

**REQUEST FOR PROPOSALS**  
**Events Planning Support**  
**April 2022**

**The Atlanta Regional Commission (ARC) is seeking proposals from firms experienced in meeting and events planning and execution.**

The firm will assist the Atlanta Regional Commission in planning, coordinating and executing major agency events during the 2022 calendar year including the State of the Region to be held October 28 and Connect ATL Summit on August 23. The attached Scope of Service describes the anticipated work which consists of supporting ARC's in-house staff in conceptualizing, planning, managing and executing the events.

ARC intends to award an initial contract for CY 2022 in May 2022 with the option to renew for three additional calendar years. Available funding for CY 2022 is up to \$60,000.00.

**I. Overview**

The Atlanta Regional Commission (ARC) is seeking a firm that will support in-house staff in planning and executing ARC's larger events including its signature event, the State of the Region event October 28, and Connect ATL Summit on August 23. We are looking for a professional, committed team that is willing to act as an extension of our staff and work under the direction of ARC management as opposed to a firm that would take the lead in all elements of event planning.

A Review Committee will choose the successful firm based upon the robustness of the proposal and the proposer's ability to provide the most practical and cost-effective solutions to ARC's needs. Specifically, the proposals will be rated based upon related experience, staffing, and qualifications, project approach and management philosophy, the proposed budget and references. More information can be found in Section IV.

In person and hybrid (in-person and virtual) events continue to be an important means of informing, educating, engaging and inspiring our stakeholders and partners around the key issues facing the Atlanta region. The planning and execution of large-scale, multi-faceted events requires significant resources over the course of many months. To mitigate the impact on subject matter interest staff and professional communications staff, ARC has centralized several of its events allowing for better coordination throughout the agency and benefitting from economies of scale. ARC's Center for Strategic Relations (CSR) staff manages these activities and the event firm under the direction of the External Relations Senior Manager.

By contracting with industry experts, ARC benefits from working with industry professionals who draw upon their established vendor relationships and who stay current on industry best practices.

ARC anticipates that a contract will be awarded and work will begin in May 2022. All work for CY 2022 activities must be completed by December 31, 2022.

## **II. About the Client and Events**

The Atlanta Regional Commission has served as the regional planning and intergovernmental coordination agency for the region since 1947. The agency serves as a regional convener, bringing together diverse stakeholders to address the most important issues facing the 11-county metro Atlanta. ARC's member governments are Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale counties, and the city of Atlanta.

For more than 30 years, the Atlanta Regional Commission has held a State of the Region (SOR) event, gathering elected and appointed officials, civic, business, and nonprofit leaders to discuss key issues impacting the Atlanta region. This year the event will be at the Georgia World Congress Center in the Georgia Ballroom on Friday, October 28, 2022. We anticipate an attendance of approximately 1,500 individuals.

On August 23, 2022, ARC will partner with the Georgia Department of Transportation to present the 3<sup>rd</sup> annual Connect ATL Summit for approximately 400 local government leaders and transportation industry experts. This one-day summit offers an opportunity to learn from industry leaders and other national experts about the rapid advancements in transportation technology, their potential impacts on individual communities and best practices for collaborating to create a stronger, better-connected, and more prosperous region. ARC is negotiating a contract with the Georgia Tech Conference Center as the venue.

## **III. Proposal Submission Requirements**

**All proposals must be submitted electronically to Cheryl Mayerik at [cmayerik@atlantaregional.org](mailto:cmayerik@atlantaregional.org) by 5:00pm EST, Monday, May 16, 2022.** The subject line should read: *ARC Event Planning Proposal*. Any questions pertaining to the Request for Proposals should be submitted electronically to Cheryl Mayerik by 5:00 p.m. Monday, May 2, 2022. Answers to questions will be posted on ARC's website no later than end-of-day Wednesday May 4, 2022.

Firms must respond to this RFP with digital files. The proposal should address the needs spelled out in the Scope of Work in Exhibit A and the additional information requested below. Firms must provide a detailed breakdown of their proposed budget.

Proposals shall not exceed a total of 30 pages (8.5 x 11) inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum.

