



A V E N U

INSIGHTS & ANALYTICS

**Response to Taxpayer Discovery,
Location & Collection Services
RFP 2019-01**

**Marshall County, KY
Fiscal Court**

WWW.AVENUINSIGHTS.COM

Cover Letter

May 8, 2019

Marshall County Fiscal Court
Attn: Deputy Judge Executive
1101 Main St.
Benton, KY 42025
RE: Bid Response for Taxpayer Discovery, Location & Collection Services (RFP 2019-01)

Dear Sir or Madam,

Avenu Insights and Analytics is delighted to provide this response to RFP 2019-01, Taxpayer Discovery, Location & Collection Services, which we acknowledge receiving, released by the Marshall County Fiscal Court.

Avenu and its affiliates employ over 1,100 professional level staff members who are completely dedicated to the success of each unique public entity we serve, and our mission is to provide compliance services and other revenue enhancement options exclusively to local government clients on a nationwide basis.

Avenu will be committed to partnering with the Marshall County Fiscal Court to develop a strategic plan designed to maintain and enhance the County's occupational tax revenues and economic base using our tax expertise, cutting-edge technologies, advanced analytical methodologies and qualified and experienced project team. We are confident that our team will meet or exceed all the County's requirements by identifying unregistered and non-compliant businesses operating within the County, accurately identifying and resolving instances of non-compliance on the part of your taxpayers, assisting in the collection of any amounts found to be unpaid, and educating taxpayers to enhance compliance going forward.

Avenu's strengths include:

Experience: For over 35 years, Avenu has provided revenue enhancement, administration, information services and misallocation and compliance auditing to 1,000 municipalities and counties nationally and has recovered over \$2.4 billion in new tax revenue for its clients.

I will serve as Avenu's contact person during the period of the bid evaluation.

We are confident that Avenu offers the County the greatest opportunity for success and look forward to the opportunity to serve the County and its residents. This offer is valid for a period of at least 90 days from the date of this proposal.

Sincerely,



Richard Boone, Business Development Executive
7701 Circle Crest Road
Louisville, KY 40241
502-648-2789

Scope of Work Details

Objectives and Methods

Avenu's Business License & Tax Compliance / Discovery Recovery Service (LTC/DRE) for the County is designed to capture the most possible revenue from the Occupational Tax withholding and Net Profits License tax. Through our multiple data sources, Avenu will assist the County in identifying and registering any person engaged in or carrying on any profession trade, occupation, or business within the County who are not properly registered, and to calculate and collect all appropriate payments due to the County. Avenu has found that we can produce significant added revenues for our clients, both immediately and in future years, when fees for the discovered businesses are collected.

The collection of tax revenues is often critical to the economic health of a County. It is not uncommon for a County to have taxpayers not register or misreport the tax monies they should be paying. Avenu's LTC services have evolved from identification, review and audits of businesses to include a cooperative, educational and informative exchange offering suggestions of experience that are designed to help businesses stay in compliance with County ordinances. The intent of the increased offering of service is to enhance the collection of the County's business license and tax.

Scope of Work



Discovery Service

1. **Initial Meeting.** Avenu meets with the County staff to review the procedures and objectives of the LTC service, business entity relations and logistical matters, including establishing an appropriate liaison with County management and staff and logical checkpoints for measuring progress (the "Initial Meeting"). Avenu and the County shall schedule the meeting within 10 days after Avenu receives the fully signed copy of the Agreement.
2. **Workplan.** Based on the Initial Meeting, Avenu develops a workplan that incorporates the logistical matters agreed to in the Initial Meeting and describes in detail how, the objectives of the service shall be met (the "Workplan").
3. **Commencement of services.** After the Workplan is developed, Avenu begins the approved process.
4. **Discovery Services.** Discovery Services are designed to provide a full-service solution to the County's business license enforcement procedures. It does not replace current functions but provides a focused and fulltime solution to the identification of entities subject to taxation by the County, which are not properly registered, or otherwise not reporting taxes to the County.
5. **Deficiency Audit Services.** Deficiency Audit Services are designed to identify entities subject to taxation by the County that are not properly reporting the full amount of tax, which they are subject to under the County's ordinances. Deficiency Audit Services also identifies entities that are potentially underreporting, or not reporting all applicable taxes. Avenu reviews entities records to ensure compliance with the County's taxes.

