

REQUEST FOR PROPOSAL

Wisconsin Economic Development Corporation (WEDC) RFP for Multi-year venue – MARKETPLACE Wisconsin Conference

Proposals must be submitted to:
Brittney Schultz, Event Coordinator
201 West Washington Ave, Madison, WI 53703
Brittney.schultz@wedc.org
608.210.6867

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I. WEDC Overview

WEDC is committed to creating and maintaining an environment that invites and rewards business, professional and personal pursuits In Wisconsin®. Our Mission, Vision and Core Values are centered around this purpose.

Mission:

To advance and maximize opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment.

Vision:

Leveraging talented professionals and strategic partnerships, WEDC aspires to be a leading and widely respected state economic development organization, helping Wisconsin elevate its quality of life and long-term economic prosperity for all residents.

Core Values:

- **Integrity** – Adhere to the highest ethical standards of honesty and character while achieving our mission
- **Respect** – Value and support each other and operate according to the “golden rule”
- **Accountability** – As a public-private steward of taxpayer dollars, we monitor our actions and outcomes, celebrate our successes and commit to continuous improvement
- **Innovation** – Embrace creative initiatives that leverage Wisconsin’s unique attributes
- **Transparency** – Track and share information to monitor organizational effectiveness
- **Collaboration** – Build strong internal and external relationships to accomplish our mission
- **People** – Attract and retain talented staff and foster an environment for continued professional growth and wellbeing
- **Public Service** – Share a common purpose of improving the lives of Wisconsin residents by creating economic opportunities through the businesses in which they work and the communities in which they live
- **Customer Centeredness** – Maintain the highest levels of responsiveness and service for the businesses and communities that are helping to grow Wisconsin’s economy—these are our customers

II. Date Patterns

WEDC seeks a venue to provide space for the annual MARKETPLACE conference. Date patterns preferred are as followed:

- 2017: December 13-14, 2017
 - These are inflexible
 - There is an additional setup day on the 12th that is outlined in the Program of Events.
- 2018-2019: Wednesday-Thursday pattern, please include dates available in November-December 15th.
 - There is additional set up and tear down outlined in the Program of Events.

III. Budget

This event is largely offset by sponsorships. Below are the following overall costs from previous venues, including food and beverage.

2016: \$40,740.66

2015: \$44,571.00

2014: \$43,340.40

Total three year projected spend: \$128.652.06

IV. Venue Requirements

Note these are put into the needed dates for 2017, the pattern would remain Tuesday-Wednesday-Thursday for subsequent years.

- Please also submit pricing for the following:
 - Any additional costs to attendees such as parking
 - Cost of Exhibitor electrical drop
 - Any sole/exclusive vendor contracts we would be required to work with

Time	Description	Set-up/# of people	Comments	Room Name & Size in SQ FT
<u>Tuesday, December 12, 2017</u>				
24 hours – starting at 8 am	Registration	(5) 6 ft. tables (2) 6 ft. skinnies Flow for 500		
<u>Wednesday, December 13, 2017</u>				
24H hold	Registration	<i>Same as above</i>		
24H hold – starting at 7 am	Office #1 – Exhibits Office	Conference for 10 ppl	400 sq. ft minimum	
24H hold – starting at 7 am	Office #2 – Events Office	Rounds of 8 for 24	400 sq. ft minimum	
7:00 am – 9:00 pm	Volunteer Lounge	Round of 8 for 24	400 sq. ft minimum	
24H hold – starting at 7 am	Expo Hall Load-in/Set-up	60 exhibitors (10 x 10) + 40 6' tables for one-on-one appointments (4 chairs – 2 each side)	30,000 sq. ft minimum	
7:00 am – 6:00 pm	Workshop(s) General Session	Classroom (2 per 6') for 150 Screen, staff table, materials table, podium and microphone	4,000 sq. ft	
7:00 am – 6:00 pm	Workshop Breakout #1	Classroom (2 per 6') for 100 ppl Screen, staff table, materials table, podium and microphone	3,100 sq. ft minimum	
7:00 am – 6:00 pm	Workshop Breakout #2	Classroom (2 per 6') for 75 ppl Screen, staff table, materials table,	2,350 sq. ft minimum	

