



REQUEST FOR PROPOSALS

GOVERNMENT AFFAIRS LIAISON SERVICES FOR GREAT OUTDOORS COLORADO

Organizational Overview

In 1992, Colorado citizens placed an initiative on the ballot to amend the Colorado Constitution to create the Great Outdoors Colorado Trust Fund ("GOCO"). The initiative was approved with 58% of the state's voters in favor. The GOCO amendment (Article XXVII of the Colorado Constitution) redirected lottery proceeds being used for capital construction projects to projects that protect and enhance Colorado's wildlife, park, river, trail, and open space heritage. GOCO receives approximately 50% of net lottery proceeds – \$70 million in fiscal year 2020 – up to a cap defined in Article XXVII. The amendment also created the State Board of the Great Outdoors Colorado Trust Fund ("GOCO Board") to distribute the allocated funds. The GOCO Board governs GOCO's affairs and is comprised of 17 members who are appointed by the governor and confirmed by the senate. You can learn more about GOCO by visiting www.goco.org.

Request for Proposals

GOCO seeks the services of a government affairs liaison to assist with state-level government relations on an ongoing basis. GOCO seeks a multi-year engagement of at least three years, subject to annual review and renewal of the agreement by both parties. Joint ventures/consultant teams will be entertained. Per GOCO Board policy, a competitive bid process shall be utilized during the solicitation and award of all multi-year professional service engagements.

Desired Services

- Throughout the year, proactively assist and advise GOCO Board and staff build upon and establish relationships with legislators, the Governor's Office, and relevant state agencies. GOCO's work positively impacts Colorado's communities, and we seek a consultant who can help educate and engage policymakers at appropriate intervals.
- Throughout the year, proactively provide GOCO strategic advice on legislative issues, coalition building, media and public relations, and relevant ballot initiatives.
- During the legislative session, monitor legislative issues that may impact GOCO, various GOCO stakeholders, and all recipients of lottery proceeds.
- Throughout the year, provide updates at periodic meetings of the GOCO Board and its various committees.

Requirements

- Demonstrated knowledge of GOCO and how lottery proceeds are distributed to and benefit Colorado's local governments, land trusts, and state agencies.
- Proven ability to work in an effective, bipartisan manner in the Colorado General Assembly.
- Demonstrated ability to work with the executive branch, including the Governor's Office and state agencies.
- Proven ability to work cooperatively and effectively with stakeholders with an interest in lottery proceeds, including identifying and pursuing opportunities to work effectively with other legislative liaisons, boards, and staff of key stakeholder groups.

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- Excellent verbal and written communication skills.

Responses

Respondents to this RFP must provide the following information in writing via e-mail with “Government Affairs Liaison” in the subject line to jtenneson@goco.org by **5:00 p.m. on July 10, 2020**:

- Brief description of the services and expertise you will provide GOCO, including how you plan to work and communicate with GOCO leadership.
- Brief biography and resume or CV of each person who will work on behalf of GOCO.
- List of current clients. Please describe any client relationship(s) that could be perceived to conflict with Great Outdoors Colorado’s mission.
- Discussion of the monthly or annual rate charged for services. The rate shall apply without adjustment for three years and shall cover all costs and expenses.
- Example of a written report on a policy or legislative issue you have provided a client.
- Up to three current or previous client references.

Responses to this RFP will be evaluated by GOCO staff with selected proposals being subject to additional inquiry, including the potential for interviews by GOCO Board and staff members. Proposals may be evaluated using the following criteria (note that there is no value or ranking implied in the order of this list):

- Quality of the proposal;
- Demonstrated ability to perform the services described;
- Experience, qualifications, and expertise;
- Demonstrated history of providing similar services to comparable entities in a high quality manner as verified by references;
- Reasonable cost for services;
- The locality of the consultant; and
- Any other factors the evaluation committee deems relevant.

Additional Terms

GOCO’s executive director reserves the right, in his sole discretion, to take any of the following actions at any time before selection: waive informalities or minor irregularities in any proposals received, reject any and all proposals, cancel the RFP, or modify and re-issue the RFP. Failure to furnish all information requested herein may disqualify the respondent. False, incomplete, misleading, or unresponsive statements in a proposal may also be sufficient cause for a proposal’s rejection.

Questions

Questions may be directed to Chris Castilian, GOCO Executive Director, at ccastilian@goco.org or 303-226-4533.