Identify businesses within the County limits

There is a wide variety of reasons for why an owner may not be in compliance. Avenu's LTC services for municipalities is designed to capture the most possible revenue from the tax compliance program. Through our multiple data sources, Avenu will assist the County in identifying and registering any person conducting business within the County who are not properly registered, and to calculate and collect all appropriate payments due to the County. Avenu has found that we can produce significant added revenues for our clients, both immediately and in future years, when fees for the discovered properties are collected. Our proven methods of compliance in this area allow the County's staff and resources to focus solely on assisting the community in their operations.

In order to achieve the desired objectives of increasing compliance and revenue, Avenu will:

1. **Identify data sources:** We use a number of proprietary and public-domain data sources to establish the true geographical area of the County, identify the business community participants and to gather important demographic information for those participants. Over the last 35 years, we have isolated the most reliable, accurate and useful datasets to improve the accuracy of our lists and to reduce the costs of projects. We are able to pass those cost savings on to our clients.
2. **Integrate data with records in our data warehouse:** As a natural evolution of gathering data for compliance projects over the past 35 years, we have developed an enormous data warehouse. We integrate the County's existing taxpayer list with various databases aggregated from disparate systems and resources to identify previously unknown businesses operating within the County without paying the appropriate business license fee.
3. **Taxpayer Communication:** Send County-approved notices to those businesses, advising them of their legal obligation to obtain a business license in accordance with the County's ordinance, and include a Business License Application form.
4. **Taxpayer Assistance:** Provide a toll-free taxpayer assistance line and support for taxpayers who may have questions regarding these forms, and pro-actively contact taxpayers until forms are returned or account status is resolved.
5. **Human factor:** Once our system completes its analysis we refine the list further through human analysis. Analysts comb through the output listing and conduct additional research to confirm, exclude or add additional entities to the final list.
6. **Analyze Taxpayer Information:** Verify information on each form received and calculate assessments based on the amount of net profit or payroll attributable to the County and any other information necessary to calculate the amount due the County.
7. **Invoicing Business Owners:** Invoice the taxpayer, as needed, monitor and pursue payments, and promptly disburse to the County amounts received.

8. **Taxpayer Education:** Educated entities regarding the County's reporting requirements to prevent recurring deficiencies in future years.
9. **Ongoing Monitoring:** Monitor and analyze the business license registration files for the County each quarter in order to determine non-reporting businesses.

Non-Filer/Delinquent Collection

This optional service is designed to complement our LTC Discovery service and provide a full-service solution to the County's tax enforcement procedures. It does not replace current functions but provides a focused and fulltime solution to the identification of entities subject to taxation by the County, which are not properly filing, or otherwise not reporting taxes to the County.

In performing the Non-Filer/Delinquent Collections service, Avenu shall:

1. Review the County's comprehensive inventory of the entities registered and subject to taxation and licensing by the County;
2. For non-reporting entities identified and confirmed, assist the entities, as necessary, to determine the amount of tax due for current and prior periods (plus applicable interest and penalties, where appropriate);
3. Invoice entities (including supporting documentation) on behalf of the County for the amount of identified or delinquent deficiencies, with payment to be remitted to Avenu;
4. Ensure that all submitted forms are completed correctly and in their entirety;
5. Monitor and analyze the business license registration files of the County each quarter in order to determine any additional non-reporting and delinquent businesses.

