



**Park City Municipal Corporation**  
**REQUEST FOR PROPOSALS (NON-BID) FOR**  
**SHORT-TERM RENTAL (“STR”)**  
**INVENTORY, COMPLIANCE AND ANALYTIC SERVICES**

# NOTICE

## REQUEST FOR PROPOSALS (NON-BID)

### *SHORT-TERM RENTAL ("STR") INVENTORY, COMPLIANCE AND ANALYTIC SERVICES*

PROPOSALS DUE: One (1) electronic copy must be submitted via email to Minda Stockdale, Park City Municipal Corporation, via email to [minda.stockdale@parkcity.org](mailto:minda.stockdale@parkcity.org) by 4:00 p.m. on Thursday, March 25, 2021.

PROJECT NAME: *SHORT-TERM RENTAL ("STR") INVENTORY, COMPLIANCE AND ANALYTIC SERVICES*

RFP AVAILABLE: 6:00 p.m. on Thursday, March 11, 2021.

PROJECT DESCRIPTION: Park City Municipal Corporation ("City") is soliciting proposals from qualified companies and individuals to assist the City to accurately identify the number of short-term rentals operating in Park City limits and greater Summit County and to provide professional support services relating to the administration and regulation of short-term rentals.

PROJECT DEADLINE: The initial agreement term will be one (1) year with two (2) additional one (1) year renewal options, to be exercised at the sole discretion of the City Council.

OWNER: Park City Municipal Corporation  
P.O. Box 1480  
Park City, UT 84060

CONTACT: *Minda Stockdale (435) 615-5186*  
*[minda.stockdale@parkcity.org](mailto:minda.stockdale@parkcity.org)*

**All questions shall be submitted via email, and titled, "STR RFP Question," to Minda Stockdale by 4:00 p.m. on Tuesday, March 23, 2021.**

**Park City reserves the right to reject any or all proposals received for any reason. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.**

## **I. Introduction**

Park City Municipal Corporation (“City”) is soliciting proposals from qualified companies and individuals to assist the City to accurately identify the number of short-term rentals operating in Park City and greater Summit County and to provide professional support services relating to the administration and regulation of short-term rentals.

In recent years, many cities and counties have been grappling with the growth of short-term rentals (“STRs”) facilitated by online rental platforms such as AirBNB, Craigslist, FlipKey, HomeAway and VRBO. Regulating STRs requires significant technology and human resources that are not currently available within the City. Additionally, the expanding technology-enabled STR market and the various platforms it uses requires continuous monitoring by a professional firm or individual to enable the City and County to accomplish its goals. The selected Service Provider will build on the City’s progress with compliance monitoring and notification facilitated by a former service provider from February 2019 – December 2020. A recent summary of the City’s progress with nightly rental monitoring and compliance is available [here](#). Additionally, the selected Service Provider will continue to monitor nightly rentals in greater Summit County.

The City requires that any proposal for such professional services, shall include, at minimum, the scope of services provided herein. The Office of the City Manager serves as the administrative entity for this Request for Proposals (“RFP”).

The City may award multiple agreements as a result of this RFP. The initial agreement term will be one (1) year with two (2) additional one (1) year renewal options, to be exercised at the sole discretion of the City Council. Proposers are responsible for reading the draft agreement and submitting any questions about it in accordance with the process reflected below. By submitting a proposal, each proposer agrees it will be bound by the agreement, which may be modified by the City before it is signed by a recommended proposer.

## **II. Scope of Project**

The City seeks qualified professionals to provide the following STR Inventory and Analytic services:

- Create an inventory of all STRs and their hosts in City and County, sufficient to permit the City and County to conduct outreach and verify whether properties on the inventory are compliant with City and County codes;
- The STR inventory specified by the City should be compatible with the City GIS and workplace management software Eden/Tyler Technologies financials/citizen services, which record properties by parcel number and property address, respectively. This may include accepting data specified by the City in a verifiable form from platforms rather than directly from hosts;
- Assist the City in obtaining maximum compliance; through development of “best practices” to inform hosts operating in the City to apply for and obtain all required authorizations and pay all required taxes and fees and to perform community outreach concerning STRs;

- Provide agreed upon reports, analysis, documentation and online, customized access to STR information management system to review host and host residence data, as required by the City and County;
- Provide a primary point of contact that all City communications can flow through;
- To participate in meetings and/or call with City staff on a period basis to be determined prior to the commencement of services;
- Provide additional related services and technical assistance relating to STRs on a task order, negotiated fee basis as requested by the City.

