

## REQUEST FOR PROPOSAL

Original Date Issued: July 23, 2024

Deadline for Questions: July 30, 2024

Closing Date: Aug 6, 2024

Anticipated Award Date: Within 15 days of Closing Date

Subject: **REQUEST FOR PROPOSAL No. ICMAHO/ICMA  
CHIEF EXECUTIVE OFFICER/EXECUTIVE  
DIRECTOR RECRUITMENT/2024**

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The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for professional executive search services to fill its most senior-level internal position—that of Chief Executive Officer/Executive Director (CEO/ED). Though ICMA anticipates awarding one (1) single award as a result of this solicitation, ICMA reserves the right to award more or fewer awards than anticipated above.

Technical or contractual questions regarding this solicitation should be directed to **[workwithus@icma.org](mailto:workwithus@icma.org) (cc: [pwilson@icma.org](mailto:pwilson@icma.org))**. All communications must include the solicitation title, **ICMAHO/ICMA Chief Executive Officer/Executive Director Recruitment/2024**.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal. Prior to awarding a contract, ICMA will schedule meetings on Monday, August 12, 2024, for selected firms to present their proposals virtually to the ICMA Executive Board Search Committee.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

*Priscilla S. Wilson*

Priscilla S. Wilson

Chief People Officer

## **PURPOSE**

ICMA desires to procure the services of an executive search firm to conduct a comprehensive search for the organization's next CEO/ED. The ICMA Executive Board considers the timely and confidential recruitment and selection of the CEO/ED of paramount importance.

ICMA seeks to issue this Request for Proposal (RFP) with the intent to select and hire a qualified executive search firm to expedite the process of gathering input from key stakeholders on the job profile, to post the job in a manner to attract qualified candidates, and to identify and present a slate of exceptional candidates for the position.

The ICMA Executive Board Search Committee for the CEO/Executive Director Recruitment and ICMA's Chief People Officer, have been selected to oversee the RFP process. The goal of the Executive Board is to announce the new CEO/ED prior to the June 2025 retirement of the incumbent CEO/ED.

## **ABOUT ICMA**

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its 13,000+ members and the local government community. ICMA, an advocate for the council manager form of government, is the leading organization of local government professionals dedicated to creating and sustaining thriving communities throughout the world. ICMA's members are the professional city, town, and county managers who are appointed by elected officials, and their staffs, who oversee the day-to-day operation of their communities, cities, counties and other local governments and entities throughout the world. Our members dedicate themselves to the faithful stewardship of the public trust and embrace a shared ideal of management excellence as their management decisions affect individuals and communities, from small villages and towns to large metropolitan areas serving several millions. Members also include individuals from the academic community and concerned citizens who share the goal of improving local government.

ICMA promotes and embraces diversity among its members, including a 21-member governing board that reflects ICMA's membership and the communities served. At the very core of ICMA is the mission to promote an ethical culture in local government. Since the development of the [ICMA Code of Ethics](#) in 1924, the organization has built an extensive collection of advice on ethics issues, case studies, and model local government documents that further the organization's mission throughout the world.

ICMA has a staff of approximately 100 U.S.-based employees who work remotely. In addition, ICMA has project staff who work in various locations around the world. ICMA's annual operational budget is approximately \$30 million, with funding sources

primarily from membership dues, federal and foundation-funded grants and contracts, fees from professional development offerings, publications, and sponsorships.

ICMA has been an international organization since 1924 and has remained committed to the “I” in ICMA through exchanges with counterparts around the globe and participation in funded grants and contracts program. ICMA is the only organization that focuses on the needs of appointed local government managers nationally and globally.

ICMA’s current strategic plan, created and ratified by the membership in 2017, identifies globalization as a key driver for local governments, resulting in a deliberate course toward realizing a more global ICMA. Through the collective efforts of the Executive Board, ICMA members, business partners, international affiliates, staff, and other stakeholders, ICMA developed a global engagement strategy that was adopted by the ICMA Executive Board in June 2022. The strategy encompasses 4 goals and 17 objectives that guide ICMA’s efforts to realize its vision globally, ultimately advancing professional local government on a global scale. More information about ICMA’s global strategy can be found on [The Global Future of ICMA](#) webpage.

