined by the City.

<b><u>IV. Scoring Criteria (ARP)</u></b>	<b><u>Maximum Score</u></b>
Prior experience marketing for large special events-	20 points
Proposed Leveraged Funding-	5 points
Price of the Program-	10 points
Proposal Addresses Negative Economic Impacts of the Pandemic-	40 points
Ability to complete proposed work within 36 months-	15 points
Proposal increases capacity or provides new service-	10 points
Total Score Possible	100 points