



Wyoming
Association of
Municipalities
Building Strong Communities

February 15, 2019

Dear Mayor,

Enclosed you will find a request for proposal from WAM seeking communities interested in hosting the 2020 WAM Summer Convention.

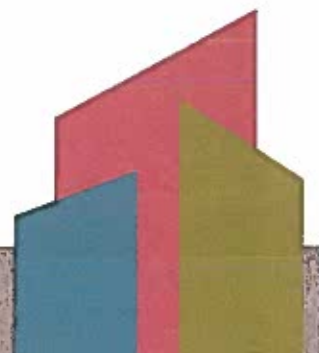
Hosting convention is an excellent way to showcase your municipality to other leaders and officials, as approximately 300 WAM members travel to attend the event annually. Working through the planning process builds or strengthens working relationships, as WAM staff will partner with members of your staff and stakeholders in your local community to ensure it is an event that will not only build excitement and pride within your city or town, but that you will be proud to host.

The application process is now open, with all applications due in to WAM no later than 5 pm on March 28th, 2019. Applications will be evaluated and voted on by the WAM Board of Directors at their quarterly meeting in April, with all candidates being notified of the results immediately thereafter. In crafting this RFP, we tried to answer most of the questions we're frequently asked by prospective host communities, but if you or your staff have any additional questions please do not hesitate to reach out to me so I can be of assistance.

Thank you in advance for your time and consideration of this request. We look forward to your response, and hopefully, to the opportunity to bring the state to you in June of 2020.

With Warm Regard,

Justin Schilling
Member Services Manager
Wyoming Association of Municipalities
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2020 WAM CONVENTION



*Request for
Proposal*

As a member of the Wyoming Association of Municipalities (WAM), your community is extended the opportunity to host the 2020 WAM Convention. This convention of typically 250-300 participants will be held on June 10-12, 2020. Although this Request for Proposal (RFP) is submitted on a per municipal entity basis, we encourage WAM Regions to consider a unified approach. We encourage each of you to consider this request and look forward to working with you for a successful 2020 WAM Convention.

Section 1: Overview

The WAM Convention is designed for WAM's members to network, increase leadership skills, and provide direction to the WAM organization. Although hosting the annual convention requires a commitment of the hosting community's staff and financial resources, the benefits of increased local revenues outweigh the costs. The hosting community must be able to accommodate up to 300 people and highlight a local regional destination that attendees will enjoy. WAM is looking to partner with a municipality that fosters a team environment to achieve a successful conference.

General criteria for the hosting community include: convention venue with a large meeting space seating up to 300; locally accessible smaller meeting rooms seating up to 40 adults; large area arranged for exhibit booths; hotel lodging to accommodate up to 300 people; catering or food services for conference meals; access to local/regional tourist or other community attractions. Additionally, the host community will provide at least one lead staff member to coordinate the host community's responsibilities. **A detailed criteria description is included in Section 2.**

The WAM staff commits to work with the host community in the areas of logistics, convention agenda, marketing, and sponsorships. Typically, the host community will designate municipal staff to work with WAM on area specific planning committees. **For clarification on expectations and roles for both WAM and the host city, please refer to Appendices A, B, and C.**

WAM appreciates the thoughtful effort to prepare the proposal response to this RFP. All questions can be directed to Justin Schilling, WAM's Member Services Manager (307-275-8380, jschilling@wyomuni.org). Proposals will be accepted until 5pm March 28, 2019. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by the Mayor of the submitting municipality. Final selection will be determined by the WAM Board during their 2019 Spring Board Meeting.

Section 2: Convention Expectations

The following task categories identify all the work necessary to produce a successful convention. As you'll see later, some of these tasks are solely WAM's responsibility, while others will require a team effort between the host community and WAM, and then finally some that will fall solely to the host community with WAM's support and guidance:

Logistics: Facilities & IT; guest lodging/accommodations; transportation; signage; lunches & breaks; registration; trade show setup and tear down

Programming: Education workshops; guest tours; trade show; opening session; meetings; golf tournament; president's banquet; welcome reception

Marketing: Registration; membership marketing; WAM regional marketing; affiliate marketing; press releases

Sponsorship: Host community sponsorship and WAM sponsorship

Please detail within your proposal how you will fulfill the following criteria. Detailed lists of potential accommodations, caterers, and local attractions are required.