Time	Description	Set-up/# of people	Comments	Room Name & Size in SQ FT
		podium and microphone		
7:00 am – 6:00 pm	Workshop Breakout #3	Classroom (2 per 6') for 50 ppl Screen, staff table, materials table, podium and microphone	1,600 sq. ft minimum	
8:00 am	Buffett Breakfast		Prefunction	
TBD	AM break	Break with coffee, soda & light snack for 150 ppl	Prefunction	
5:30 – 8:00 pm	Networking Reception	Reception set for 300 ppl, highboys, cocktail rounds, minimal A/V Cash Bar	7,000 sq. feet minimum	
Thursday, December 14, 2017				
24H hold – end 5 pm	Registration	Same as above	Same room as above	
24H hold – end 5 pm	Office #1 – Exhibits Office	Same as above	Same room as above	
24H hold – end 5 pm	Office #2 – Events Office	Same as above	Same room as above	
7:00 am – 3:00 pm	Volunteer Lounge	Same as above	Same room as above	
6:00 am (set up) – 3:00 pm	Meal Function & Awards Room	Plated breakfast & lunch for 500 ppl Screen(s) and stage Rounds of 8, podium and microphone	10,000 sq. ft minimum	
24H hold	Expo Hall	Same as above	Same room as above	
AM & PM Breaks TBD				

V. Proposal Timeline and Communications

Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's Event Coordinator, Brittney Schultz, at brittney.schultz@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for rejection of a proposal.

All questions regarding this RFP must be submitted in writing to WEDC's Event Coordinator, Brittney Schultz, by 5/1/2017 at 4:00 p.m. CT.

Timeline:

- Questions due: 4/27/2017
- Answers posted: 4/28/2017
- Responses due: 5/3/2017
- Decision by: 5/10/2017

Decision Notification:

Notification will be made in writing via Email.

Instructions for Responding:

- Expenses related to the preparation and completions of a response to this RFP are the sole responsibility of the applicant.
- The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.
 - When reviewing the judges will also weigh the following:
 - Whether this is a minority, veteran or women owned business
 - Proximity to majority of attendees
- Incomplete and/or late responses will not be considered.
- Bidders must submit floor plans/documentation showing the space required for event is met.
- Current banquet menus must be provided to ensure the level of catering will be aligned with past events, and within budget.
- A small room block of 10 rooms is needed. Please respond if there is availability or partners to fulfill this availability. This is not a requirement.

WEDC accepts no obligation for costs incurred by prospective applicants responding to the RFP. The cost of developing and submitting the proposed solution is entirely the responsibility of the applicant. All proposed solutions and other information provided to WEDC become the property of WEDC. WEDC reserves the right to use such proposed solutions and other material or information and any of the ideas presented therein without cost to WEDC.

Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

Incurring Costs

WEDC is not liable for any cost incurred by an applicant for responding to this RFP.

News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

Submitting the Proposal

Applicants shall submit an electronic (PDF) version of their Proposal, directed to WEDC's Event Coordinator, Brittney Schultz, at brittney.schultz@wedc.org no later than **5/1/2017 at 4:00 p.m. CT**. Electronic responses must be received on time. Proposal responses should follow the sequence and outline presented in this RFP.

VI. Submission Requirements

The following are minimum submission requirements, and the applicant may add to the list as it sees fit.

A. Applicant Identification

1. Legal Name of Company
2. Company Address
3. Company website
4. Point of Contact
5. Point of Contact telephone, fax & email address
6. W9 of Company
7. Proof of any State Certification such as MBE/WBE/DVB

B. Cover Letter

A cover letter on company letterhead must be included. The cover letter must be signed by an individual authorized to legally bind the applicant. The letter will also provide an executive summary of the solution being proposed with no limitations on the length. The letter must include the following:

1. A statement indicating that the RFP has been read and agreed to;
2. A statement regarding the applicant's legal structure and principal place of business;
3. The name, phone number, fax number, and email address of a contact person who has the authority to answer questions about the proposal

C. Company Description

Provide a short, concise description of your company. Include general information concerning reference to financial stability and/or annual billings, general organization and staffing, and experience of the company in the areas specified in this RFP. Indicate the number of individuals that would be dedicated full-time to this project.