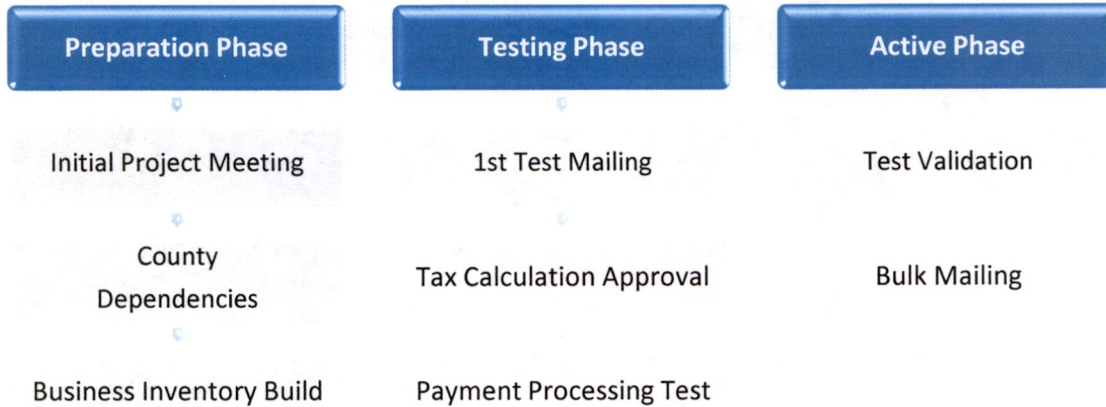
Avenu provides the County with progress updates and reports to include:

1. Status of work in progress, including copies of reports provided to taxpayers/intermediaries addressing each reporting error/omission individually, including where applicable the business name, address, telephone number, account identification number, individuals contacted, date(s) of contact, nature of business, reason(s) for error/omission and recommended corrective procedure
2. Actual revenue produced for the County by Avenu's service on a quarterly and cumulative basis
3. Alphabetical listing of all errors/omissions detected for the County by Avenu, including the account number, correction status, payment amount received by the County, period to which payment is related and payment type (e.g., reallocation, deficiency assessment) for each one.



Timeline for Discovery Project Implementation

Avenu implements its new projects in phases. The phased approach ensures the highest quality of service to both our client and their constituents. The Project will be executed in three phases. Each phase and projected timing will be discussed briefly below.



Phase 1: Preparation Phase

The Preparation Phase will allow Avenu to make certain that all necessary steps are accomplished to lay the foundation for a successful project. These steps include meeting with the County to obtain a thorough understanding of the client’s processes and requirements, obtaining data from both the client and external sources, standardizing this data for use in Avenu’s proprietary database integration software, generating correspondence and forms, and implementing modifications to our Compliance Administration System to calculate delinquent taxes.

The standard timing of this phase is approximately 30 days. This timeframe is dependent on items such as timely receipt of data and client requirements. Because of this, the timeframe may be shortened or lengthened as necessary.

Initial Project Meeting/Draft Work Plan Review

The first draft version of the work plan will be completed and submitted to the County for their review on this date. Revisions to the work plan will be implemented in conjunction with the County after the initial meeting and throughout the duration of the project.

County Dependencies

Prior to execution of the discovery program, Avenu needs certain items from the County to ensure the highest level of performance.

1. Registration Database – Avenu will need a copy of the business tax registry in electronic format. A Business Tax File Layout form will be included with the project plan for additional information on the data transfer process.
2. Supporting County Data Files – Avenu would also like to receive additional County database files to include in the master business inventory build for the County. Examples include a copy of the commercial utility billing records, licensed contractors, County issued permits, real property parcel listings and a copy of County preferred vendors.

3. Registration Forms – Avenu will need a copy of the business tax application currently used by the County (in Microsoft Word if available).
4. Tax Ordinances – Avenu will need a copy of all applicable tax ordinances.

Business Inventory Build

The tax registration file(s) provided by the County will be integrated with multiple public and private database files. The end result will be an inventory of the compliant and non-compliant entities operating in the County. At this stage, our staff of tax specialists can review the potential non-compliant accounts or “leads” for accuracy.

Phase 2: Testing Phase

During this phase we will begin to test the processes and procedures developed during the preparation phase. Prior to bulk mailing, a smaller test batch of notifications will be mailed to ensure that the processes outlined are functioning correctly. During this phase any modifications to process can be initiated in a timely manner. During the testing phase, Avenu will work with the County to refine the processes and ensure accuracy prior to the volumes associated with the active phase. The standard timing of this phase is 60 days.

1st Test Mailing

Avenu will prepare a mailing designed to assess the procedures outlined in the work plan. The test batch usually consists of 100 - 150 notices and will be tracked closely to determine impact on Avenu as well as County staff. During the testing phase, Avenu and the County can make immediate modifications to the processes to ensure the highest level of effectiveness prior to the start of bulk notifications.