Host Community Enthusiasm and Commitment

WAM is relying on a team effort and regional collaboration to produce a successful event. WAM's Member Services Manager will work with the host community to develop a Convention Committee that will begin monthly meetings starting in August of 2019. The Convention Committee will consist of WAM staff and key staff from the host community and/or region. Please also share in your proposal how you plan to collaborate with neighboring communities within your WAM Region. For example, the 2016 host community of Cody was successful in coordinating efforts and support from all sixteen Region III municipalities. WAM encourages a unified region-wide plan for the host city.

Convention Venue

- Conference/auditorium meeting space seating up to 300 adults with audio/visual accessibility and internet
- A minimum of six meeting rooms that can seat 30-40 adults in walking distance of the conference/auditorium
- Exhibit area that accommodates AT LEAST 50 booths (10x10) with electrical outlet access for at least 20 booths
- The exhibit area or another area able to serve lunches and breaks for 300 adults (The exhibit area is preferred for serving food.)

- Meeting rooms must have audio/visual accessibility and internet
- Entrance area large enough to accommodate three registration tables (WAM, Host Community, and Future Host Community Booth)
- Public restrooms for 300 people

Lodging

- Clean, comfortable and affordable accommodation for 250-300 attendees
- Hotels should be able to provide a hospitality room block
- Provide a list of hotels with conference room rates

Catering Services

- Please provide a list of caterers and alternative evening venues (general menu, price ranges and customer reviews are recommended)
- Provide detail for a Welcome Reception/Dinner (Paid for by Host Community) at convention venue or offsite
- Provide options for the WAM Banquet Dinner (Paid for by WAM)
- Provide lunch options for two days that can feed up to 300 attendees

Community Attractions

Provide a list of community and/or regional highlights that could be used for guest tours, mobile workshops, and other attractions. The definitions below are guidance, but creative ideas and featured community engagement are welcomed.

- **Guest Tours** are designed to be entertaining and can be anything from a trolley tour to visiting the community museum. These events are meant for WAM guests, but often are attended by WAM members as well.
- **Mobile Workshops** are designed to be an educational outing for our members and should relate back to one of WAM's Local Government Leadership Program topics:
 - Government Operations
 - Financial Management
 - Ethics & Integrity
 - Strategic Planning
 - Human Resources Management
 - Community Planning & Economic Development

Section 3: Proposal Criteria

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5pm March 28, 2019. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by the Mayor of the submitting municipality. WAM staff will evaluate each proposal and make available to the WAM Board, who will make the final selection during the 2019 Spring Board Meeting.

The following matrix will be used to rate all submitted proposals:

Rating Proposal Criteria		
Criteria	Criteria Details	Weighting %
Community Enthusiasm and Commitment	Planning for this event is a yearlong process. WAM will evaluate how the host city plans to collaborate within its region and with WAM.	25%
Convention Venue	WAM will evaluate how the event venue can accommodate the large and small meeting requirements in a centralized area.	25%
Catering Services	WAM attendees appreciate delicious meals and treats. WAM will evaluate how well you can feed members' appetites!	20%
Lodging	A good night's sleep fosters member engagement! Evaluation of comfortable, clean and affordable accommodations will be considered.	15%
Community Attractions	What stories does your community and region have to tell? WAM will evaluate suggestions for community guest tours, mobile workshops and other attractions.	15%

Section 4: Budget

WAM and the host community share costs associated with the Convention. As part of the selection process the WAM Board will evaluate how the host community can demonstrate the use of the local/WAM Region resources and relationships to increase sponsorship and awareness of the convention and WAM. Both WAM Staff and the host community will collaboratively share sponsor lists to avoid duplication. If the sponsor has previously sponsored a WAM event or has an annual sponsor contract with WAM, then the sponsorship will typically be managed by WAM Staff. Exceptions will be agreed upon with the Convention Committee. For further explanation of the host cities financial obligations, please see Appendix A and Appendix B.

