

REQUEST FOR PROPOSALS

Special Events Planning Support

INTRODUCTION

The Atlanta Regional Commission (ARC) is seeking proposals from firms that work exclusively in the field of meeting and events **planning and execution**. The firm will assist the Atlanta Regional Commission in planning, coordinating and executing major agency events in 2019 including its signature event, the State of the Region Breakfast. The Scope of Service for the work includes conceptualizing, planning, managing and executing the events. Exhibit A provides information regarding the level of effort required as well as specific tasks to be accomplished.

ARC intends to award an initial contract for work during CY 2019. It is anticipated that available funds for the project will be approximately \$60,000 in 2019.

Applicant Eligibility

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. Proposers must also have a clear and demonstrated understanding of the core work of the ARC. The Atlanta Regional Commission reserves the right to check all references furnished and consider the responses received in evaluating the proposals.

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- General Financial Requirements and Assurances
- Required Certificates of Insurance
- Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- Assurance of Compliance with Section 504 of the Rehabilitation Act of 1973, as Amended, and the Americans with Disabilities Act of 1990
- Disclosure of Lobbying Activities Form
- Certifications Regarding Debarment, Suspension and Other Responsibility Matters; Drug-Free Workplace Requirements and Lobbying

PROPOSAL FORMAT AND CONTENT

Interested firms should submit a proposal that addresses the factors listed below and the scope of services in Exhibit A. The Consultant must provide a detailed breakdown of the proposed budget in the format of Exhibit B as well as a breakdown by task in the format of Exhibits B-1 and B-2.

Firms must respond to this RFP with written proposals as well as electronic versions of their proposals in either a PDF file or Microsoft Word compatible word processing format. Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a "short list" of firms will be selected from the proposals received. ARC will confirm an interview time with those firms selected for an interview. ARC reserves the right to award this contract or contracts based on initial proposals received without formal interviews.

ARC anticipates that a contract will be awarded in January 2019. All work for CY 2018 activities must be completed by December 31, 2019. The successful firm or team of firms should be prepared to begin work immediately. ARC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Legal name of the firm. 2. Point of contact (name, title, phone number, mailing address, and email address) at lead firm. 3. Description of relevant experience on projects of this type. 4. Qualifications and technical competence of consultant in the type of work required. 5. Description of experience on similar projects including a list of at least 3 references within the past 5 years, with current contact information. 6. Listing of key project personnel and their qualifications. 7. Geographic location of the consultant's office performing the work. 8. A detailed description of the technical approach proposed for accomplishment of the work. 9. A proposed schedule and work plan for the accomplishment of the work described in Exhibit A. The work plan should include estimated hours by category for each task identified in Exhibit A. Use the format at Exhibit B-1 for the estimated hours per task. 10. A proposed project budget in the format at Exhibit B to this RFP. 11. A proposed project budget (rates only) for CY 2019 in the format of Exhibit B-2. 13. Any other pertinent information.

PROPOSAL SUBMITTAL AND EVALUATION

The review of written proposals will be based on the following evaluation criteria, with the relative weights in parentheses:

1. Related experience, qualifications, and references of the firm or project team (40%) 2. Technical approach (35%) 3. Work plan and schedule (15%) Note: This includes the consultants' ability to demonstrate a balanced workload for its staff in order to carry out its responsibilities to ARC in balance with any other contracts the consultant may have. 4. Proposed budget (10%)

If your firm does not wish to propose on the study, please notify ARC as soon as possible. A negative response will not prejudice consideration of your firm in competition for future ARC contracts. However, failure to respond either positively or negatively will be considered a lack of interest and your firm's name may be deleted from the agency's prospective Consultant file.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Cheryl Mayerik no later than 4:00 pm on Monday, December 17. Written questions should be submitted by email to cmayerik@atlantaregional.org or mailed to the address provided above. All questions received, and responses to those questions, will be posted on the ARC website by 4:00 pm on Friday, December 20.