Application & Batch Forwarding

Avenu will submit to the County the first batch of applications where payment has been received by the taxpayer.

Invoice & Tax Calculation Approval

Once the first round of respondents has been processed, Avenu will submit sample account statements for the County’s review. This allows the County to validate tax calculations and classifications prior to invoicing of the non-compliant entities.

Payment Process Test

This procedure will validate Avenu payment posting and application processing procedures. Avenu and the County will ensure funds are transmitted in a timely manner and that documentation for each payment batch meets the County’s guidelines.

Testing Validation

Upon completion of the testing phase, Avenu will review the processes with the County and review any additions or modifications to the procedures outlined in the work plan

Phase 3: Active Phase

This phase will be the execution of the work plan developed by Avenu for the notification and registration of non-compliant entities. Avenu will continue to modify the timing related to new milestones of the active phase as the project continues.



Bulk Mailing - Active Phase

The active phase begins with Avenu's first bulk mailing. Each mailing will continue the processes refined during the testing phase and continue on a weekly basis throughout the duration of the project.

County Assistance

The County agrees to:

1. Provide an electronic copy of the County's Business Registration File to Avenu, together with any other information necessary for Avenu to compute Avenu's billing for services.
2. Notify Avenu within 10 days following receipt by the County of payments, if there are any, resulting from deficiencies identified by Avenu.
3. For accounts that remain uncollected after Avenu has exhausted its efforts to collect through the standard process, Avenu and the County may mutually agree to special procedures that will make further attempts to collect amounts still outstanding.
4. The County shall have the right, at the County's option, to elect not to proceed with recovery of any identified deficiencies. Deficiencies which are uncollectible due to insolvency or dissolution of the entity liable, or for deficiencies which are otherwise incapable of collection (e.g. statute of limitations expiration or other legal defense) shall not be considered an "election" by the County for the purposes of this Agreement. For deficiencies otherwise collectable but for which the County elects not to collect, the County shall notify Avenu of its election not to pursue ("waive") collection of said deficiencies. Avenu shall be entitled to one-half (%) of the fee Avenu would have been entitled to for the waived portion of the deficiency.

Cost

Avenu's compensation for providing the LTC and Non-Filer/Delinquent Collection services shall be a contingency fee of 40% of the additional revenue received by the County from the services. The 40% shall apply to the current tax year, all eligible prior period revenues, and any applicable penalties, interest, and late charges. The contingency fee only applies to revenue received by the County. The term "current tax year" shall mean the most recent tax year for which local taxes are due and payable to the County and in which Avenu has identified deficiencies.

Completion of Services

Because Avenu's LTC Service may result in collection of deficiencies after termination of the Agreement, the County's obligation to collect fees and notify Avenu, and Avenu's right to continue to receive contingency fees, shall survive termination of the Agreement for any reason.

The County will have the right, at the County's option, to elect not to proceed with recovery of any identified deficiencies. Deficiencies which are uncollectible due to insolvency or dissolution of the entity liable, or for deficiencies which are otherwise incapable of collection (e.g. statute of limitations expiration or other legal defense) will not be considered an "election" by the County for the purposes of the Agreement. For deficiencies otherwise collectable but for which the County elects not to collect, the County will notify Avenu of its election not to pursue ("waive") collection of said deficiencies. Avenu will be entitled to one-half (½) of the fee Avenu would have been entitled to for the waived portion of the deficiency.



Additional Information

Avenu Experience

Avenu provides revenue enhancement technology and consulting services to various government agencies throughout the U.S. We are the premier provider of revenue enhancement products and services for state and local governments throughout the United States. We have offices strategically located throughout the country and currently employ over 1,100 professional managers and staff who are dedicated to the success of each jurisdiction that we serve. We work exclusively in the public sector and do not provide any auditing services directly to businesses. Consequently, we have no possible conflict of interest in which we might find ourselves representing both our government client and a taxpayer doing business in the client's jurisdiction.