D. Applicant References

Provide appropriate and relevant lists of current customers, inclusive of dates, contact information and testimonials (if possible). The applicant must show evidence of at least four (4) years' experience, and must have worked with at least two (2) clients similar in size to the Wisconsin Economic Development Corporation. A minimum of three (3) references is required.

F. Requested Concessions

MARKETPLACE Wisconsin prefers to see some concessions such as either 10% off food and beverage, 10% off Audio Visual or complimentary room rental. Please outline what you would be able to provide.

G. Cost Proposal

The applicant should provide a cost breakdown/itemized list for all services that can be provided pursuant to the items discussed in this request. Please also include your payment terms.

Cost proposals should include: gratuity, food and beverage, labor, room rental and any and all other fees that may be associated with the services associated with this RFP.

VII. Evaluation Criteria

1. Proposal Scoring

Proposals will be reviewed by an evaluation committee comprised of representatives from WEDC. The Committee may review references, require follow up calls to answer any questions and use the results in its review. The applicant must be able to provide efficient and cost-effective service bearing in mind the following criteria, which will be used to evaluate proposals:

- a. Degree to which the requirements of the RFP are met
 - b. Experience & track record of past performance
 - c. Similar Client Base
 - d. Demonstrated capability
 - e. Demonstration of value and cost-effectiveness
 - f. Other concessions available
2. Right to Reject Proposals and Negotiate with Applicants
WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple applicants regarding the terms of the contract and the cost proposal before determining the highest scoring applicant. WEDC shall not, under any circumstances, reveal an applicant's cost proposal to any other applicant prior to contracting for services.
3. Award Decision
WEDC will make the award to the applicant deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the applicants' experience, expertise, and cost proposals.

VIII. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested applicant and are non-negotiable.

1. The Wisconsin Economic Development Corporation reserves the right: to reject any or all proposals or any part thereof; and to waive any technicalities and formalities on the proposals; and to accept the proposal that is in the best interest of the Wisconsin Economic Development Corporation; to seek clarification on any response and/or require additional information from any applicant or call for new responses.
2. Cancellation: This contract may be cancelled by the Wisconsin Economic Development Corporation or the applicant/contractor with a thirty-day written notice.
3. Contract Term: The contract will cover three years beginning July 1, 2017 and ending June 30, 2020.
4. Conflict of Interests: Applicants' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from applicant's performing services for WEDC. Any resulting contract will require that if a applicant fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the applicant's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Applicants shall advise WEDC of any changes in potential conflicts of interest.
5. Nondiscrimination: Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination: In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or

national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

6. Public Records: Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Applicants shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the applicant if it receives a public records request for materials marked confidential.
7. Indemnification: Any contract resulting from this RFP will require the selected applicant to indemnify, defend and hold harmless WEDC, including its officers, agents and employees, from and against any and all claims, liabilities, losses, damages, costs and expenses to the extent caused or arising out of the negligent acts, reckless conduct, or errors or omissions of the applicant, its officers, employees, agents or representatives in the performance of the services under the contract.
8. Examination of Records: WEDC shall at any time during normal business hours, upon reasonable notice, have access to and the right to examine, audit, excerpt, transcribe, and copy, on Vendor's premises, any of the Vendor's records directly pertinent to this Agreement. This provision shall survive the termination, cancellation, or expiration of this Agreement.
9. Insurance: If awarded the contract, the applicant shall maintain Worker's Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

IX. Signature of Applicant

(Company Name)

(Printed Name of Authorized Person) (Title of Authorized Person)

Signature of Authorized Person)

Signed and accepted this _____ day of _____, 2017.