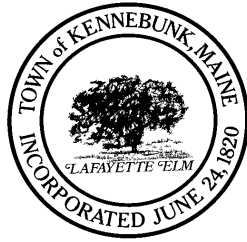


# Town of Kennebunk, Maine



May 5, 2022

## REQUEST FOR PROPOSALS

### TOWN MANAGER RECRUITMENT CONSULTING SERVICES

The Town is soliciting Proposals from experienced executive search firms to assist in recruiting applicants for the position of Town Manager.

Sealed proposals, clearly marked "Town Manager Recruitment Consulting Services" and addressed to Jeri Sheldon, Director of Human Resources, Town of Kennebunk, 1 Summer Street, Kennebunk, ME 04043 will be received until **2:30 p.m. on May 24, 2022**. Please include the attached submittal sheet with your proposal. Faxed or e-mailed proposals will not be accepted.

The consultant shall provide a comprehensive scope of recruitment and hiring services and is charged with conducting a national search to include: organize a community engagement process with the Town (Select Board, staff, and select citizens) to clarify the qualifications, skills, knowledge, abilities and leadership expected of Kennebunk's next Town Manager; prepare a job announcement and development recruitment materials; perform preliminary interviews on selected candidates; coordinate any travel arrangements; oversee recruitment process including scheduling, reviewing, and checking qualifications and references of candidates; conduct background checks; and assist in all aspects of selection and hiring. A more detailed scope of services is included on page two.

This Request for Proposals is posted in the Bids and Purchasing section of the Town's website at [www.kennebunkmaine.us/bids](http://www.kennebunkmaine.us/bids) under the project heading "Town Manager Recruitment Consulting Services RFP." Addenda to this request, if any, including written answers to questions, will be posted there as well. If you have any questions regarding this process, please contact the Human Resources Department at (207) 604-1380.

The Town of Kennebunk reserves the right to reject any or all submissions, to waive technical or legal deficiencies, to proceed or not with any proposal or process, negotiate such terms and conditions of any proposal, agreement, lease or other contract that may be in the best interest of the Town, and to terminate or amend this process at any time.

The Town of Kennebunk is an equal opportunity employer and seeks to recruit and support a broadly diverse community. All qualified consultants/firms are encouraged to apply and will receive consideration without regard to race, color, ancestry, national origin, sex, sexual orientation (including gender identity and expression), physical or mental disability, religion, age, genetic predisposition, and any other characteristics protected by law.

## **1. BACKGROUND INFORMATION**

Kennebunk Town Manager Michael Pardue has announced his retirement after more than forty years of municipal service, the last six as Kennebunk Town Manager. As a result, the Select Board is seeking assistance in recruiting and hiring the next Town Manager. The search process is anticipated to take place over the next four to six months.

The Town of Kennebunk (population: 12,020) is a community located on the Maine coast. It is a highly desirable community in which to live and a tourist destination for seacoast Maine. Kennebunk lies 84 miles north of Boston, Massachusetts, and 26 miles south of Portland, Maine. Settled on June 24, 1820, Kennebunk is a community (32 square miles) that has established itself as a highly desirable place to live, work, play and visit.

The Town operates pursuant to a municipal charter and under a Select Board-Manager form of government. The Select Board is a 7-member body, elected at-large for three-year terms. A board member, if re-elected, may serve a maximum of three terms. The Town Manager is the Chief Administrative Official of the Town, responsible for the day-to-day management of all municipal departments, and is authorized to carry out the policies of the Select Board. The Town employs approximately 94 full-time employees and a total of approximately 300 employees. The Town's Police, Fire, and Public Services departments are unionized.

Kennebunk is a member of a three-town Regional School Unit.

The Town has a AAA bond rating and a taxable valuation of approximately \$3.0 billion. The FY 2021 Municipal General Fund Budget was approximately \$16 million, and a gross tax assessment of \$48 million.

The Town Manager is appointed by a majority vote of the Select Board and selected solely on the basis of executive and administrative merit. Pursuant to the Town Charter, the Town Manager's contract can be no less than one year, nor greater than three years, although renewable as mutually agreed by the Select Board and the Manager.

## **2. SCOPE OF SERVICES**

The Town is seeking proposals from experienced executive search firms to assist in all aspects of the recruitment process for its next Town Manager. Preferred consultants will demonstrate familiarity with qualifications required of local government executives and will propose a plan for scheduling and conducting a national search. The selected firm will work closely with the Select Board to assess the Board's goals and objectives for the recruitment process.

The scope of services is presented for reference. The final scope of work will be developed in consultation with the Town. Services to be provided by the consultant include but are not limited to:

1. Create a schedule of recruitment with a timeline of development of recruitment materials, screening and interviews.
2. Develop a candidate profile for the Town Manager by meeting with the Select Board, staff, and select community members to obtain information regarding specific issues and opportunities facing the Town, the desirable education, experience and background of the candidates, and identification of the management skills and style that are appropriate for the position. For the purpose of calculating a fee proposal, consultants should assume multiples meetings may be required by this task, some of which may be able to be conducted remotely.
3. Develop an inclusive strategy for implementing the Town Manager recruitment, and identify potential contacts through personal outreach to encourage applicants from diverse backgrounds to apply.