Avenu offers revenue administration, compliance and collection services encompassing all general sources of local government tax revenues including Sales/Use, (including and accommodating special categories such as beer, wine, tobacco, gas, rentals etc.) Business License, Lodging, Insurance, Utility Users and Franchise Fees. Each tax typically involves its own tax basis, rate structure, filing schedule, taxpayer forms and notices, etc., all of which we configure specifically for our client's needs. Avenu undertakes an annual SSAE 16 (formerly SAS-70 Level II) independent audit of our data and funds disbursement processes and associated administration procedures and can provide the report from our latest audit upon request.

Confidential Information

Avenu shall use reasonable means to keep all information it receives concerning County taxpayers confidential and shall use it solely for compliance purposes.

Years of Experience and Unique Characteristics

Avenu has over 35 years of experience in providing state and local governments with license and tax compliance, tax administration, and auditing services designed to ensure taxpayer and other revenue source compliance. Our client base comprises more than 1000 city and county governments in Alabama, Arizona, California, Delaware, Georgia, Kentucky, Louisiana, Michigan, Nevada, North Carolina, Oklahoma, Pennsylvania, Texas, and Washington, as well as the District of Columbia. Over the years, our license and tax compliance services have resulted in the recovery of billions in revenues for our clients, plus the prevention of even more in potential tax revenue leakage, assisting them to meet their budgets, deliver public services, and better serve their citizens.

References

Warren County KY Fiscal Court

Greg Burrell, Treasurer

429 East Tenth Street, Suite 200

Bowling Green, KY 42101

Telephone: 270-842-5805

Email: greg.burrell@ky.gov

Relationship: Since January 2018

Description: Avenu was selected to provide both delinquent tax collection and taxpayer location services for the county's occupational license tax. Avenu has recovered over \$300,000 in occupational license taxes which is over 10% of the county's \$3M occupational tax budget.

Fulton County, Georgia

Ms. Sharon Whitmore, CFO

141 Pryor Street, Suite 7001, Atlanta, GA 30303

Telephone: (404) 730-7600

Email: sharon.whitmore@co.fulton.ga.us

Relationship: Since 2007

Description: Since 2007, Avenu has administered Fulton's business license program has discovered over 2,100 previously unregistered business locations operating within the unincorporated portions of the County. We have collected nearly three million dollars (\$2,997,830 to date) in business license fees. Additional audit examinations of businesses thought to be at risk for non-compliance generated an additional \$248,000 in findings.

City of Vestavia Hills

Mr. Jeff Downes, City Manager

513 Montgomery Highway, Vestavia Hills, AL 35216

Telephone: (205) 978-0102

Email: jdownes@ci.vestaviiahills.al.us

Relationship: Since 2004

Description: The City has been a Avenu client for over ten years, contracting for a variety of services, including Business License Discovery/Recovery, Auditing (across multiple tax types), and complete Revenue Administration of the City's local Sales/Use, Business License, Rental/Lease, Lodging, and Alcohol taxes. These separate contracts go back as far as 2004, and all are ongoing. From 2004 to date, we have recovered a total of over \$910,000 from approximately 2,250 previously unregistered business locations. Annual audit findings returned to the City under this contract in recent years have averaged approximately \$175,000.



MICHAEL O. BUCHANON

TEL: (270) 843-4146

WARREN COUNTY JUDGE EXECUTIVE

FAX: (270) 781-2777

TO WHOM IT MAY CONCERN:

As Warren County Judge Executive, I am writing to recommend the occupational tax discovery/recovery services provided by MuniServices/Avenu Insights and Analytics.

In December of 2017 the Warren County Treasurer's Office, with approval of the Warren County Fiscal Court, released a solicitation for tax recovery services and selected MuniServices/Avenu based on the company's experience, references, and performance-based cost proposal. I am pleased to make this recommendation of the MuniServices/Avenu team, as their execution and results have greatly exceeded our expectations.

This project has been highly successful because of the collective efforts of our County Treasurer's compliance team and MuniServices/Avenu. The partnership has resulted in over \$170,000 in occupational tax revenue recovered thus far with over 700 additional business registrations, ensuring stronger compliance and additional county revenue over the long term.

Most importantly, the success of this project demonstrates to our compliant taxpayers and constituents that the county is committed to taking all necessary measures to uphold the integrity of our occupational tax program, ensuring everyone is paying their fair share.

Please feel free to reach out to me with questions.