ARC must receive three (3) hard copies and one (1) copy in digital format, either in Microsoft Word or PDF format, no later than 4:00 pm ET on Friday, December 28, 2018.

Proposals shall not exceed a total of 15 pages (8.5 x 11) printed double-sided, inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Proposals must be submitted to the following address: Atlanta Regional Commission ATTN: Cheryl Mayerik, 229 Peachtree Street, Suite 100, Atlanta, Georgia 30303

If interviews are necessary, the short-listed firms will be invited to participate in an interview process with an evaluation committee to be scheduled during early February. ARC will confirm a specific interview date and time with those short-listed firms. ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, to reject any and all proposals or portions of proposals received in response to this RFP or to make no award, to waive or modify any information, irregularity, or inconsistency in proposals received, to request modification to proposals from any or all proposers during the contract review and negotiation, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.

I. **General:** The work to be accomplished by the Consultant(s) is in support of the following ARC work program component:

Cost Center 023SR – Center for Strategic Relations

II. Organizational Background: The Atlanta Regional Commission is the regional planning and intergovernmental coordination agency for the 10-county Atlanta region. Since 1947, ARC and its predecessor agencies have helped focus the region’s leadership, attention and resources on critical issues.

ARC works with local jurisdictions and various regional partners to:

- Plan new transportation options
- Encourage the development of livable communities
- Wisely manage precious water resources
- Provide services for the region’s older and disabled populations
- Help businesses recruit and train the workers they need
- Provide data to help inform leaders and decision-makers
- Coordinate with local first responders in preparing for a secure region

The agency serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta. And ARC offers leadership development programs to residents who want to make a difference in the Atlanta region.

ARC’s member governments are Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, and the city of Atlanta.

III. Project Background: ARC continues to evolve into a more outwardly facing organization, building partnerships around the region through intensive, interactive live events that are increasingly involving the private and philanthropic sectors. ARC sponsors these in-person events to bring together partners and stakeholders to educate, inform and inspire. These events occur throughout the calendar year and range from smaller educational opportunities to ARC’s signature event, the State of the Region Breakfast, which brings together approximately 1,400 of the region’s key elected, business and civic leaders to present a progress report on key issues and challenges facing the Atlanta region. This event is geared to recognize and encourage quality growth and excellence in local government and regional leadership.

The planning and execution of large-scale, many faceted events requires significant people resources often over the course of many months. To mitigate the impact of assuming responsibility for these events on day-to-day work, ARC is centralizing much of its special events activities to allow for better outreach coordination and to take advantage of more affordable vendor pricing structures. ARC’s Center for Strategic Relations (CSR) is pursuing a contract with an events/meeting management company to benefit from the economies of scale that can be realized by working with industry experts who are able to draw from established vendor relationships and their understanding of the elements necessary to execute event. CSR’s Events Producer will manage the vendor on behalf of the agency.

IV. Work Tasks

The Consultant shall perform all the necessary services provided under this contract for ARC meetings, conferences and special events listed below:

2018 Events	Event Date	Projected workload percentage
State of the Region Breakfast	November	30
Connect ATL	September	20
LINK Leadership Program	May	20
Aging and Independence Forums – 4 events ranging in size from 50-200 attendees	March through August	10
Workforce Annual Conference	September	10
Other events	Year-round	10

The selected Consultant must have a proven track record of major event production including:

- Creative work
- Planning and administration including budget tracking and timelines
- Limited marketing
- Risk management
- Operations and logistics (including day of event site management)
- Post-event logistics and evaluation
- Managing multiple event components as well as multiple events
- Working within defined budgets

In addition to technical and industry skills, the Consultant should possess:

- Keen organizational ability
- Creative ability
- Technical interest
- Financial acumen
- Strong writing and presentation abilities
- Computer skills: Familiarity with the most used components of the Microsoft Office suite of software (Word, Access, Excel, and Power Point), project management software (preferably Wrike) and Eventbrite advanced functions
- An ethical and moral grounding
- Understanding of and commitment to the Atlanta Region