Proposals must include the following information:

- A. Company Background and Staffing: Include company's legal name, mailing address, email address, phone, primary point of contact, biographies of key staff members, listing of other staff, qualifications and technical competences of the company and staff.
- B. Project Approach: Provide an overview of how you will approach this project, including a statement of your company's management philosophy and core competencies and proposed timelines.
- C. A Sampling of Previous Events: Include overviews of your company's last 5 projects/events of a similar scale. Please elaborate on specific services your firm provided.
- D. Cost Proposal:
  - 1. Proposals must include a detailed budget. All fees should be showcased as a line items as outline in Exhibit B and B-1. Five to ten percent should be set aside for additional events that may be identified throughout the 2022 Calendar Year.
  - 2. Showcasing your services before ARC's esteemed stakeholders, can potentially bring new business to your company. Consideration will be given to any firm that includes complimentary services or reduced fees, in exchange for recognition, introductions and exposure.
- E. References: Include no less than 3 previous client references within the last 5 years (with current contact information) who can attest to the quality of your company's work.

#### **IV. Proposal Evaluation**

Submissions will initially be evaluated based upon the written proposals. Should the Review Committee choose to interview finalists, a "short list" of firms will be selected from the proposals received. ARC reserves the right to award this contract based on initial proposals received without formal interviews. ARC reserves the right to award all or part of the available funds for this project.

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

- A. Related experience, staffing, and qualifications (40%)
- B. Project approach and management philosophy including work plan and scheduling.  
Note: This includes the consultant's ability to demonstrate a balanced workload in order to carry out its responsibilities to ARC in relationship with any other contracts the consultant may have. (30%)
- C. Proposed budget (15%)
- D. References of the firm or project team (15%)

#### **VI. Terms and Conditions**

ARC reserves the right to award this contract or contracts based on initial proposals received without formal interviews. ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, reject any and all proposals or to make no award,

and to waive minor irregularities in any proposal. ARC reserves the right to request clarification of information submitted and to request additional information from any proposer, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.

ARC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal. The contract resulting from acceptance of a proposal by ARC shall be in a form supplied or approved by ARC and shall reflect the specifications in this RFP.

## **Exhibit A SCOPE OF SERVICES**

**General:** The work to be accomplished by the Consultant is in support of the following ARC Cost Center:

<u>Cost Center No.</u>	<u>Cost Center Title</u>
223AN	CSR Cash Funding

### **I. Purpose:**

**The Atlanta Regional Commission (ARC) is seeking proposals from firms experienced in meeting and event planning and execution.**

The firm will assist the Atlanta Regional Commission in planning, coordinating and executing major agency events during the 2022 calendar year including the State of the Region to be held October 28 and Connect ATL Summit on August 23. This Scope of Service describes the anticipated work which consists of supporting ARC's in-house staff in conceptualizing, planning, managing and executing the events.

ARC intends to award an initial contract for CY 2022 in May 2022 with the option to renew for up to three additional calendar years. Available funding for CY 2022 is up to \$60,000.00.

### **II. Study Area**

Events in the Atlanta metropolitan area.

### **III. Work and Services**

The Atlanta Regional Commission (ARC) is seeking a firm that will support in-house staff in planning and executing ARC's larger events including its signature event, the State of the Region event October 28, and Connect ATL Summit on August 23. We are looking for a professional, committed events team that is willing to act as an extension of our staff and work under the direction of ARC management as opposed to a firm that would take the lead in all elements of event planning.

- Negotiate food & beverage services and pricing
- Assist in the design of event flow and run of show
- Conduct site inspections
- Act as the primary contact for venue-based meeting planners
- Assist in negotiations and selection of third-party vendors
- Take coordination lead with audio visual services providers
- Set up and manage planning meetings on behalf of ARC with vendors and partners
- Ensure safety, security and liability compliance as required by ARC, the venue and vendors
- Assist with designing and executing run of show and speaker management

- Provide onsite logistics management – this includes working with venue, food and beverage vendor, registration production, A/V vendor to ensure quality delivery of the program and a superior attendee experience
- Manage registration and check-in
- Analyze all staffing requirements and train volunteers
- Coordinate parking and vendor access to facility
- Identify required signage and directional materials
- Assist in running event rehearsals
- Assist with table assignments
- Help ensure that events stay within budgets