Sincerely,

MICHAEL O. BUCHANON
WARREN COUNTY JUDGE EXECUTIVE



INVITATION TO BID

Notice is given that the Marshall County Fiscal Court will open and read about bids on Tuesday May 14, 2019. The date and time of bid submissions will not be a formal bid opening and therefore vendors are not invited to attend at that time. Responses will be reviewed internally by the evaluation staff to begin comparative analysis. All bids shall be received in a sealed envelope clearly marked "BID REPLY" for the following:

Taxpayer Discovery, Location & Collection services (RFP 2019-01)

All bid forms, information and specifications regarding this bid are available from the Deputy Judge Executive. The Marshall County Fiscal Court is not responsible for the premature opening of, or the failure to open, a sealed bid not properly addressed or identified.

The Marshall County Fiscal Court reserves the right to reject any and all bids received, and to select that bid which it determines to be in its best interest. The award of this bid will be made on the basis of the lowest evaluated bid price as permitted in KRS 45A-365.

Brenda Edwards

Occupational Tax Administrator

MARSHALL COUNTY FISCAL COURT OCCUPATIONAL LICENSE TAX COMPLIANCE SERVICE SPECIFICATIONS

SCOPE OF PROGRAM AND GENERAL REQUIREMENTS

The Marshall County Fiscal Court ("Court") is seeking bids from qualified companies, vendors, and agencies for Taxpayer Discovery, Location and Collection Services.

The Occupational Tax Administrator is responsible for the imposition and administration of an occupational license requirement, and collection of an occupational license tax by persons and business entities conducting business in and/or having occupations and professions within Marshall County, Kentucky. (Marshall County Fiscal Court Ordinance 2007-04)

The Court is seeking Taxpayer Discovery, Location and Collection Services to conduct investigations to ensure all entities conducting business within the County are paying the taxes that are relevant. Specifically, we are trying to target entities that are conducting business in the county but not paying any occupational license fees or are delinquent in their previously required filings. The Court wants the respondent to focus their investigative services on the Occupational License Fees. For more information on these fees contact Occupational Tax Administrator at Brenda.edwards@marshallcountky.gov.

GENERAL INSTRUCTIONS TO BIDDERS

OFFICIAL CLOCK

Bids will be accepted until Friday May 10 at 4 p.m. CST at Marshall County Judge Executive Office, Marshall County Courthouse, 1101 Main St., Benton, Kentucky. Bids cannot be accepted at any other location. The official clock is the digital, radio controlled, automatically synchronized clock located in the Marshall County Judge Executive Office, Marshall County Courthouse, 1101 Main St., Benton, Kentucky.

CALCULATON ERROR(S)

In the event a calculation error on the bid form, unit price shall prevail.

QUESTIONS AND AGENDA

This bid is offered by the Fiscal Court. Respondents shall carefully examine this bid and any addenda issued by the Fiscal Court. Failure to include signed addenda in the bid submission will result in rejection of the bid. Respondents shall seek clarification of any ambiguity, conflict, omission or other error in this bid "in writing." Oral comments or communications do not form any part of this bid offering. Questions should be addressed to the Occupational Tax Administrator in writing by Wednesday May 1, 2019 at 12pm. Questions submitted after this date will not be answered. If the answer materially affects this procurement, the information will be issued in an addendum. Written communications should be addressed as follows:

Marshall County Occupational Tax Administrator
1101 Main St.
Benton, Kentucky 42025
OR
Fax 270-527-4725
OR
E-mail: Brenda.edwards@marshallcountky.gov

RETENTION OF RECORDS

The successful Respondent shall be required to maintain, for a period of five (5) years from the date of final payment to the Respondent, all books and records pertaining to this bid offering.

BUSINESS TAX STATUS

In order to receive a bid award from the Marshall County Fiscal Court, a Respondent must not be delinquent on any Occupational Tax, Property Tax or Ad Valorem Taxes, including penalty and interest charges, due to the County for real or personal properties owned by the Respondent, or any one or more of its corporate officers. Inquiries can be directed to the Occupational License Tax Administrator, Brenda Edwards, 1101 Main St., Benton, Kentucky 42025.

