

REQUEST FOR PROPOSALS (RFP)

Professional Certified Public Accounting Services



Natrona County Travel & Tourism Council

RFP Issue Date: May 1, 2026

Proposal Due Date: May 22, 2026 – 5:00 PM Mountain Time

1. Introduction

Visit Casper – the Natrona County Travel & Tourism Council (“Visit Casper”) invites qualified Certified Public Accounting (CPA) firms to submit proposals to provide full-service professional accounting services and annual financial advisement for Visit Casper, and basic accounting support services for its affiliated nonprofit organizations, 5150 and the Casper Sports Alliance.

Visit Casper is a destination marketing organization responsible for promoting Natrona County, Wyoming as a premier visitor destination and stewarding lodging tax investments to support tourism, events, and economic vitality. Visit Casper seeks an accounting partner that can provide reliable financial management, compliance guidance, and reporting services consistent with the standards expected of a publicly funded organization.

The selected firm will work closely with Visit Casper’s CEO, Board Treasurer and Joint Powers Board to ensure accurate financial reporting, regulatory compliance, and strong fiscal stewardship.

2. Organizational Background

Visit Casper is the official destination marketing organization for Natrona County, Wyoming. The organization promotes tourism through strategic marketing, sales initiatives, and community partnerships designed to increase visitation and economic impact.

Visit Casper receives funding through local and state lodging tax revenue and other sources and operates in coordination with local governments, community partners, and the tourism industry.

Visit Casper also provides administrative and financial oversight and for related nonprofit initiatives, including:

5150 Tourism Development

A nonprofit organization that focuses on educational and tourism product development.

Casper Sports Alliance

A nonprofit sports tourism organization focused on fostering and promoting city, county, state, regional, national and international amateur sports competitions participation and activities in the City of Casper and Natrona County.

Visit Casper financial systems (and payroll) are currently administered via QuickBooks.

3. Scope of Services

The selected accounting firm will provide a range of accounting services including, but not limited to, the following:

A. Visit Casper – Full-Service Accounting Operational Support

- General ledger management and financial oversight
- Monthly reconciliation of all bank and investment accounts

- Monthly financial statement preparation for Treasurer review and Board of Directors meetings including but not limited to:
 - Income statement/Profit & Loss (including lodging tax reporting breakout)
 - Balance Sheet
 - Statement of Cash Flows
 - Accounts Receivable/Aging Reports
- Annual budget development, ongoing support and monitoring
- Annual coordination with auditors for independent audit
- Annual submission of all statutorily required reports, documents and/or filings
- Monthly full payroll processing or recommendation to move to a payroll service and managing its administration

B. Visit Casper –Financial Management Advisement

- Communicate as needed with the Visit Casper CEO answering questions and providing financial reporting as needed

Meet annually with the CEO to discuss and advise as needed on the following:

- Internal financial controls and best practices
- Ensuring compliance with applicable federal, state, and local financial regulations as pertaining to Joint Powers Boards and non-profit organizational management
- Financial procedures, policies, accounting and/or payroll systems

C. Associated Nonprofits – Basic Accounting Services

For **5150’ Tourism Development** and **Casper Sports Alliance**, services may include:

- Basic bookkeeping and general ledger maintenance
- Monthly financial reports
- Bank reconciliations
- Accounts payable processing
- Financial documentation and recordkeeping
- Preparation of materials required for annual tax filings (e.g., IRS Form 990 coordination)
- Financial reporting to nonprofit boards
- Assistance with financial policies and compliance

- Communicate as needed with the Visit Casper CEO answering questions and providing financial reporting as needed

4. Term of Contract

Visit Casper anticipates entering into an agreement for an initial one-year term starting July 1, 2026, with the option for renewal upon mutual agreement.

5. Proposal Requirements

Interested firms should submit a proposal containing the following information:

A. Firm Overview

- Name and address of the firm
- Year established
- Office locations
- Description of services offered
- Number of partners and staff
- Relevant certifications and licenses

B. Experience and Qualifications

- Experience providing accounting services for:
 - Nonprofit organizations
 - Destination marketing organizations or tourism entities
 - Publicly funded organizations or governmental entities
- Description of similar clients served
- Experience with nonprofit accounting standards and IRS reporting requirements

C. Proposed Service Team

Provide information on the individuals who will be assigned to Visit Casper's account, including:

- Name and title
- Professional certifications
- Relevant experience

D. Scope of Services Approach

Provide a description of:

- Your firm's approach to providing accounting services
- Communication and reporting processes
- Technology or accounting platforms used
- Approach to internal controls and compliance

E. Fee Proposal

Provide a detailed description of the proposed fee structure including:

- Monthly service fees
- Hourly rates for additional services
- Estimated annual cost
- Any other applicable fees

F. References

Please provide 3-5 professional references that can speak to your skills, experience, work ethic, organization and distinct areas of expertise.