With the development of the global strategy, ICMA’s achievements have included the adoption of a global operating model to enable ICMA to continue to grow and improve as an organization, both in the US and internationally. The model will help ICMA achieve efficiencies and enhance the experience of members by providing new access to global networking, knowledge sharing, and professional development resources. ICMA will continue to provide the same quality programs and services that members are accustomed to receiving. ICMA is also reimagining its relationships around the world. For over 35 years, ICMA has cultivated relationships with like-minded organizations around the world which are focused on improving local governance. ICMA is seeking to strengthen current relationships and expand our global network so that local government leaders around the world can exchange practices and tools and contribute to continuous knowledge exchange and learning.

ICMA provides mission-driven technical assistance, training and peer-to-peer exchange opportunities to local governments around the world through grant and contract-funded initiatives, both in the U.S. and internationally, supported by federal government agencies, foundations, and corporations. The grant and contract-funded work has been the largest source of ICMA’s revenues. The net contribution generated through these activities has significantly supplemented dues and other revenues generated in the US to fund member services and benefits. With the Global Engagement Strategy, ICMA intends to continue to provide stellar services and benefits to our current, mostly US members, but will also explore new opportunities outside of the US. We strongly believe that global perspectives will enhance the value of ICMA’s offerings, which will ultimately benefit all our members and customers, in the US and beyond.

For more information regarding ICMA's programs and services, please go to [www.icma.org](http://www.icma.org).

### **SCOPE OF WORK/DELIVERABLES**

It is expected that the selected firm will work, as directed by the ICMA Executive Board, to perform the following:

- 1) Develop and deploy a process to proficiently obtain input from ICMA principal stakeholders (i.e., Board members, members, affiliates, staff, etc.) on the creation of a position description and candidate profile of a leader who embodies the values cherished by ICMA members and as set forth in our Code of Ethics, and who shares our commitment to building and strengthening communities around the world through professional management.
- 2) Utilize an opportunity created at the annual conference in Pittsburgh, PA (Sept. 21 – 25, 2025) to obtain input from a broad spectrum of members and stakeholders. The firm is expected to attend the conference in-person to gather stakeholder input. However, the annual conference should not be considered the only source of gaining input.
- 3) Create the job description profile and marketing brochure, upon completion of gathering stakeholder input, that provides details regarding the ICMA organization, the position, the candidate profile, and the recruitment process.
- 4) Timely post the brochure on appropriate recruitment sites, upon final approval of the recruitment materials by the ICMA Executive Board Search Committee.
- 5) Develop an assessment tool based on the job profile and description to identify strong candidates, preliminarily screen candidate qualifications and backgrounds, and present candidates for consideration to the ICMA Executive Board Search Committee.
- 6) Communicate regularly (every two weeks or more frequently as needed) with the ICMA Board Search Committee, via virtual calls, on the status of the recruitment process. During the first virtual meeting with the selected firm, meeting dates/times will be established to allow regular updates to be provided to the ICMA Executive Board Search Committee. The selected firm is expected to assist in the development of communication to key stakeholders on the status of the recruitment process.
- 7) Be present for and facilitate the interview process virtually or in-person as determined by the ICMA Executive Board Search Committee, to include the development of the candidate interview questions, screening and evaluation tools, and selection matrix.
- 8) Conduct thorough background and social media checks of the top candidates and conduct a leadership assessment of said candidates, at the direction of the ICMA Executive Board, to aid in determining the most qualified candidate for the role.

- 9) Assist in the development of the final job offer made to the selected candidate.
- 10) Assist in the development of communication to key stakeholders regarding the selected candidate.