BUSINESS STATUS AND REGISTRATION REQUIREMENTS

In order to receive a bid award from the Marshall County Fiscal Court a Respondent must be properly registered with the Occupational Tax Administrator to do business in the County. If a Respondent is already registered, all of their applicable license account must be in "good standing" with the County. Good standing is defined as having all fees, including penalty and interest charges, relating to employee wages, and business net profits, paid in full with appropriate reporting forms filed in the office of the Marshall County Occupational Tax Administrator. Inquiries can be directed to Marshall

County Occupational Tax Administrator, Brenda Edwards, 1101 Main St, Benton, Kentucky 270-527-4725.

CONFLICTS, GRATUITIES, AND KICK-BACKS PROHIBITED

The Marshall County Fiscal Court adheres to the provisions of KRS 45A.455, paragraphs (1) through (5) relative conflicts of interests, gratuities, kick-backs and use of confidential information in all bid offerings. If it is found that the Bidder is in violation of KRS 45A.455 the Marshall County Fiscal Court, by written notice to the Bidder, may cancel this contract.

SUPPORTING DOCUMENTATION

Respondents are encouraged to submit with their bids any literature, warranty information and other documentation to support the Respondent's compliance with the specifications contained in this bid package.

BID RETRACTION

Respondents are advised that bids submitted as part of this bid offering may not be withdrawn for a minimum of 90 days following the public bid opening unless circumstances justify consideration by the Occupational Tax Administrator of a release from provision. Requests to withdraw a bid must be in writing and received by the Marshall County Fiscal Court within twenty-four hours of public bid opening.

RIGHT TO REJECT AND AWARD BID

The Marshall County Fiscal Court reserves the right to reject any and all bids received in response to this bid offering, and to waive any informalities in this bid offering. The award of a contract shall be at the sole discretion of the Marshall County Fiscal Court. The award will be made to the responsible Respondent whose bid is determined to be the most advantageous to the Marshall County Fiscal Court, taking into consideration the evaluation factors set forth in this bid package. The Marshall County Fiscal Court may make the award without further discussion of the bids submitted. Therefore, the bid should be submitted initially on the most favorable terms which the Respondent can bid with respect to price, product, service and technical capability. The contents of the bid of the selected Respondent will become the basis for the Marshall County Fiscal Court's contractual obligation when the award is made.

BID IDENTIFICATON

Respondents are to submit their bid in a clearly marked sealed envelope. The Respondent is required to clearly mark their bid material and description set forth in the "Invitation for Bids". This instruction is provided as a means to ensure proper delivery, handling and public announcement of a Respondent's response at the official bid opening date and time. Bids in the form of e-mails, telegrams, telephone calls, facsimiles or telex messages will not be accepted.

DISPOSITION OF BIDS

All materials submitted in response to this bid offering will become property of the Marshall County Fiscal Court. One (1) copy of each bid shall be retained for the official files and will become a public record after an award is made by the Marshall County Fiscal Court, and thus open for public inspection. It is understood that the bid will become part of the official file without obligation on the part of the Marshall County Fiscal Court except as to the disclosure restrictions contained in the paragraph below.

DISCLOSURE

In compliance with Kentucky Revised Statutes, Chapter 45A, and the Kentucky Open Records Act, trade secrets or proprietary information submitted by a Respondent in connection with this procurement shall not be subject to public disclosure. However, the Respondent must invoke this protection prior to or upon submission of the data or other material, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable. A statement that costs are to be protected is also unacceptable. Disputes over disclosure will be resolved by the Fiscal Court based on legal advice provided by the Marshall County Attorney.

COST INCURRED IN RESPONDING

This bid offering does not commit the Marshall County Fiscal Court to pay any costs incurred in the preparation and submission of bids or in making necessary studies or designs, nor does it commit the Marshall County Fiscal Court to enter into a contract.

PRIME RESPONDENT RESPONSIBILITIES

If the Respondent's response includes goods and services provided by others, the Respondent will be required to act as the prime contractor for all such items and must assume full responsibility for the procurement, delivery and quality of such goods and services. The Respondent will be considered the sole point of contact with regard to all stipulations, including payment of all charges and meeting of all contractual requirements resulting from this bid offering.