6. Evaluation Criteria

Proposals will be evaluated by the Visit Casper Board of Directors, under the guidance and recommendations of the Visit Casper Treasurer, based on the following factors:

- Relevant experience and qualifications
- Understanding of Visit Casper's needs
- Experience working with nonprofit and publicly funded organizations
- Proposed service approach and responsiveness
- Cost and overall value
- References

Visit Casper reserves the right to request interviews with selected firms prior to making a final decision.

7. Proposal Submission

Proposals must be submitted electronically in PDF format no later than:

5:00 p.m. Mountain Time
May 22, 2026

Proposals should be submitted to:

Annette Pitts, CEO

Visit Casper – Natrona County Travel & Tourism Council

Email: annette@visitcasper.com

Late submissions may not be considered.

8. Questions

Questions regarding this RFP must be submitted via email no later than:

May 11, 2026

All questions should be directed to:

Annette Pitts, CEO

Visit Casper

annette@visitcasper.com

Responses to questions may be shared with all prospective respondents.

9. Reservation of Rights

Visit Casper reserves the right to:

- Reject any or all proposals
- Request additional information from proposers
- Negotiate with selected firms
- Award the contract in a manner deemed in the best interest of the organization

Issuance of this RFP does not obligate Visit Casper to award a contract or pay any costs incurred in the preparation of proposals.

10. Anticipated Timeline

Milestone	Date
RFP Issued	May 1, 2026
Questions Due	May 11, 2026
Proposals Due	May 22, 2026 – 5:00 PM
Proposal Review	Late May, 2026
Selection Announcement	Early June, 2026
Work Commences	July 1, 2026

11. Public Funds Compliance and Wyoming Joint Powers Act

Visit Casper operates as the Natrona County Travel & Tourism Council, an entity created through an intergovernmental agreement among local governmental bodies under the Wyoming Joint Powers Act (W.S. §16-1-101 through §16-1-109).

As such, Visit Casper administers public funds derived primarily from lodging tax revenues, and its financial management practices must comply with applicable state statutes, intergovernmental agreements, and public accountability standards.

The selected accounting firm must demonstrate familiarity with and the ability to support compliance with:

- Wyoming Joint Powers Act requirements
- Financial management practices appropriate for publicly funded entities
- Applicable nonprofit accounting standards
- Public transparency and reporting expectations
- Internal controls appropriate for public funds
- Coordination with independent auditors and governmental stakeholders

The selected firm must maintain accounting practices consistent with Generally Accepted Accounting Principles (GAAP) and any additional requirements necessary to ensure proper stewardship of public funds.

12. Financial Transparency and Records

Because Visit Casper administers public funds, financial records produced in the course of providing services may be subject to public disclosure under the Wyoming Public Records Act (W.S. §16-4-201 through §16-4-205).

The selected accounting firm must maintain records in a manner consistent with public transparency requirements and must cooperate with Visit Casper in responding to lawful records requests, audits, or governmental reviews.

13. Audit Coordination

Visit Casper may conduct periodic independent financial audits or reviews as required by governing agreements, funding partners, or the Board of Directors.

The selected accounting firm will be expected to:

- Cooperate fully with and assist independent auditors
- Provide requested documentation in a timely manner
- Assist in implementing recommendations arising from audit findings
- Ensure financial reporting supports audit readiness

14. Internal Controls and Fiscal Stewardship

The accounting firm will assist Visit Casper in maintaining strong internal financial controls consistent with best practices for organizations managing public funds.

These may include:

- Separation of financial duties where appropriate
- Documentation of financial procedures, review and recommendations regarding Visit Casper's financial policies and procedures
- Budget monitoring and variance reporting
- Fraud prevention safeguards
- Financial oversight policies appropriate for publicly funded organizations

15. Conflict of Interest Disclosure

Proposers must disclose any actual or potential conflicts of interest that may exist with Visit Casper, its Board of Directors, staff, or affiliated organizations.

