

**REQUEST FOR PROPOSALS**  
**PROJECT: Business License Fee Study**  
**CLIENT: Town of Alta, Utah**  
**RFP RELEASE DATE: April 1, 2021**  
**RFP CLOSING DATE: April 30, 2021**  
**PROCUREMENT CONTACT:**  
Jen Clancy: 801-742-6011  
[jen@townofalta.com](mailto:jen@townofalta.com)

1. Introduction.

The Town of Alta, Utah (the “Town”) is requesting proposals from qualified proposer to (a) study the Town’s business license ordinance codified as Title 3 of the Town Code, Alta, Utah; (b) assess the propriety of the Town’s business license fee schedule under UTAH CODE ANN § 10-1-203 and any other applicable statutory requirements; (c) present a comparison of business license fees charged by the other comparable municipalities in Utah (d) develop a revised business license fee schedule, if necessary, to assure compliance with all applicable legal requirements while assuring recovery of the Town’s costs in administering business licenses generally; and (e) suggest any other modifications to Alta Town Code, Title 3 dictated by such study of the Town’s business license ordinances. The foregoing work, together with ancillary and additional services as may be reasonably required to accomplish the desired project is referred to herein as the “Project”.

The Town desires to enter into a contract with a qualified and acceptable consultant (“the *Consultant*”) for provision of all labor, supplies and materials necessary to successfully accomplish the Project. As more fully explained below, the selection of a Consultant will be based on the bid received as well as on the Town’s determination of the bidders’ respective expertise, experience, and resources that can compliment the limited resources of the Town in successfully completing the project.

2. Intent.

Although it is the intent of this Request for Proposals (this “*Request*”) to set forth the minimum acceptable requirements for responsive proposals, the scope of work in this Request is not all-inclusive, but rather is an attempt to generally describe the necessary characteristics. A mutually acceptable agreement will be signed by the Town and the selected Consultant detailing the final scope and parameters of the Project, completion timetable, interim reports deliverables, etc.

3. Detailed Description of Project.

The Project consists of reviewing and revising (if needed) the Town’s business license fee schedule and underlying ordinances. The Project will include, without limitation, the following:

- (a) General Businesses: analyze and assess the Town's cost of regulating general businesses.
- (b) Regulatory Efforts: analyze and assess the Town's cost of any special regulatory efforts.
- (c) Disproportionate Fees: analyze and assess the excess rates of usage of Town services by selected classes of businesses (disproportionate fees).
- (d) Enhanced Services: analyze and assess the cost of Town services provided to specific geographic areas and the benefitted businesses in those areas (enhanced services).
- (e) Current Fee Schedule: analyze, against applicable legal requirements, all aspects of the Town's current business license fee structure.
- (f) Provide Comparable Fee Schedules: use existing data and/or perform a survey of the current business license fees charged by other comparable municipalities in Utah (minimum of 10 comparable municipalities), tabulate such results and provide such information to the Town for comparison purposes.
- (g) Revised Fee Schedule: if necessary, propose a revised business license fee schedule, in the same or similar format as the current business license fee schedule contained in the Town's consolidated fee schedule, bearing in mind the Town's intent to comply with all statutory requirements; its desire to recover its administrative costs (including appropriate enhanced fees for enhanced services, disproportionate service costs, and the cost of special regulatory efforts); and the Town's desire for its business license fees to be substantially equivalent (to the extent possible in view of the foregoing considerations) with the business license fees of surrounding and comparable cities in Utah.
- (h) Ordinances: review all Town business licenses ordinances and make recommendations (including draft language for amendments) for improvements.
- (i) Administration: review Town business license administration practices and procedures and make recommendations for improvements.

