

REQUEST FOR  
PROPOSAL:

METRO-DENVER, CO  
(LOCALLY-  
BASED/REMOTE)

## ADMINISTRATIVE SERVICES



# BACKGROUND

The Colorado Government Finance Officers Association (CGFOA) is seeking an experienced and innovative Administrative Services contractor to manage the day-to-day operations of the organization. The selected contractor will work with a high degree of self-direction and latitude to ensure the organization remains one of the leading professional associations in Colorado. The selected contractor will work collaboratively with the Board of Directors and Sponsors to program and execute on high impact educational and social events for over 600 of our members within the State of Colorado.

This is an exciting period of growth and transformation for the Association. Our outgoing Administrator has positioned us on solid ground, financially and operationally, with record level membership and engagement in CGFOA educational and social events. Over the past few years, collaborative efforts between CGFOA's Administrator and Board of Directors have led to the adoption of virtual events, meaningful social events, an expanded education curriculum, and a new association management system. CGFOA's Executive Board is looking forward to continuing and expanding upon the advances made.

The Administrative Services contract is awarded and managed by the Association's Executive Board. The selected contractor is expected to maintain regular communication with the Association's Officers. The current Administrator is retiring and electing not to renew the contract after 25 years of service to CGFOA.

## ABOUT THE ORGANIZATION

Founded in the 1970s, the Colorado Government Finance Officers Association, is a not-for-profit 501(c)6 organization. CGFOA is a professional association that serves over 600 members across the State of Colorado. The Association is governed by a nine-member Executive Board, consisting of a President, Vice-President, Past-President, Treasurer, Secretary, and four Board Members at-large. Executive Board members are government member volunteers that generally serve two-year terms.

The primary functions of the Association are:

- To improve the practice of governmental finance in Colorado, as developed and recommended by the Government Finance Officers Association of the United States and Canada and other recognized authorities in the field of governmental administration, by developing mutually understandable procedures of accounting and financial reporting, budgeting and capital planning, cash management, financial administration, and debt management by encouraging the use of appropriate technology; by employing consistent financial classification, and principles; by training qualified public officials and employees; and by promoting ethical, high quality governmental service.
- To develop closer relationships and understanding among those concerned with public finance in Colorado by facilitating a system of networking, by promoting training and sharing of information among finance officers; by identifying career enhancement opportunities; by providing a forum for the discussion of common issues and problems; and other objectives of a mutual interest to public finance officers.

CGFOA leverages an annual budget of approximately \$200,000 to deliver educational programming, scholarships, and social events to membership.

# SCOPE OF WORK

---

**Administer the General Education Program:** CGFOA hosts approximately 30 education classes throughout the calendar year. The Association Administrator is responsible for:

- Scheduling sessions, including set-up, on CGFOA technology platforms
- Identifying low-cost or no-cost venues for education sessions
- Collecting from session speakers and disseminating presentation materials to attendees
- Processing registrations, refunds, and CPE certificates
- Advertising education sessions
- Oversight of event space logistics, including room configuration Tracking and recording attendance
- Ordering food and beverage depending on length of class

**Annual Conference:** CGFOA hosts an Annual Conference in November of each year. Currently the conference is held the week before Thanksgiving. The annual conference is attended by approximately 400 members and spans 3 and half days. Planning for the conference usually begins in April and concludes in December. The Annual Conference is the Administrator's most critical and effort-intensive responsibility. The Association Administrator is responsible for:

- Attendance on-site for five days through the week of the conference
- Identifying and contracting with hotels, event centers, and venues for lodging, event space, and food and beverage needs
- Advertising the conference to membership
- Processing registrations and/or refund requests
- Prospecting and executing on sponsorship opportunities.
- Reviewing and evaluating quotes and projected spend against the organization budget.
- Scheduling, advertising, and managing registration processes
- Scheduling and collecting presentations and instructional materials for approximately 50 education sessions
- Coordinating conference logistics with conference venue
- Recruiting and training volunteers and moderators
- Coordinating audio/visual needs with moderators and presenters
- Responding to attendee and sponsor needs throughout the conference
- Preparing conference materials such as name badges and attendee swag
- Training session moderators on attendance tracking procedures
- Facilitating a conference debrief session with the Executive Board

**Plan and Manage Special Events:** Excluding the Annual Conference, CGFOA hosts four special events throughout the year. The administrator plays a lead role in the planning and execution of the 1) Golf Tournament - Summer, 2) National Conference Colorado Delegate Event – May/June, 3) Summer Mini-Conference – July, and 4) Holiday Party - December. The Association Administrator is responsible for:

- Identifying and contracting with hotels, event centers, and venues for lodging, event space, and food and beverage needs.
- Prospecting and executing on sponsorship opportunities.
- Reviewing and evaluating quotes and projecting spend against the organization budget.
- Scheduling, advertising, and managing registration processes
- Managing day-of logistics such as:
  - Set-up/Tear-down
  - Attendance tracking
  - Award ceremonies, prize/swag distribution