The proposal must include:

- A statement describing any business or personal relationships between the proposing firm and Visit Casper staff, board members, or affiliated nonprofit organizations
- Disclosure of any circumstances that could be perceived as creating a conflict of interest in providing accounting services to Visit Casper
- A statement affirming that the firm will immediately disclose any conflicts that arise during the course of the engagement

Visit Casper reserves the right to determine whether any disclosed conflict constitutes a material conflict that may disqualify a proposer.

16. Wyoming Resident Preference

In accordance with applicable Wyoming procurement practices and where proposals are determined to be substantially equal in qualifications, service capability, and cost, **preference may be given to firms that maintain a physical office within the State of Wyoming** and demonstrate familiarity with Wyoming nonprofit and public entity financial compliance requirements.

Proposers should indicate:

- Whether their firm maintains an office within Wyoming
- The location of the office that will provide services to Visit Casper
- Experience working with Wyoming nonprofit organizations, governmental entities, or Joint Powers Boards

17. Insurance Requirements

The selected firm must maintain professional insurance coverage throughout the term of the agreement.

At minimum, the firm must maintain:

Professional Liability Insurance (Errors and Omissions)

Minimum coverage of \$1,000,000 per occurrence

General Liability Insurance

Minimum coverage of \$1,000,000 per occurrence

Workers' Compensation Insurance

As required by Wyoming law.

Proof of insurance coverage may be required prior to execution of the final services agreement.

18. Independent Contractor Status

The selected accounting firm will serve as an independent contractor and not as an employee or agent of Visit Casper.

The firm shall be solely responsible for:

- Payment of all federal, state, and local taxes
- Compliance with applicable employment laws
- Maintaining professional licensure and certifications required to perform services

19. Professional Licensure

All services must be performed by professionals licensed to practice public accounting.

At minimum:

- The firm must employ Certified Public Accountants (CPAs) in good standing.
- Any professional providing services under the contract must hold appropriate licensure under Wyoming statutes governing the practice of public accounting, where applicable.

The proposal should identify the licensed CPA responsible for oversight of the engagement.

20. Proposal Validity

Proposals must remain valid for a minimum of 90 days following the submission deadline to allow Visit Casper sufficient time to review proposals, conduct interviews if necessary, and finalize contract negotiations.

21. Right to Reject Proposals

Visit Casper reserves the right to:

- Reject any or all proposals
- Waive minor irregularities in proposals
- Request clarification or additional information from proposers
- Negotiate terms with the selected firm
- Cancel the RFP process at any time if deemed in the best interest of the organization

Issuance of this RFP does not obligate Visit Casper to award a contract.

22. Indemnification

The selected accounting firm shall agree to indemnify, defend, and hold harmless Visit Casper – the Natrona County Travel & Tourism Council, its board members, officers, employees, agents, and affiliated nonprofit organizations from and against any and all claims, damages, losses, liabilities, and expenses, including reasonable attorney’s fees, arising out of or resulting from the negligent acts, errors, omissions, or willful misconduct of the accounting firm, its employees, agents, or subcontractors in the performance of services under the resulting agreement.

This obligation shall survive termination or completion of the agreement.

Nothing in this provision shall be interpreted as waving any immunities or protections available to Visit Casper under applicable Wyoming law.

23. Records Retention and Audit Access

Because Visit Casper administers public funds, all financial records created or maintained as part of the services provided under the resulting agreement must be maintained in accordance with applicable recordkeeping standards.

The selected firm shall:

- Maintain all financial records related to services provided to Visit Casper for a minimum of seven (7) years following completion of the engagement, unless a longer period is required by law or audit requirements.
- Provide Visit Casper, its independent auditors, and authorized governmental representatives reasonable access to financial records, documentation, and supporting materials necessary for financial review or audit purposes.
- Cooperate with any financial audit, compliance review, or governmental inquiry related to Visit Casper’s financial management.

All records produced in connection with services may be subject to disclosure under the Wyoming Public Records Act (W.S. §16-4-201 through §16-4-205), except where protected by law.

The selected accounting firm must maintain financial documentation and records in a manner sufficient to support independent audits and demonstrate responsible stewardship of public funds derived from lodging tax revenues and other sources.