

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

**Brand USA**



**Brand USA**

# **REQUEST FOR PROPOSAL**

Brand USA DEI Consultant

February 22, 2021



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).



## BACKGROUND

Brand USA wishes to do everything it can to ensure that diversity, equality, and inclusion (DEI) principles deeply inform its corporate culture and business practices. We recognize that DEI should impact our decision making in every conceivable way: from how we select vendors, to how we recruit and hire staff, to how we select business partners, and to how we educate our employees on matters of DEI sensitivity.

With this RFP, Brand USA seeks a Consultant that can assess our company's current DEI Culture and Competence and suggest ways to improve it. The consultant must also examine ways in which we can ensure that DEI principles are observed in how we source and select business partners.

## PURPOSE

The purpose of this RFP is to secure the expertise and external perspective of a DEI consultant to help us holistically assess and improve our own understanding of our colleagues, improve communication, and assess and collaborate on the formal policies, procedures, and practices that help form the DEI competencies of the organization.



## SCOPE OF WORK

### **Organizational DEI Analysis and Cultural Assessment**

- Assess DEI values and establish baseline benchmarks within the existing organizational framework (policies, hiring, recruiting, and promotional advancement of internal Brand USA staff, etc.), procedures, and other less formalistic communication etc.
- Undertake an analysis of existing organizational strengths and gaps with clear recommendations on how best to build upon strengths that will encourage equity, diversity, and inclusion in all areas of our organization and community.
- Collaborate with the organization to identify goals, best practices, and other resources to ensure that DEI values are woven into the structure of the organization and culture.

### **DEI Intercultural Awareness, Education, and Commitment**

- Vendor is expected to conduct workshops, seminars, survey work, facilitate sensitive discussion, etc. to:
  - Ensure adoption of the policies and practices
  - Ensure DEI values are intertwined with corporate values and culture
  - Deepen employees' cultural self-awareness
- Workshops, seminars, and training sessions will include, but not limited to:
  - Perform a cultural competence sentiment check through survey work before conducting workshops, seminars, etc.
  - Provide a space for open dialogue around DEI topics
  - Lead educational exercises and provide resources
  - Breakout groups to deep dive into DEI topics
  - Collaborate with staff to identify best practices for success
  - Post-seminar action items for staff, if applicable



## QUALIFICATIONS

- Company history and background: Provide history of the company, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work.
- Background bios:
  - Describe your firm and its capabilities. In particular, this should support your capacity to perform the Scope of Work.
  - Indicate the contacts from your firm who would be involved in providing services. Provide appropriate background information for each such person, identify his or her responsibilities, and provide examples of previous work in their areas of responsibility.
- Experiences:
  - Provide examples of prior work implementing similar projects for your company.
  - Previous work experience and performance with similar organizations.
- References:
  - Provide a detailed list of at least three references, including a contact name and telephone number for organizations or businesses for whom you have completed similar work.
- Relevant Education & Certifications

## PROPOSAL DELIVERABLES

Proposals may be rejected if they do not include all deliverables.

1. Description of the vendor's qualifications / experience to conduct the work.
2. Proposed staffing / other staff resources and description of their experience / qualifications that demonstrate their ability to conduct the work.
3. Description of how the vendor expects to conduct the work, including timelines, to complete the assessment and implementation components of the RFP purpose (some of this is ongoing).
4. Detailed Budget proposal including a brief explanation / rationale
5. Presentations may not exceed 30 pages in total. Do not assume anything beyond page 30 will be reviewed.



## MINIMUM REQUIREMENTS

Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than February 26, 2021, and sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **March 8, 2021** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). The NOTICE OF INTENT TO

BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:
  - a. Proposal Deliverables (See Above)
  - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event. Include resumes, or descriptions of anyone to be involved with the DEI Consultant RFP.
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.



## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	February 22, 2021
B. Written Questions (due by 5:00 PM EDT)	February 26, 2021
C. Written Questions Answered and posted to Brand USA website	March 2, 2021
D. Notice of Intent to bid is due (due by 5:00 PM EDT)	March 8, 2021
E. Proposal Due (due by 5:00 PM EDT)	March 15, 2021
F. Notification and Scheduling of Finalist Interviews	March 23, 2021
G. Finalist Presentation/Interviews	March 30 & 31, 2021
H. Notice of Intent to Award Contract and Public Posting	April 5, 2021

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: March 8, 2021

SEND TO: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:





## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

\_\_\_\_\_  
Official Contact Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Official Contact Title

\_\_\_\_\_  
Facsimile Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street, City, State, Zip



### ATTACHMENT 3 FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

#### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
<b>Experience and Expertise:</b> Evaluation will include an assessment of vendor's qualifications and professional experience as it relates to the requirements and deliverables within this RFP. This will include but not limited to: company background, experience and similar information of proposed staff and their ability to conduct the work.	45	
<b>Project Plan:</b> Description of how the vendor expects to conduct the work, including timelines to complete the assessment and implementation components of the RFP purpose (some of this is ongoing).	40	
<b>Budget</b>	10	
<b>Qualitative factors:</b> Brand USA will reward up to 5 points to respondents that are minority or women-owned businesses.	5	
TOTAL POINTS	100	