As an added incentive to promote the convention, WAM will reimburse the host city 10% of all registration fees, as well as any collected fees for guest tours, the golf tournament, or other host community managed events.

Appendix A

Responsibilities		X = Lead Responsibility \$ = Financial Responsibility <i>*Note: Lead Responsibility should NOT limit assistance from both parties</i>	
Logistics	WAM	Host Community	
Responsible for securing the facility for convention, paying all costs associated with facility, and coordinating with facility staff throughout event		X	\$
Provide AV & IT Assistance throughout conference events		X	\$
Arrange for transportation if needed for guest tours; mobile workshops; & other events as needed	/\$	X	/\$
WAM provides directional signs, host city will need to work with WYDOT for approval on hanging signs where applicable.		X	
Reserve Lodging hospitality blocks with 300 rooms		X	
Assist with Exhibitor setup and teardown of trade show	X \$	X	
Arrange two lunches and three breaks to be served during convention		X	\$
Convention registration: check-ins; tours; and golf tournament; help direct attendees during convention events and provide community information.	X	X	
Programming Responsibilities	WAM	Host Community	
WAM education programs and presenter selection is decided by WAM and WAMCAT.	X \$		
Selection of guest tours and activities. (additional fees can be added to registration) WAM Collects Fees with registration and passes funds through.		X	\$
Manage and organize the Exhibitor Show	X \$		
Scheduling and meeting agenda development	X		
Golf Tournament & Prizes. WAM Collects Fees with registration and passes funds through.		X	\$
President's Dinner and WAM's Award Program.	X \$		
Welcome Reception/Dinner.		X	\$
Marketing Responsibilities	WAM	Host City	
Development of electronic registration brochure & online registration	X \$		

Email & Print Marketing: Membership; Legislators & State Officials; County Commissioners; WAM Affiliates	X \$	
Encourage Regional Participation	X	X
Sponsorship	WAM	Host City
Seek local/regional convention sponsorship to offset host community expenses and highlight the host community and regional supporters		X
Seek statewide convention sponsorship to offset WAM expenses and highlight the association and statewide supporters.	X	
Develop sponsorship signage to be on display throughout convention for both host city and WAM sponsors	X \$	

Appendix B

Average Costs for Hosting City

Convention Venue: use of city property & staff; agreements with the local venues

Estimated range of service = \$0 - \$10,000

Two Lunches: 250-300 people at \$15-20/person including gratuity

\$3,750 - \$6,000

Three Breaks: 250-300 people at \$7-13/person if not using vendor/sponsor products

\$1,750 - \$3,900

Welcome Reception/Dinner: 250-300 people at \$25-\$50/person

\$6,250 - \$15,000

Mobile Tours: If fees are incurred, they can be charged through registration

Guest Tours: If fees are incurred, they can be charged through registration

Golf Tournament: 40-60 golfers covering green fees, carts, prizes & lunch \$50 - \$100/Golfer

\$2,000 - \$5,200 *Costs can be covered by registration fees.

WAM Banquet: 250-300 people \$50-\$75/person

\$12,500 - \$22,500 *WAM's Financial Responsibility

Total Estimated Expenses for hosting city not accounting for staff time = \$11,750 - \$41,200

Appendix C

Event Timeline

Proposals Due Date: March 28, 2019

WAM Selection Date: WAM Spring Board Meeting 2019

June 2019

Host City kicks off announcement of 2020 Convention during 2019 Convention in Sheridan with a booth.

August 2019

WAM will come for a site visit to tour the convention venue, review lodging options, and work with host city to develop convention committees.

Ongoing

WAM Member Services Manager will schedule monthly conference calls for the Convention Committee (more/less frequent as determined needed) until week of convention.

Spring 2020

WAM staff may return for another site visit if necessary.

Tuesday, Week of Convention

WAM staff will arrive to host city and conduct a walk-through meeting at the convention venue with the host community and review the week's events, ensuring everything is ready to go!

Wednesday – Friday Week of Convention

Host community and WAM staff will work to bring WAM members the best convention they have ever attended!

Final Day

Host community and WAM staff will work to clean up and tie any loose ends. **WAM sincerely appreciates the opportunity to work with its members in this capacity and doesn't take their time and resources for granted.**