The City seeks qualified professionals to provide, as additive alternatives to the primary scope, the following other support services. The service provider should list an individual cost proposal for each item separately, or include in their proposal a total price and identify which items are included or not included:

- Dedicated 24-7 bilingual complaint hotline;
- Centralized online complaint data base, public facing dashboard, and monthly reporting structure to City;
- Portal to administer Nightly Rental business licenses, including new and renewals; and
- Portal to administer all business licenses, including new and renewals.
- Additional tracking and monitoring data;
  - Nightly Rental Metrics:
    - Daily price
    - Max amount of guests supported (e.g. 1 person? 2 person? 5?)
    - Rating (if available)
    - Next available opening
    - Delta from today to next available opening
    - Days booked from today
  - Frequency:
    - Would want all above available information sampled and stored every day
    - Ability to download daily data over a given date range at minimum
    - Ideally would want an API available that would allow us to directly query vendor database
  - Analysis:
    - Ability to track and monitor the volume, trend and impact of nightly rental businesses operating in our city. The total revenue generated by these businesses may not be possible to directly replicate, but understanding their price and volume behavior would approximate their impact and further model impact on city sales taxes over time.

### **III. Funding**

Proposers should suggest a reasonable project budget that is reflective of the work involved in the Inventory and Analytics project/program aspects. A performance-based billing structure is preferred, and proposers should state explicitly how compliance due to outreach efforts will be demonstrated. The

City requires all invoices be itemized. Invoices should be itemized by property addresses brought into compliance.

The project should consider the limited ability of Utah cities to bring properties in compliance by simply identifying advertisements as justification for a citation (Utah Code [10-8-85.4](#) and [17-50-338](#)). Put another way, cities in other states may utilize the identification of an advertisement as a means for citation to ensure compliance with local regulations. The opposite is true in the State of Utah. As such, proposers should not propose a cost or price scenario that is supported or justified by a future revenue stream. The goals of the STR program are tracking, analysis, and compliance with local regulations and safety, not revenue generation.

#### **IV. Content of Proposal**

Proposals will be evaluated on the criteria listed below.

- i. Be qualified to conduct business in Park City and the State of Utah as evidenced by the organization's business license and registration with Park City Municipal Corporation;
- ii. Have not been debarred by the Federal government, State of Utah or local government;
- iii. Demonstrated track record of establishing and maintaining positive collaboration and problem solving methods with public, private-sector, and community stakeholders.
- iv. Demonstrated success in the State of Utah in gaining compliance of non compliant properties.
- v. Have training and knowledge of the short-term rental industry.
- vi. Have successfully completed contracts similar in size and scope to the services solicited in this RFP for a minimum of three (3) years. Proposer must provide a list of at least three (3) contracts including the name and contact information for the project manager, contract amount, organization, term and brief scope for services provided in the past two (2) years.
- vii. The proposer should have documented experience in providing required training to various size groups. The successful proposer may provide readily available "off-the-shelf" training in its area of expertise and/or the successful proposer may be requested to work with City staff to develop training tailored to the needs of Park City.
- viii. Proposers should document and provide contact information to key staff profiles assigned to the project.
- ix. The nature and extent of requested changes to our standard cyber contract, a copy of which is attached hereto as Exhibit "A", (i.e., unwillingness to comply with our insurance/indemnity provision), counts against a proposer.

The City reserves the right to reject any and all proposals for any reason. Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the proposer pursuant to UCA §63G-2-309, as amended. The award of contract is subject to approval by City Council.

**Price may not be the sole deciding factor.**

**V. Selection Process**

Proposals will be evaluated on the factors listed in VIII, Preparation of Proposals, Evaluation Criteria, below.

The selection process will proceed on the following schedule:

- a. Proposals will be submitted via email as indicated above.
- b. A selection committee comprised of City and County staff will review all submitted RFPs.
- c. It is anticipated that City Council will vote on the contract award on April 29, 2021.

**VI. Park City Municipal Cyber Service Provider Agreement**

A. The successful proposal will be required to enter into Park City’s Cyber Professional Service Agreement, in its current form, with the City. A draft of the agreement is attached to this RFP as Exhibit “A” and incorporated herein. If there is a conflict between the written and numerical amount of the proposal, the written amount shall supersede.

**B. ANY INQUIRIES RELATED TO INDEMNIFICATION OR INSURANCE PROVISIONS CONTAINED IN PARK CITY MUNICIPAL CORPORATION’S STANDARD CYBER AGREEMENT MUST BE SUBMITTED TO PARK CITY MUNICIPAL CORPORATION NO LATER THAN THE PROPOSAL/SUBMITTAL DEADLINE. PARK CITY MAY, IN ITS SOLE DISCRETION, CONSIDER SUCH INQUIRIES. ANY CHANGES TO PARK’S CITY’S STANDARD INSURANCE AND INDEMNIFICATION PROVISIONS SHALL BE APPROVED IN PARK CITY’S SOLE DISCRETION.**

Any service provider who contracts with Park City is required to have a valid Park City business license.

**VII. Information to be submitted**

To be considered, one (1) electronic copy must be submitted via email to Minda Stockdale, Park City Municipal Corporation, to [minda.stockdale@parkcity.org](mailto:minda.stockdale@parkcity.org) by 4:00 p.m. on Thursday, March 25, 2021, as a single PDF. Electronic submission cannot exceed nine (9) megabytes to the email address. If files are larger than the maximum size allowed, they may be submitted through a private Dropbox™ account directly to [minda.stockdale@parkcity.org](mailto:minda.stockdale@parkcity.org) and cannot be submitted to any other parties. It is the sole responsibility of the applicant to ensure the success of the electronic submission is completed prior to the deadline as stated above.