INSURANCE REQUIREMENTS

Prior to entering into a contract with the Marshall County Fiscal Court, the successful Bidder must provide a Certificate of Insurance showing proof of insurance, which meets or exceeds requirements set forth in the "Standard Hold Harmless & Indemnifications Clause, And Insurance Requirements Form".

ADDENDUMS

It is the responsibility of the Bidder to verify, via the Marshall County Fiscal Court website, if an addendum has been added to this invitation to bid. www.marshallcountky.gov

BID CONTENT AND SPECIFICATIONS

EVALUATION OF BIDS:

The Marshall County Fiscal Court intends to evaluate bids based on the written response to the Invitation (submitted bids) and to make a tentative selection of a successful offeror with whom the Marshall County Fiscal Court will then engage in negotiations to finalize a contract. The Marshall County Fiscal Court reserves the right to reject any or all submittals, to waive technicalities, to re-publish the advertisement or to proceed otherwise when in the best interest of the Marshall County Fiscal Court.

BID CONTENTS AND REQUIREMENTS:

Bids should be submitted under company letterhead stationery with the information required in this Invitation. Each section must be labeled and in the order listed below. Failure to comply may deem bid non responsive. As a minimum, bids must include:

COVER LETTER: The cover letter shall be addressed to:

Marshall County Fiscal Court
Attn: Deputy Judge Executive
1101 Main St.
Benton, KY 42025

THE COVER LETTER MUST COMPRISE:

- Identification of Vendor, including name, address and telephone number.
- Acknowledgement of receipt of all Invitation addenda, if any.
- Name, title, address and telephone number of contact person during the period of bid evaluation.
- Signature of a person authorized to bind Vendor to this bid.
- Copy of the Invitation with requested information filled out.

SCOPE OF WORK DETAILS

- The respondent's tax investigative services will focus on the Occupational Tax withholding and Net Profit License Tax.
- The responder should provide taxpayer discovery and location services that will find entities that are not withholding and/or remitting Occupational Tax and/or filing the appropriate Marshall County Occupational License Tax Net Profit return, if any.
- The responder should have knowledge and experience in providing investigation tax services including, familiarity with local tax law and government action and proceedings.
- The Responder shall:
 - Establish a comprehensive inventory of the entities subject to taxation by the Marshall County Occupational License Tax and the database elements needed to facilitate a comprehensive comparative analysis with the Marshall County Occupational Tax Administrator's records of those entities that are properly registered;

- Compare respondent's database of business records with the Marshall County Occupational Tax Administrator's records to identify potential non-reporting and non-registered entities subject to taxation;
- For each unregistered or non-reporting entity identified and confirmed, assist the entities, as necessary, to complete the Marshall County Occupational Tax application and applicable form(s) and determine the amount of tax due for current and prior periods (plus applicable interest and penalties, where appropriate);
- Invoice entities (including supporting documentation) on behalf of the Marshall County Occupational Tax Administrator for the amount of identified deficiencies;
- Ensure that all submitted applications and returns are completed correctly and in their entirety;
- Collect the amount of identified deficiencies, together with supporting documentation, and remit payment received to the Occupational Tax Administrator monthly;
- Establish a call center open during normal business hours to assist entities with questions concerning application of occupational license taxes, and reporting and remittance requirements;
- Educate entities regarding Occupational Tax reporting requirements to prevent recurring deficiencies in future years;
- Monitor and analyze the business application files of the Marshall County Occupational Tax Administrator each quarter during the term of the contract in order to determine non-reporting businesses.

COST

- Bidder to use the Responsibility of Bidder Form

THE RESPONDER NEEDS TO DEMONSTRATE THE ABILITY TO:

- Effectively conduct tax investigations
- Maintain confidential information
- Develop and execute effective tax investigation strategies.

ADDITIONAL INFORMATION

- Describe your firm's experience in providing similar tax investigation services for other clients, including tax amounts identified for clients.
- Explain internal procedures in place to ensure maintenance of confidential information.
- How many years have you provided these services?
- Describe any unique characteristics of your company that will identify your competitive advantage over other companies.
- Please provide a minimum of three (3) references. Provide an overview of the services in use and contact information for each client: company/city name, address, contact person, phone, and email address.
- Is there any pending legal action against your company? If yes, please describe.
- Please provide any other information you believe will be useful in our decision.