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

- Assist in executing the creative concepting and thematic approach
- SWOT analysis
- Planning and administration including budget tracking and timelines
- Marketing and promotional experience
- Efficient registration
- Managing contracts and contractors
- Volunteer recruitment and training
- Experience with hybrid events
- Risk management expertise
- Operations and logistics (including day of event site management and run of show)
- Keen understanding of typical audio-visual requirements of a large-scale event
- Post-event logistics and evaluation

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

- Keen organizational ability
- Creative ability
- Technical interest
- Financial acumen
- Computer skills: Familiarity with the most used components of the Microsoft Office suite of software, project management software and Eventbrite advanced functions
- An ethical and moral grounding
- Understanding of and commitment to the Atlanta region

The selected provider of event services will support the following events:

#### **A. State of the Region**

For more than 30 years, the Atlanta Regional Commission has held a State of the Region (SOR) event, gathering elected and appointed officials, civic, business, and nonprofit leaders to discuss key issues impacting the Atlanta region. This year the event will be at the Georgia World Congress Center in the Georgia Ballroom on Friday, October 28, 2022. We anticipate an attendance of approximately 1,500 individuals. Attendees report that their number one reason

for attending the meeting to better understand the region's progress and challenges. A close secondary reason reported is the opportunity to come together with other community leaders to build relations that lead to addressing the region's challenges in a unified manner.

**Tentative Agenda**

Thursday, October 27

AV Load In, Set Up, and Rehearsal

Friday, October 28

7:30 a.m.	Registration
	Coffee and Networking
8:30 a.m.	Program
9:45 a.m.	Wrap Up
10:00 a.m.	Tear Down

## **B. Connect ATL**

August 23, 2022, ARC will partner with the Georgia Department of Transportation to present the 3<sup>rd</sup> annual Connect ATL Summit for approximately 350 local government leaders and transportation industry experts. This one-day summit offers an opportunity to learn from industry leaders and other national experts about the rapid advancements in transportation technology, their potential impacts on individual communities and best practices for collaborating to create a stronger, better-connected, and more prosperous region.

### **Tentative Agenda**

#### **Day 1**

4:00 pm AV Load In, Speaker Rehearsal, Exhibitor Set-Up, Set-up Office

#### **Day 2**

8:00 am Registration & Exhibitor Areas Open

Light Breakfast & Networking

9:00 am Welcome Address & Keynote

Ballroom Classroom Set

10 am – 1 pm Coffee Break

Plenary Sessions Ballroom Classroom

1:00 pm Lunch Salon Rounds

1:00 pm Private luncheon for 20

2:30 pm - 4:30 Break Out Sessions Breakouts in two tracks

5:00 pm Reception (TBD)

## **IV. Deliverables**

Specific deliverables are listed below. 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 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 well-structured, well-delivered, on-budget and that yields overall positive feedback.

**EXHIBIT B**  
**Proposed Project Budget**

**1. Direct Labor**

Estimated Hours Per Task with Rate/Hour = Total Est. Cost

(List by position all professional personnel types 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     \$ \_\_\_\_\_

**4. Subcontracts (if applicable)**

(For each, list identity, purpose and rate)

Total Subcontracts     \$ \_\_\_\_\_

**5. Travel**

a. Travel by common carrier from/to the ARC offices and venue locations. (List number of trips)

Total Travel     \$ \_\_\_\_\_

**6. Profit (Percentage rate X basis)**

Total Profit     \$ \_\_\_\_\_

Total Estimated Cost and Profit     \$ \_\_\_\_\_

**EXHIBIT B-1**  
**Proposed Project Budget – By Task**

Consultant Name and Address:

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Contract Period:

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<b>Task/Expense Type</b>	<b>Amount</b>	<b>Cost Center</b>
Task 1: <i>Connect ATL Event</i>	\$ <i>n.nn</i>	<i>NNNNNN</i>
Task 2: <i>State of the Region</i>	\$ <i>n.nn</i>	<i>NNNNNN</i>
<b>Total:</b>	\$ <i>n.nn</i>	