EXHIBIT A: Scope of Services

EVENT MANAGEMENT TASKS			
<i>Anticipated Event Responsibility Areas</i>			
Planning/Administration	Marketing	Risk Management	Operations and Logistics
Event feasibility analysis (SWOT) – Define Mission & Purpose	Program development	Assessment and control of risk	Site recommendations
Concept/Thematic approach – (Emotional connection and take-aways)			Primary contact for onsite facility managers
Overall Event Management			Conduct pre-event site visits
Develop itinerary			
Site/venue selection	Sponsorship ideas and amplification	Creation of emergency plans	Parking & Transportation
Financial Administration and budgeting oversight	Proposal preparation	Organizing and obtaining emergency services	Onsite management including providing day-of-event execution team
Contracting	Promotional material development	Obtaining licenses and permits, insurance	Speaker Management
Staff selection and training	Advertising		A/V
Volunteer recruitment, training and coordination	Website design and maintenance		Food and beverage
Event evaluation	Media liaison		Technical Direction
Ensuring VIP coordination			Vendor sourcing and management
Help manage tasks and timelines	Signage and collaterals		Run event rehearsals
Participate on planning call and in meetings with ARC and vendors	Registration		Budget tracking
Co-manage run-of-show; maintain program	badging		Table Assignments
Completing administrative tasks for committee and planning meetings including creating agendas, taking notes and distributing minutes	Create and manage interactive experiences		Check-In
Work onsite as necessary within 8 weeks of executing our two largest events, the State of the Region Breakfast and Connect ATL			

	Color Key
	Consultant's Responsibility
	ARC's Responsibility
	Shared Responsibility (to be determined at the outset of each project)

Specific deliverables which must be provided are identified, but Consultants may propose additional ones that contribute to the successful completion of the project and meet overall project objectives.

Task 1 – Execution of the State of the Region event

Deliverable: An event that is on-target, well-structured, well-delivered, on-budget and that yields overall positive feedback.

Task 2 – Execution of the Connect ATL event

Deliverable: An event that is on-target, well-structured, well-delivered, on-budget and that yields overall positive feedback.

Task 3 – Execution of LINK

Deliverable: Planning support for the LINK trip to Pittsburgh including securing contracts for all services required.

Task 4 - Aging and Independence Forums

Deliverable: Events that is on-target, well-structured, well-delivered, on-budget and that yield overall positive feedback.

Task 5 – Provide Logistical Support to Workforce Solutions Group for its host responsibilities for SETA bi-annual conference.

Deliverable: An event that is on-target, well-structured, well-delivered, on-budget and that yields overall positive feedback.

Task 6 - Execution of the other ARC special events as defined in the final contract with the Consultant

Deliverable: Events that are on-target, well-structured, well-delivered, on-budget and that yield overall positive feedback.

EXHIBIT B Proposed Project Budget

1. Direct Labor

Estimated Hours Rate/Hour

Total Est. Cost (List by position, all professional personnel participating in project) \$ _____

Total Direct Labor \$ _____

2. Overhead Cost

(OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor)

Total Overhead \$ _____

3. Other Direct Costs

(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)

Total Other Direct Costs \$ _____

3. Subcontracts

(For each, list identity, purpose and rate) Total Subcontracts \$ _____

5. Travel

a. Travel by common carrier from/to the ARC offices. (List number of trips and Economy class airfare, plus taxi and shuttle fares, etc.)

b. Travel by private automobile within ARC area. (List # of days x rate)

Total Travel \$ _____

6. Profit (Percentage rate X basis)

Total Profit \$ _____

Total Estimated Cost and Profit \$ _____

EXHIBIT B-1

Proposed Project Budget – By Task

Task 1 – Execution of the State of the Region event

Task 2 – Execution of the Connect ATL event

Task 3 – Support of the LINK Trip

Task 4 - Execution of the Aging and Independence Forums

Task 5 – Support for Workforce Solutions’ hosting of SETA

Task 6 - Execution of the other ARC special events as defined in the final contract with the Consultant

TASK AMOUNT

TOTAL