

City of Niagara Falls

New York

Request for Proposals Performance and Financial Audit of the Niagara Tourism and Convention Corporation

The City of Niagara Falls (City) is soliciting proposals from qualified companies or individuals for the periodic audit of performance and financial reports issued by the Niagara Tourism and Convention Corporation (NTCC) to the City.

The City and NTCC entered into an agreement for the provision by NTCC of certain tourism and convention related promotional activities. The agreement requires NTCC to provide, on a periodic basis, performance and financial reports. The City is seeking an individual or firm with experience in this type of auditing function and experience in the tourism and convention business to review these reports and provide reports to the City. To assist in these audits, the publication Standard CVB Performance Reporting: A Handbook for CVB's issued by Destination Marketing Association International may prove useful. The publication may be downloaded at <http://www.destinationmarketing.org/page.asp?pid=155>

I. Reports to be Audited

- A. Listed below are the reports that NTCC is required to provide along with an explanation of what each report shall include:
1. **Marketing/Operational Plan;** A two (2) year marketing/operational plan with a proposed budget plan, submitted annually, that includes at a minimum: situational analysis, measurable expected outcomes, data driven rationale for strategies and reflecting strategies.
 2. **Quarterly Expenditure Reports;** Separate quarterly reports regarding expenditures for marketing, promoting, publicizing, and advertising other tourist facilities in the area. All funding sources for each expenditure shall be shown by category in the report. The expenditure reports shall be submitted to the City within twenty (20) days after the close of each quarter that the agreement is in effect.

3. **Quarterly Program performance Reports;** Quarterly reports regarding program performance shall include a comparison of NTCC's performance during the quarter with the performance goals set forth in the Performance Measures section of the agreement between the City and NTCC. These quarterly reports shall include file audits conducted by a committee of industry and staff. The quarterly performance reports shall be submitted to the City within thirty (30) days after the end of each quarter that the agreement is in effect.
4. **Yearly Audit Reports;** Yearly reports of an independent audit of the NTCC's expenditures and revenues during the previous year performed by a certified public accountant in accordance with Generally Accepted Accounting Principals (GAAP) shall be submitted to the City within ninety (90) days after the end of each fiscal year that the agreement is in effect.
5. **Annual Reports;** Annual reports of the outcomes of the performance measures for the previous year, including the minimum return on investment (ROI) as defined in the Performance Measures section of the agreement between the City and NTCC. The annual report shall be due February 1st each year.

II. Scope of Work to be Performed:

- A. Perform performance and financial audits on the various reports listed in Section I.
- B. Provide on a timely basis, written reviews including editorial comments regarding each report.
- C. Meet with the City Administrator and City Council periodically to review the findings of the performance and financial audits.
- D. Address inquiries from the City throughout the term of the agreement.

III. Contract Terms:

- A. The audit contract shall be for one (1) year beginning June 1, 2011. The contract will include an option exercisable by the City annually for auditing services for the three (3) subsequent years beginning June 1, 2012, 2013 and 2014.

IV. Submission of Proposals:

- A. Proposals are to be submitted to:

**Dean W. Spring
Purchasing Agent
City Hall Room 14-B
745 Main Street
PO Box 69
Niagara Falls, NY 14302-0069**

**Telephone # (716) 286-4371
email: dean.spring@niagarafallsny.gov**

- B. Proposals must be received no later than 4:00 P.M., May 2, 2011.
- C. Submit five (5) copies of your proposal.
- D. To be considered for award you must submit with your proposal a list of at least five (5) audits of a similar nature (tourism & convention related) audits you have completed. Provide the following information:
1. Client Name
 2. Address
 3. Contact person
 4. Telephone number
 5. Short description of what the audit encompassed.
- E. The proposal shall include one annual price for all the work included in Section II (Scope of Work to be Performed). Separate prices for the option years must be included in your proposal if they differ from the first year's price.

V. Award of Contract:

- A. Any contract that is awarded will be based on the completeness of the proposal, the experience of the proposer and the prices submitted.
- B. The City reserves the right to reject any or all proposals.