



**Request for Proposal for Executive Search Firm for the Recruitment and  
Selection of a Full-Time Fire Chief**

Proposal Due Date: June 23, 2023

City of Fort Atkinson  
101 N. Main St.  
Fort Atkinson, WI 53538

## Request for Proposal for Advertisement, Recruitment and Selection Services

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### Executive Search Firm

The City of Fort Atkinson, Wisconsin (“City”), through its Police and Fire Commission, invites qualified executive search firms and consultants to submit a written proposal to conduct an executive recruitment campaign for the position of a full-time Fire Chief. This is an excellent opportunity for an experienced, skilled administrator to apply to oversee the operations of the City of Fort Atkinson Fire Department. Proposals are being solicited for these services in accordance with the terms, conditions and instructions as set forth in the request for proposal. There is no expressed or implied obligation of the City to reimburse responding firms for any expenses incurred in preparing proposals in response to this request or for attending any meetings or conferences. The final award will be based on a best value concept. The Police and Fire Commission shall consider the entire proposal for, but not limited to, proposal completeness, ability to meet requested service needs, experience in conducting executive search and recruitment, expertise and availability of key personnel, cost to the City, and satisfaction of other clients. The Police and Fire Commission will recommend the selection of an executive search firm to the Fort Atkinson City Council for final approval.

### Background

The City operates a hybrid Fire and EMS Department consisting of one chief, four division chiefs, 12 full time Fire and EMS employees and 26 paid on call firefighter/EMS personnel. The City took over 911 emergency medical service on Jan. 1, 2023 and had 466 calls in the first quarter of 2023. The Fire Department building is located at 124 W. Milwaukee Avenue and underwent a large-scale renovation in 2019.

### Scope of Services

The City is seeking proposals from qualified firms or consultants to assist in the recruitment and selection of its next full time Fire Chief in conjunction with the Police and Fire Commission and City Manager. It is anticipated that the selected firm or consultant shall perform the following work efforts during this hands on process:

1. Meet with the Police and Fire Commission and City Manager to ascertain the expected talent, abilities, education, and experience of the selected candidate.
2. Review and offer suggestions for updating the existing job description.

3. Review the goals and objectives of the City through the [City's Comprehensive Plan](#) and [Budget and Capital Improvements Plan](#) document.
4. Develop a plan to advertise, recruit and select an applicant who will meet the leadership expectations of the City.
5. Develop and distribute recruitment materials that will encourage qualified candidates to apply for the position.
6. Receive and review all resumes and applications from applicants.
7. Conduct a preliminary screening of applicants preparing a short list of 6-10 qualified and skilled candidates—submit that list to the Police and Fire Commission and City Manager with a written report of each candidate's background noting strengths and weaknesses. The Police and Fire Commission and City Manager may request the ability to review all applications.
8. Assist the Police and Fire Commission and City Manager with the selection of 4-5 semifinalists that will interview with the Police and Fire Commission and City Manager.
  - a. Concurrently develop a series of evaluation tools or tests that will better allow additional insight into the talents and abilities of each candidate and recommend those evaluation tools to the Police and Fire Commission and City Manager.
9. Coordinate with the Police and Fire Commission, the City Manager, and the applicants to set up an interview date and time. Set up evaluation tools and tests and coordinate schedules with all parties. Concurrently conduct appropriate background checks including but not limited to work related references and criminal background checks.
10. Assist and provide guidance in the final selection of the candidate and negotiate employment terms with the selected candidate.

### **Terms and Conditions**

The Police and Fire Commission intends to recommend one firm to provide this service but reserves the right to reject any or all proposals without explanation. If the selected firm does not execute a written signed agreement with the City within 14 days of the award of contract, the Police and Fire Commission reserves the right to enter into an agreement with the next most-qualified firm. The Police and Fire Commission reserves the right to request clarification of information submitted and investigate the ability of the executive search firm to meet the required needs. The Police and Fire Commission reserves the right to waive all requirements for this proposal and select the firm that is most advantageous for the City.