4. Schedule.

At a minimum, the Town anticipates the following schedule for the Project:

<u>Event</u>	<u>Date</u>
Request for Proposal Issued	April 1, 2021
Proposal Deadline	April 29, 2021
Selection Committee Review & Award	May 19, 2021
Signed agreement	May 26, 2021
Completed Study	July 7, 2021
Present findings to Town Council	July 14, 2021
Town considers modifications	August 11, 2021
Title 3 Text and/or fee schedule	September 1, 2021

5. Proposal Requirements.

Responses to this Request are required to be submitted to Jen Clancy, Deputy Town Clerk by following the instructions below. Each responsive proposal must include the following:

- (a) Price: the proposed all-inclusive fee for the services contemplated herein, including all costs and expenses. The price must constitute the maximum dollar amount that will be charged to the Town for the completed Project, as described herein.
- (b) Firm Qualification and Relevant Experience: describe, in sufficient detail, the proposer's qualifications and experience with similar projects. Provide references and contact information for at least three similar projects.
- (c) Project Team: identify, in an organizational chart format, the personnel to be assigned to the Project. Submit resumes for key personnel. Include a statement of commitment for non-substitution of key personnel without the Town's prior written consent. Describe in sufficient detail, local and home office support facilities, and resources the proposer will provide to complete the Project. Response to this paragraph should emphasize personnel resources, in-house expertise, facilities, and services.
- (d) Proposed Approach: describe, in sufficient detail, how the proposer plans to satisfy the requirements of the Project.
- (e) Project Schedule: outline the proposer's schedule to complete the Project.
- (f) Actions: summarize any disciplinary actions, suits, by or against the proposer or related entities during the past three years.

- (g) Clearly Marked: proposal must be clearly identified as “Proposal for Business License Fee Study for the Town of Alta.”
- (h) Length: the proposal shall not exceed 15 pages.

All proposals shall become the property of the Town. Any proprietary information contained in the proposal must be clearly marked and delineated. The Town may release any information contained in the proposal that is not marked and delineated as proprietary following execution of a contract for services.

6. Identification of Anticipated Potential Problems.

The proposal also should identify and describe any potential problems or recommendations with respect to the Project.

7. Evaluation Criteria and Selection Process.

Proposals submitted in response to this Request will be reviewed and ranked by a selection committee (consisting of the Town Clerk, Deputy Town Clerk, and Mayor) on the basis of several factors, including but not limited to, bid amount, qualifications and relevant experience, project team, proposed approach, project schedule, ability to perform and references.

8. Terms of Contract.

The successful applicant will be required to enter into a written agreement with the Town to provide the services contemplated herein. The Town staff, working with the selected proposer, will negotiate the agreement. All provisions of the agreement will be in compliance with applicable laws, rules and regulations.

9. Suspension of Process, etc.

The Town reserves the right to reject any and all responses to the Request, to waive the requirement set forth in this Request, and to accept any proposal deemed to be in the best interest of the Town, subject to legal requirements. Response to the Request is at the proposer’s sole risk and expense, and the Town shall not be liable for any cost associated with preparation by any party of any proposal submitted in response to this Request. Although the Town anticipates selecting one of the responding proposers, there is no guarantee that any responding proposer will be selected or that the Project will be commenced or completed. The Town also reserves the right to cancel award of this contract at any time before execution of the contract by both parties if cancellation is deemed to be in the Town’s best interest. In no event shall the Town have any liability for the cancellation of the award.

10. Special Important Information.

The following information is provided:

- (a) Business License Ordinances. An electronic copy of the Town's current business license ordinance is available on the Town's website or by visiting this link: <https://codelibrary.amlegal.com/codes/altaut/latest/altaut/0-0-0-587>.
- (b) Insurance Coverage. Insurance coverage will be required in accordance with the Town's standard requirements (below). Each bidder should thoroughly examine such insurance requirements and shall include appropriate proof of insurance certificates with its proposal. Failure to meet the insurance requirements may result in cancellation of the bid acceptance.
- (c) Contact Person. For further information, contact Jen Clancy, Deputy Town Clerk, 801-742-6011.

11. Insurance Requirements.

The contracting party shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the contracting party, his agents, representatives, employees or subcontractors. The cost of such insurance shall be included in the contracting party's bid.

12. Proposal Submission Instructions.

- (a) Proposal shall be submitted the Town via email to Jen Clancy at [jen@townofalta.com](mailto:jen@townofalta.com) by 5:00pm (MST) on April 29, 2021.
- (b) No late responses will be accepted.
- (c) Proposal shall be delivered to the Town via email in .pdf format no larger than 30 megabytes in size.
- (d) Please do not include links to external websites.