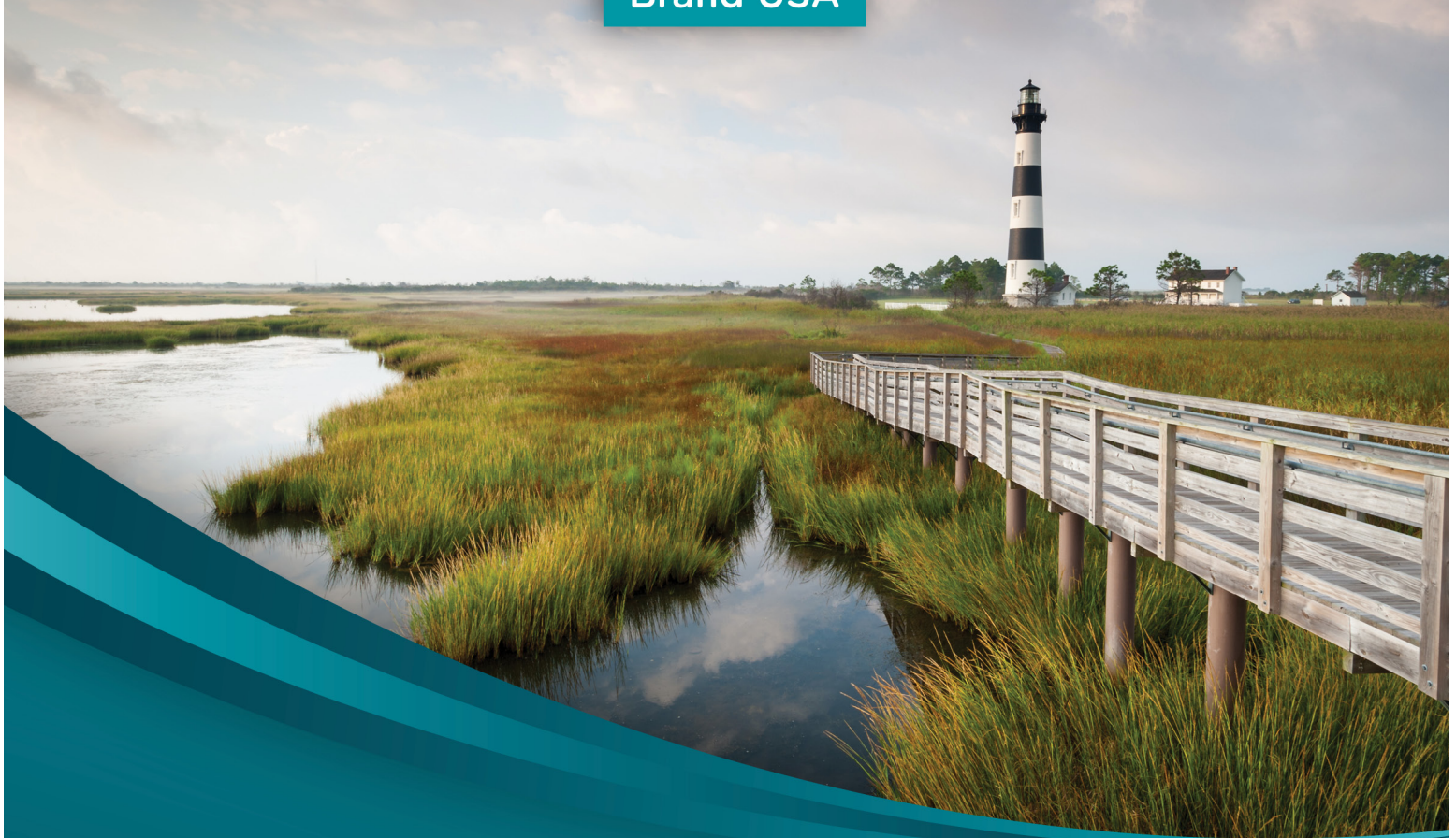


DiscoverAmerica.com

Brand USA



REQUEST FOR PROPOSAL

May 17, 2016

Technical Advice & Assistance Non-Profit Accounting or Tax
Matters



Request for Proposal

INTRODUCTION

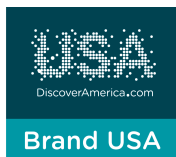
Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



Request for Proposal

WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

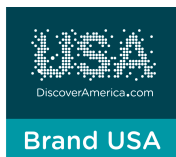
On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across the USA without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.



Request for Proposal

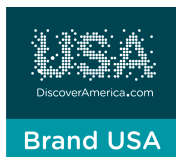
Who Pays for It?

International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2013, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.



Request for Proposal

PURPOSE

The purpose of this RFP is to identify and ultimately select the accounting firm for on-demand accounting or non-profit tax research and advice on unique or complex transactions or strategies. Proposals from competing vendors will be evaluated as part of the selection process.

Brand USA will be the sole judge of the proposals and reserves the right to evaluate all proposals without divulging the results of the evaluation.

SCOPE OF WORK

Brand USA focus may include, but is not limited to the following exemplars, considering the requirements of 501(c)(6), the nature of our public-private partnership and DC non-profit regulations.