## Requirement of the Proposal

1. Introduction - Provide the official name, address, phone number and email of the consulting firm, as well as the name of the principal contact person and the name of the person authorized to execute the contract.
  
2. Experience and Qualifications
  - a. A brief description of the organization
  
  - b. Name(s) and a brief description of the experiences and qualifications of the proposed staff member(s) who will be performing the services.
  
  - c. Names of entities, especially governmental, where these persons have performed similar executive searches, along with reference contact name and title, telephone number and email address at each entity a minimum of three recent references for comparable work.
  
  - d. Names of entities, other than above, where your firm has performed similar executive searches in the past two years, along with reference contact name and title, telephone number and email address at each entity.
  
3. Approach/Strategy Used to Perform the Project
  - a. Tentative schedule for each phase of the process including recruitment profile development, executive search, background screenings, identification of candidates, etc. In addition, detail current engagements and confirm ability to focus on the City's recruitment.
  
  - b. Approach to be used to address each search activity.
  
  - c. Methods used to communicate and to work with the Police and Fire Commission and City Manager.
  
  - d. Describe major challenges to a successful Fire Chief search and how the project team will address them.
  
4. Cost Proposal
  - a. The cost of the proposed services should be formatted in a "not to exceed" lump sum amount for completing the efforts, including meetings your firm anticipates needing with involved parties.
  
  - b. Also include hourly rates and anticipated time and materials needed, as well as an itemized breakdown of the cost associated with major or important components of the search, as determined by the consultant.
  
  - c. Clearly define, identify, and provide an estimate of additional services and/or reimbursable expenses not included in the basic fee.

5. Additional Materials

- a. Alternate proposals identifying areas to reduce ultimate City cost are encouraged.
- b. Sample work products such as recruitment brochures, candidate questionnaire, candidate reference and background reports.
- c. Philosophy and policies regarding client satisfaction in the event of an unsuccessful search or premature (within 2 years of appointment) dismissal or resignation of identified candidates. State any guarantees offered.
- d. A sample of any standard contract form normally used by the consultant.

**Review of Submittals**

The Police and Fire Commission and the City Manager will review the proposals and may request interviews/presentations. The Police and Fire Commission and the City Manager reserve the right to recommend approval of a firm based on submittals without scheduling interviews. The Police and Fire Commission is tentatively scheduled to meet in late June to make a recommendation to the City Council for possible action on Thursday, July 6, 2023.

**Submitting Proposals**

Interested firms must submit a PDF file to [rhouseman@fortatkinsonwi.gov](mailto:rhouseman@fortatkinsonwi.gov) by Friday, June 23, 2023, by 5:00 p.m. CDT. Submittals received after the deadline will not be considered. Please complete the attached form with your proposal to conduct this recruitment for the City. All communications regarding this RFP shall be directed to:

Rebecca Houseman  
City Manager  
101 N. Main St.  
Fort Atkinson, WI 53538  
Phone: 920.397.9901  
Email: [rhouseman@fortatkinsonwi.gov](mailto:rhouseman@fortatkinsonwi.gov)

**City of Fort Atkinson**  
**Proposal to Provide Recruitment Services**  
**For the position of Fire Chief**

I hereby certify that I am authorized to make this offer on behalf of the named company and to bind said company to this proposal. By submitting this proposal, I hereby represent that the firm identified below is fully qualified to perform the services described to achieve the organization's objectives in a professional manner.

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

Name (Print) \_\_\_\_\_

Title \_\_\_\_\_

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

E-Mail Address \_\_\_\_\_

Date Submitted \_\_\_\_\_

**PRICE PROPOSAL**

Total Cost of Activities - All costs related to travel, supplies, etc., are to be included.

Total, not-to-exceed cost: \$ \_\_\_\_\_