# SCOPE OF WORK CONTINUED

---

**Send Organization Communications:** In addition to the advertisement of education and social events, CGFOA sends regular communications to members through the use of electronic newsletters. The newsletters are prepared and sent bi-monthly. The Association Administrator is responsible for:

- Meeting newsletter publication deadlines
- Collecting valuable and relevant articles from the Executive Board, membership, or external organizations
- Writing articles that provide updates on CGFOA business
- Formatting the newsletter for distribution
- Editing articles for content clarity, grammar, and spelling
- Publishing and disseminating the newsletters through electronic delivery methods

**Membership and Sponsor Management:** Throughout the year, the Administrator may receive service requests from members and sponsors. The Administrator is expected to promptly resolve and respond to these requests in a customer-centric manner. The Association Administrator is responsible for:

- Responding to general inquiries via phone and email
- Processing member applications and renewals when additional assistance is needed
- Reporting member and sponsor feedback to the Executive Board
- Managing and tracking sponsor benefits
- Conducting CGFOA virtual elections
- Providing recommendations to the Executive Board on how to increase engagement and grow membership base.

**General Office and Technology Management:** CGFOA doesn't lease or own actual physical office space. To conduct back-office operations, the Administrator leverages several technologies and intermediaries to deliver service to our members. The Association Administrator is responsible for:

- Updating and maintaining the Association Management System (StarChapter)
- Administering cloud-based, office productivity tools (Google, Microsoft)
- Maintaining CGFOA email accounts
- Administering virtual meeting software (i.e. Zoom)
- Keeping of stock of general office supplies for CGFOA events
- Maintaining a mailbox or PO box for any physical correspondence

**Maintain CGFOA Documents:** CGFOA maintains important paper and electronic records of tax filings, policies and procedures, annual reports, financial records, and educational class documents. In addition, CGFOA provides members access to a library of professional text. The Association Administrator is responsible for:

- Receiving financial statements and tax returns from the Treasurer
- Sorting, digitizing, and storing documents that are to be retained
- Submitting to the State of Colorado business filings for continued licensing

# APPLICATION REQUIREMENTS

---

Please note that we will accept responses from companies of all sizes and years in businesses. The questions below do not preclude the types of contractors we are searching for.

1. Name of Company
  - a. Type of company (ex. Sole Proprietorship, LLC, Corporation, etc.)
  - b. Office location that will be responsible for providing these services
  - c. State of Colorado business license number
2. Number of people in the company at the location indicated above
3. Number of years the company has been doing business under this name in the State of Colorado
4. Number of years your company has provided general administration and event planning services
5. Number of years your company has provided services to non-profit organizations.
6. What other services, other than general administration and event planning, does your company presently provide?
7. Has your company been involved in any court proceedings regarding services related to this proposal? If yes, please provide a detailed explanation.
8. Describe how your company plans to approach each function listed under the Scope of Work. Please provide samples of work product when relevant.
9. For each item listed in the Scope of Work, identify the key personnel and assisting personnel that will be responsible for executing those responsibilities. Provide a brief description of their experience, education, and certifications.
10. Explain how you would collaborate with the Executive Board during the execution of the items listed under the scope of work. Please elaborate on the following questions:
  11. What responsibilities do you consider to be those of the Executive Board?
  12. What infrastructure and support do you expect from the Executive Board?
  13. What other assistance do you expect from the Executive Board?
14. Describe your company's approach to customer service.
15. Describe your company's approach to professional development as it relates to personnel that may be assigned to work with the Association.
16. Describe the experience and knowledge your company and the local office have in administering back-office functions, coordinating and planning education seminars, and coordinating and planning events ranging in size from 50-400 attendees.
17. Provide, as references, three current and/or past clients, the length of time the proposer has worked with each client and a short summary of services provided in each case. Please also provide email and telephone contact information for each client
18. Comment about your company's intent and/or ability to retain staff and maintain continuity.
19. Estimate the number of hours planned for the completion of this contract.
20. Submit a "not-to-exceed" total contract amount for a period of 1 year.
21. Please provide any other information that you feel will assist the Executive Board in making its decision.

# SELECTION PROCESS

---

Each Proposal will be evaluated based on the following:

- Content of proposal. The Executive Board will be specifically looking at all requested information to be present and that the proposal addresses each element of the desired "Qualifications". See Application/Response Requirements for content requirements.
- The company may be asked to present on two occasions to the Executive Board and Member liaisons.
- Qualifications in the area of experience, education, certifications of the firm and staff to be assigned to the Association.
- Size, resources, and location of the offices.
- References from other entities for similar projects.

## PROPOSAL SUBMISSION

---

Questions and completed proposals shall be submitted via email to Marlin McDaniel, CGFOA Vice-President, [mmcdanie@jeffco.us](mailto:mmcdanie@jeffco.us) and Catrina Asher, CGFOA President, [Catrina.Asher@lafayetteco.gov](mailto:Catrina.Asher@lafayetteco.gov).

**Complete Proposals** are due by 5:00PM MST on Monday, May 31st, 2021. Interviews with finalists will occur in June. The selected contractor will be notified in August, with contract negotiations to follow. We anticipate that work will begin in September.