- Analysis of alternatives for revenue recognition, especially as it relates to in-kind services.
- Technical accounting advice related to tax impacts of newly identified business strategy or transactions.
- Support for recording/reporting of intellectual property transactions and their consequences.
- Support for valuation and recording/reporting of intangible assets and goodwill transactions.
- Guidance on best practices for creating and documenting accounting-related policy & procedures.
- An ongoing process for recurring updates on new accounting pronouncements and tax regulations and their impact on our business.

Deliverables

I. Executive Summary

Describe your understanding of the work to be performed and your firm/s ability to perform the work within the time frame provided

II. Professional Experience

Describe how and why your firm is different from other firms that might be considered. This should include an explanation of the firm's philosophy, size structure, and qualifications for serving not-for-profit organizations with a similar size and operations. Describe your firm's resources devoted to non-for-profit organizations and provide resource materials addressing issues relevant to not-for-profit organizations.



Request for Proposal

Discuss the firm's independence with respect to Brand USA.

III. Team Qualifications

Identify the specific partner, managers, and in-charge staff who will be assigned to these engagements if you are successful in your bid. Provide their bios and resumes specifying relevant experience to the type of services requested. Also discuss commitments you make to staff continuity, including your staff turn-over in the last three years.

IV. Engagement Approach

Describe how your firm will approach the proposed services, including the use of affiliates or staff from other locations, areas that will receive primary emphasis, and the type of assistance that will be required from Brand USA staff. Finally, discuss the communication process used by the firm to discuss issues with management of Brand USA.

V. Fees

Please provide support for fee estimates or blends for the project work based on your experience and based on the type of work described above. Please include any potential fee savings that could be realized by a subsequent annual re-engagement.

VI. Client References

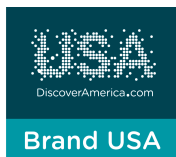
Include a list of the relevant not-for-profit clients the firm has served in the last three years and furnish the names and telephone numbers of at least three references whom we may contact.

VII. Additional Information

Please provide a copy of your most recent peer review report. Please provide additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:



Request for Proposal

BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic budget with an estimated execution timeline.

MINIMUM REQUIREMENTS

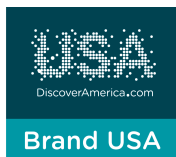
Proposals must address each of the deliverables items listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA no later than May 23, 2016 (due by 3:00 pm, EST), and sent by email to rftadmin@thebrandusa.com.

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 (Attachment 1) must be received by June 1, 2016 (due by 5:00 p.m. EDT). The notice shall be sent by email to rftadmin@thebrandusa.com at the Brand USA office. 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. Executive Summary
 - b. Professional Experience
 - c. Team Qualifications
 - d. Engagement Approach
 - e. Fee Structure, as it relates to Engagement Approach
 - f. Client References (at least 3)
 - g. Additional Information
3. No Conflicts of Interest: Client relationships that could potentially be considered conflict of interested must be disclosed.
4. Certification Form (Attachment 2) must be signed and accompany all RFP Response submission.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the



Request for Proposal

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.

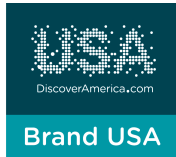
A. Proposal Released	May 17, 2016
B. Written Questions (due by 5:00 p.m. EDT)	May 23, 2016
C. Written Questions Answered and posted to Brand USA Website	May 25, 2016
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	June 1, 2016
E. Proposal Due (due by 3:00 p.m. EDT)	June 10, 2016
F. Proposal Evaluation by scoring committee	June 24, 2016
G. Oral Interviews if Required (Tentatively Scheduled)	June 30, 2016
H. Notice of Intent to Award Contract and Public Posting	July 8, 2016

DELIVERY OF PROPOSAL

Each bidder is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, no later than June 10, 2016 (5:00 p.m. EDT). The .pdf should be no more than three separate files. The proposal may not exceed thirty pages double-spaced at 12-point font. Six printed copies of the proposal must be delivered June 10, 2016 to Brand USA, 1725 I St NW, #8, Washington, DC 20006.

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.



Request for Proposal

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: Insert date here

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – NAME OF RFP

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

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



Request for Proposal

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:

- He/she has read and understands all commitments and terms of this Proposal.
- The information contained in this Proposal is accurate.
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
- 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



Request for Proposal

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:

Content RFP Responses	Evaluation Criteria	Score	Max Points
EXECUTIVE SUMMARY	Availability of resources and flexibility to deliver varying levels of support		N/A
PROFESSIONAL EXPERIENCE	Extensive experience in DC-registered not-for-profit organizations; with the specialized requirements of this 501 (c) (6) organization; with the unique nature of our public-private partnership		25
TEAM QUALIFICATIONS	Staffing, including the breakdown of the various levels of staff to support this engagement		20
ENGAGEMENT APPROACH	Proposed solution fit with Brand USA business model. Emphasis on the ability to provide a variety of technical expertise on a flexible basis		25
FEES	Proposed solution's fee/cost structure		30
TOTAL POINTS			100



Request for Proposal

ATTACHMENT 4

FOR BRAND USA USE ONLY

ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/ demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview/demonstration:

	Max. Points	Score
1. Quality and completeness of answers regarding proposers work experience and skill. Professionalism of personnel assigned to the account.	20	
2. Proposer's ability to integrate its solution into the Brand USA's overall objectives.	10	
3. Demonstrated understating of Brand USA's technical accounting tax position objectives.	20	
SUBTOTAL POINTS	50	
TOTAL POINTS	150	



Request for Proposal