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## **Request for Qualifications (RFQ)**

Short-Term Rental Inventory, Compliance  
and Analytic Services

City of Ketchum, Idaho

Filing Deadline is:  
January 19, 2022 at 3:00 PM MST

Contact:  
Shellie Gallagher-Rubel  
City Treasurer  
[srubel@ketchumidaho.org](mailto:srubel@ketchumidaho.org)

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## I. INVITATION TO SUBMIT QUALIFICATIONS

Date of Request: January 5, 2022

Due Date for Qualifications: January 19, 2022

The City of Ketchum (City) seeks a qualified company to assist the City to accurately identify the number of short-term rentals operating in Ketchum City limits and to provide support services relating to the administration and compliance of short-term rentals.

Qualifications must be received by 3:00 p.m., local time, on Wednesday, January 19, 2022.

Copies of the RFQ in PDF format may be obtained on-line at “<https://ketchumidaho.org/rfps> or by submitting an email request to:

EMAIL: [srubel@ketchumidaho.org](mailto:srubel@ketchumidaho.org)

SUBJECT: SHORT-TERM RENTAL INVENTORY, COMPLIANCE, AND ANALYTIC SERVICES RFQ

Please direct questions regarding this project to [srubel@ketchumidaho.org](mailto:srubel@ketchumidaho.org).

The initial agreement term will be one (1) year with additional renewal options, to be exercised at the sole discretion of City Council. If the agreement ends with no renewal, the City maintains the ownership of the data collected during the one year agreement.

The City reserves the right to reject any and all proposals or any part thereof, to waive any formalities or informalities and further, to award the services to the most responsive and responsible Consultant, according to the City’s evaluation and as deemed to be in the best interest of the City. The City may opt to conduct interviews at its own discretion following the proposal deadline.

## II. INTRODUCTION

In recent years, many jurisdictions have been grappling with the growth of short-term rentals (“STRs”) facilitated by online rental platforms such as AirBNB, HomeAway and VRBO amongst others. Monitoring STRs for compliance requires significant technology and human resources that are not currently available within the City. Additionally, the expanding technology-enabled STR market and various platforms it uses requires continuous monitoring by a professional company or multiple individuals to enable the City to accomplish its goals. The selected Service Provider will assist the City in identification of STRs available within the City of Ketchum and establishing compliance monitoring for STRs, including permitting. They will also assist the City in gathering rental activity data.

### III. SCOPE OF SERVICES

The City seeks qualified professionals to provide the following STR Inventory and Analytic services:

- Create an inventory of all STRs and their hosts in City, sufficient to permit the City to conduct outreach and verify whether properties on the inventory are compliant with City codes;
- The STR inventory specified by the City should be compatible with the Blaine County GIS and City workplace management software Caselle Clarity. This may include accepting data specified by the City in a verifiable form from platforms rather than directly from hosts;
- Assist the City in obtaining maximum compliance; through development of “best practices” to inform hosts operating in the City to apply for and obtain all required authorizations and pay all required taxes and fees and to perform community outreach concerning STRs;
- Provide agreed upon reports, analysis, documentation and online, customized access to STR information management system to review host and host residence data, as required by the City;
- Provide a primary point of contact that all City communications can flow through;
- Portal for STR owners / hosts to self-register, including new and renewals;
- Ability to track and monitor the volume, trend and impact of nightly rental businesses operating in our city. The total revenue generated by these STRs may not be possible to directly replicate but understanding their price and volume behavior would assist in understanding their impact on city sales taxes over time;
- Additional tracking and monitoring data including but not limited to:
  - Max amount of guests supported (e.g. 1 person? 2 person? 8?)
  - Type of rental (studio, condo, duplex, apartment, etc)
  - Number of bedrooms
  - Owner-occupied rental or non-owner-occupied rental
  - Days booked from today
  - Next available opening
- To participate in meetings and/or call with City staff on a period basis to be determined prior to the commencement of services;
- Data and analytics are preferred on a monthly basis but quarterly would be considered;
- Provide additional related services and technical assistance relating to STRs on a task order, negotiated fee basis as requested by the City.

## IV: FUNDING

Proposers should suggest a reasonable project budget that reflects the work involved in the Inventory and Analytics project/program aspects. The City requires all invoices to be itemized. Proposers should not propose a cost or price scenario that is supported or justified by a future revenue stream. The goals of the STR program are tacking, analysis, and compliance with local regulations and safety, not revenue generation.

## V. PROPOSAL FORMAT

Proposals shall be organized in sections containing the following information:

- **Cover Letter**
  - A signed letter briefly stating the Proposer's understanding of the work that needs to be done, the commitment to perform the work within the time frame of the agreement, and a statement as to why the Proposer believes they are the best qualified to perform the engagement. Please provide the name, title, address, and telephone number of the primary contact for the information provided in your company's proposal.
- **Project Team and Company Information**
  - *Organizational Background and Overview.* Describe your company's structure, areas of expertise, length of time in business, number of employees, Idaho presence, local offices, and other information that would help characterize the company. Describe pertinent history with public entities relevant to the scope of work.
  - *Experience and References.* Briefly describe or list projects executed by your company (preferably conducted in the State of Idaho) that demonstrate relevant experience. Select three to five projects and provide and provide more detailed descriptions for each, including the name, address, and phone number of a contact person (currently with the public entity) to serve as a reference for your performance on the project. When submitting projects for which your company worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead company.
  - *Teamwork Approach.* Describe the approach your firm would take to assist the City with its overall goals in STR identification, monitoring and compliance from the perspective of budget compliance and team communications.
  - *Key Personnel.* Provide a summary resume for the key people who will be assigned to the project and describe their relevant experience. Describe proposed roles and responsibilities for each.
- **Approach and Timeline**
  - Describe your team's proposed approach and proposed timeline to meeting the objectives described above in the Scope of Services. Include a description of typical services provided.

## **VI. PROPOSAL SUBMITTAL INSTRUCTIONS**

Proposals marked “Short-Term Rental Inventory, Compliance and Analytic Services RFQ” shall be submitted via email to [srubel@ketchumidaho.org](mailto:srubel@ketchumidaho.org) or delivered to either of the following locations:

Mailing Address:  
City of Ketchum  
PO Box 2315  
Ketchum, ID 83340

Physical Address:  
City of Ketchum  
191 W 5<sup>th</sup> St  
Ketchum, ID 83340

Proposer must either submit one (1) electronic response or one (1) hard copy of the proposal.

Requests for information and/or clarification may be directed by email only to Shellie Gallagher-Rubel, City Treasurer at [srubel@ketchumidaho.org](mailto:srubel@ketchumidaho.org).

The City will respond to any questions of a substantive nature via an addendum to the RFQ. All addenda will be posted to the City’s website and distributed to known holders of the RFQ.

## **VII. EVALUATION OF PROPOSALS AND AWARD OF PROJECT**

The City does not discriminate on the grounds of race, religions, gender, sexual orientation, age, national origin, or non-job-related disability in consideration of an award. Disadvantaged Business Enterprises are afforded a full opportunity to submit proposals. The award will be made to the most qualified responsible company meeting the proposal requirements unless City Council determines after reviewing the City Administrator’s report that the public interest would be better served by accepting a specific proposal. In addition, proposals will be evaluated based on the company’s experience, services understanding, and approach. Based on the preliminary review of the proposals, companies may then be interviewed prior to selection.

Upon recommendation of the City Administrator, the City Council may reject all proposals when it determines that such action is in the public interest.

The City of Ketchum reserves the right to reject any and all proposals for any reason. Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations. The award of the contract is subject to approval by City Council.