## **SUBMISSION REQUIREMENTS**

Section 1:  Company profile	<p>Please limit responses to no more than two pages. CV's or resumes will not count toward the page limit.</p> <ol style="list-style-type: none"> <li>1. Provide a description of your business, including the firm's qualifications, as well as that of any proposed subcontractors who will assist with the implementation of the proposed scope of work.</li> <li>2. Provide the year business was established</li> <li>3. CV's or resumes of key personnel assigned to the Project - in a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person(s) will undertake at the same time.</li> </ol>
Section 2:  References	<p>Respondent should provide a description of the types and sizes of clients or member organizations served, as well as a sample client or member organization list indicating the type of services rendered. The respondent must have worked with other clients or member organizations on projects with a similar scope. Client or member organization references should validate the Respondent's claim of prior experience.</p> <ol style="list-style-type: none"> <li>1. To qualify for consideration, Respondents should provide references as follows: <ol style="list-style-type: none"> <li>a. At least three (3) examples of relevant work</li> <li>b. Contact information of clients or member organizations, to include the contact's name, phone number, e-mail address, and website address</li> </ol> </li> <li>2. References will be contacted as part of the evaluation process</li> </ol>
Section 3:  Project Work Plan and Timeline	<p>Respondent should provide a detailed timeline that outlines key activities and deliverables to include, but not limited to the items listed above, with responsibilities of the firm and of the ICMA Executive Board Steering Committee clearly defined. This timeline should include initial planning meetings with the ICMA Executive Board Steering Committee, a breakout of planned virtual and in-person meetings, and a clear plan for collaboration that illustrates approximate deliverables and completion schedule.</p> <p>Respondent should utilize the planned Executive Board Meetings:</p> <ul style="list-style-type: none"> <li>• September 20-21, 2024: Pittsburgh, PA</li> <li>• December 13-14, 2024: Scottsdale, Arizona</li> </ul>

	Respondent should indicate which leadership assessment tool will be utilized with final job candidates.
Section 4: Pricing	<p>Although ICMA expects to issue a fixed-price contract, we will consider other contract types, such as time and material. ICMA will consider proposals that are fair and favorable to ICMA.</p> <p>Please include a pricing schedule for your scope of work and how your pricing method would be advantageous to ICMA.</p> <p>Please be advised that ICMA is cost-conscious about procuring outside services.</p>

### **TYPE OF CONTRACT TO BE AWARDED**

Anticipated to be Fixed-Price

### **CONTRACT TERM AND DELIVERY DATES**

The ICMA Executive Board expects this scope of work to be completed in a timely manner. Final delivery dates and project work plan will be negotiated upon award.

### **EVALUATION AND AWARD PROCESS**

Proposals will be evaluated based upon ability to match the qualifications set forth in this solicitation

- a. Company Profile - (10%)
- b. References - (20%)
- c. Project Team/Work Plan/Timeline - (50%)
- d. Pricing - (20%)

The ICMA Executive Board Search Committee reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

All proposals shall be reviewed to verify the bidder has met the RFP submission requirements. Proposals that have not followed the rules, do not meet minimum content/requirements and quality standards, or are nonresponsive to the required responses in this RFP will be eliminated from further consideration.

The ICMA Executive Board Search Committee reserves the right in its sole discretion to reject any or all proposals, in whole or in part, without incurring any cost or liability whatsoever. All proposals will be reviewed for completeness of the submission requirements. The proposal may be rejected if it fails to meet a material requirement of the RFP or if it is incomplete or contains irregularities.

## **RFP PRESENTATIONS**

The ICMA Executive Board Search Committee may select Respondents to provide presentations and/or demonstrations of their proposals to the Board. The presentations and/or demonstrations will be completed via web conference, at the Board's discretion.

## **INSTRUCTIONS TO THE RESPONDENTS**

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of the ICMA Executive Board Search Committee. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than **20 pages**, excluding CV's or resumes and required forms (as noted below)
3. Completed and signed required forms (as noted below)

Packages must be submitted electronically to [workwithus@icma.org](mailto:workwithus@icma.org) (cc: [pwilson@icma.org](mailto:pwilson@icma.org)) with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

## **REQUIRED FORMS**

[ICMA Vendor/Supplier Form](#)

[ICMA Vendor Application](#)

## **GENERAL CONDITIONS**

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the

electronic document. The vendor offer will be rejected if the vendor modifies or alters the electronic solicitation documents.

**Contract Award** - ICMA anticipates making one award under this solicitation. However, ICMA reserves the right to award more than one contract based on the needs of the organization and bids received. ICMA may also award a contract based on initial applications without discussion or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

**Limitation** - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

**Disclosure Requirement** - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation or terminate the agreement.

**No Gifts** - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA Board or staff personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any of ICMA's procurements and may result in disciplinary actions against ICMA Board or staff involved in such discovered transactions.

**Equal Opportunity** - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

**Small and Disadvantaged Businesses** - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SDB's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities



(HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.

**END OF REQUEST FOR PROPOSAL**