**VIII. Preparation of Proposals**

A. Failure to Read. Failure to Read the RFP and these instructions will be at the offeror’s own risk.

B. Cost of Developing Proposals. All costs related to the preparation of the proposals and any related activities are the sole responsibility of the offeror. The City assumes no liability for any costs incurred by offerors throughout the entire selection process.

C. Form of Proposals. Proposals shall conform to the following format. Proposals that are incomplete, conditional, obscure, or that contain additions not requested, changes or exceptions to material provisions or requirements of this RFP, or irregularities of any kind, are subject to disqualification as non-responsive.

Proposals are limited to fifteen (15) single-sided, letter-size pages.

Each proposal must include all of the following:

### **1. Qualifications & Experience Statement**

- a. Each proposer shall provide sufficient documentation, including resumes, to demonstrate that its proposed staff are qualified to perform the scope of work for which the proposer is proposing. Each proposer shall also address each bulleted item listed under IV., Content of Proposal.
- b. Each proposer shall provide at least three (3) case studies demonstrating delivery of scope of work, including at least one (1) in the State of Utah. Each case study should include:
  - i. Client's name.
  - ii. Contact information (name, telephone number, email and physical addresses).
  - iii. Description of client's business.
  - iv. Description of the client's business need, how the proposer's proposed staff approached that need, final outcomes and deliverables, and proposed and actual project timelines.
  - v. Description of how this case study relates to the proposed category.

### **2. Proposed Approach to Scope of Work**

Each proposer should tailor its proposed approach to the scope of work to reflect the City's demographics and technologies.

## **PROPOSAL EVALUATION**

Proposals will be reviewed by City and County staff for responsiveness and documentation of minimum qualifications, completeness, and adherence to the RFP requirements. The City reserves the sole right to determine the sufficiency of qualifications and experience of all proposers.

### **1. Evaluation Panel**

The City Manager will appoint an evaluation panel to review the proposals and recommend a proposer to be awarded the contract resulting from this RFP. The evaluation panel may interview all of the proposers, a short list of proposers, or may evaluate the proposals solely on the materials submitted by

the proposal deadline. In the event a short list process is used, the evaluation panel will use the evaluation criteria established in this RFP to identify the proposers most likely to be successful in the evaluation process. The short-listed proposers may then be scheduled for interviews with the evaluation panel. The evaluation panel will determine a consensus score for each evaluation criterion, which will then be added together to determine a total consensus score for each proposal. A minimum score of 70 is required to be considered for funding.

**2. Evaluation Criteria**

Evaluation Criteria	Points
<p><b><u>Demonstrated Ability</u></b></p> <p>Quality and depth of the proposer’s experience and expertise as it relates to the services for which the contractor is applying: training of assigned personnel, including education and certifications; work experience with other government agencies and private contract activities; description of services; references; and other items as outlined in the RFP.</p>	30
<p><b><u>Demonstrated Capacity</u></b></p> <p>Proposer’s capacity to provide the required services including: assigned program staff size, staff job descriptions, program staffing capabilities and resumes, major accomplishments, work plan, methodology and procedures, knowledge of applicable regulations, capacity to complete City projects within a reasonable amount of time and other items as outlined in the RFP.</p>	10
<p><b><u>Technical System Design</u></b></p> <p>Proposed approach to providing the required services.</p>	20
<p><b><u>Cost Reasonableness</u></b></p> <p>The reasonableness and appropriateness of the proposed costs in relation to all other proposals.</p>	20
<p><b><u>Insurance Provisions Performance</u></b></p> <p>The nature and extent of requested changes to our standard cyber contract (i.e., unwillingness to comply with our insurance/indemnity provision).</p>	20
<p><b>TOTAL POINTS</b></p>	100



## **IX. Proposal Information**

A. Equal Opportunity. The City will make every effort to ensure that all offerors are treated fairly and equally throughout the entire advertisement, review and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

B. Proposal Ownership. All proposals, including attachments, supplementary materials, addenda, etc., shall become the property of the City and will not be returned to the offeror.

C. Rejection of Proposals. The City reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this RFP. Park City will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

D. No proposal shall be accepted from, or contract awarded to, any person, firm or corporation that is in arrears to the City, upon debt or contract, or that is a defaulter, as surety or otherwise, upon any obligation to the City, or that may be deemed irresponsible or unreliable by the City. Offerors may be required to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.

E. The City's policy is, subject to Federal, State and local procurement laws, to make reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and service providers.

F. If bidder utilizes third parties for completing RFP requirements, list what portion of the RFP will be completed by third parties and the name, if known, of the third party.

**EXHIBIT "A"**

**PARK CITY MUNICIPAL CORPORATION**

**SERVICE PROVIDER/PROFESSIONAL SERVICES AGREEMENT – CYBER**

Please see link in RFP listing.