4. Review resumes for background and qualifications followed by interviews to clarify each applicant's experience and credentials.
5. Prepare a written summary of preliminary candidates (8-10) with most promising qualifications.
6. Recommend and finalize a process with the Select Board for interviews and coordinate candidates' participation in interviews.
7. Verify selected candidates' educational and employment background, financial/credit, newspaper and social media research and coordinating criminal and civil litigation checks.
8. Assist the Select Board in structuring the job offer (including a recommendation on compensation), the employment package and relocation (if applicable) with the finalist.
9. Maintain all correspondence and record-keeping throughout the process. Notify all applicants of final decision.

### **3. SUBMITTAL CONTENT REQUIREMENTS**

Submittal requirements are intended to enable the Town to make an objective comparison of each proposal and to select a partner that best meets the Town's stated objectives. The selected partner will be expected to execute a consulting services agreement with the Town immediately following selection.

#### **A. Cover Letter**

The cover letter is the consultant's official letter transmitting the complete proposal to the Town. The cover letter must include:

- the full name and address of the consultant's organization(s)
- the state of incorporation or in which it is licensed to operate
- the form of business, and the name and contact information for your organization

The cover letter should identify who will be the lead consultant responsible for all aspects of the recruitment and be signed by an individual who is authorized to commit the proposer to the obligations contained in the proposal.

#### **B. Firm Narrative & Recruitment Approach**

The consultant will provide a detailed description of the proposal and describe the approach to the scope of services and schedule. The proposal should include examples of successful community outreach processes you have incorporated into recruitments, noting approaches to keeping both the community and prospective candidates well informed as to the methodology and progress of the recruitment.

Information to be provided includes but is not limited to:

- Samples of recruitment materials used in past searches
- A proposed timetable for this search
- Three references of chairs of past search committees, with contact information
- Calculation of total, not-to-exceed proposed consulting fee, broken down by task categories (e.g. leadership profile development; preliminary screening; final screening and interviews; etc.)

Eight (8) paper copies of the proposal must be submitted. Proposers are encouraged to avoid the use of synthetic report covers and partitions.

#### **C. Firm Experience and Personnel**

Please include resumes and respective roles of individuals expected to provide consulting services.

## **D. Other**

Please include the attached submittal sheet with your proposal.

Faxed or e-mailed proposals will not be accepted.

## **4. SELECTION PROCESS**

The Town will choose a consultant that will, in its judgement, provide the highest quality of recruitment consulting services for a competitive price.

The selection process may include interviews in which consultants will be asked to make presentations of their recruitment approach and services.

### **1. Schedule**

<b><u>Task</u></b>	<b><u>Date</u></b>
Release RFP	May 5, 2022
Questions Due	May 11, 2022
Responses Issued	May 17, 2022
Proposals Due @ 2:30pm	May 24, 2022
Review of Proposals	May 25 & 26, 2022
Selection of Search Consultant	May 31, 2022
Recruitment	June–August, 2022
New Town Manager Start	Early–mid October, 2022

### **2. Evaluation Criteria**

Proposals will be evaluated according to the following:

- Experience in recruiting Town Managers or other similar chief executive positions
- Capacity of firm to generate the necessary outreach materials through professional networking, social media, etc.
- Recruitment strategy and search plan
- Strength of key personnel/completeness of the team
- References
- Competitive fee proposal
- Interview
- The extent to which the overall proposal meets or is likely to meet the Town’s objectives

### **3. Selection Process**

Proposals will be reviewed and evaluated by the Town for responsiveness to this RFP.

- The Town may select one or more entities to invite to be interviewed. The interview will involve a presentation of the proposal and introduction to key staff. Additional questions regarding specific proposals may be asked at this time. Interviews will be a factor in the overall qualitative evaluation of proposals. While the Town places priority on a quality based selection, the proposed fee for services may also factor in evaluation and selection.
- Based upon all of the evaluation criteria and interview, the Town may select a preferred consultant. The Town reserves the right to negotiate with selected consultants to further refine the proposal(s).
- If the Town is unable to reach agreement with its preferred consultant, the Town may enter into negotiations with the team whose proposal was deemed to be the next most advantageous to the Town.

#### **4. Additional Information**

Award of the contract is subject to appropriation. Contract documents will include a standard Town agreement, this RFP, and the proposal.

All requests for additional information and/or questions regarding the Town should be directed, in writing, to Michael Pardue, Town Manager at [mpardue@kennebunkmaine.us](mailto:mpardue@kennebunkmaine.us), no later than May 11, 2022. Please note “Town Manager Recruitment Consulting Services” in the subject line.

All responses, if applicable, will be posted on the Town’s website at: [www.kennebunkmaine.us/bids](http://www.kennebunkmaine.us/bids) under the category of “Town Manager Recruitment Consulting Services RFP” by May 17, 2022.

#### **5. Reservation of Rights**

The Town reserves the right to undertake such investigation as it deems necessary to evaluate the proposals.

The Town reserves the right to request additional information as part of this selection process.

The Town also reserves the right to reject any or all submissions, to waive technical or legal deficiencies, to proceed or not with any proposal or process, and to negotiate such terms and conditions of any proposal or contract that may be in the best interest of the Town. The Town reserves the right to terminate or amend this process at any time.

# Town of Kennebunk

## Request for Proposals Town Manager Recruitment Consulting Services

### Submittal Sheet

(please include this sheet with your Proposal)

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

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

Signature \_\_\_\_\_

Price \$ \_\_\_\_\_

Price (written out) \_\_\_\_\_ dollars

The Town of Kennebunk, Maine is tax exempt.

**Faxed or e-mailed proposals will not be accepted.**