

# REQUEST FOR PROPOSAL

## 2025 Upper Midwest CVB

### Fall Conference



### Introduction and Background

The Upper Midwest CVB Conference originated with an idea by Bruce McDaniel, then President of the Quad Cities CVB. He was a strong supporter of education and also realized that the Midwest was full of smaller convention & visitors bureaus that might have difficulty affording national-level education but still needed continued learning about our unique niche in the tourism industry. During the fall of 1996, he contacted Bill Geist and Cole Carley to be part of a committee to create a new regional conference.

The first conference was held in Dubuque, Iowa in September of 1997 and was deemed a great idea and a success by the attendees who encouraged the committee to make the event an annual one. 2025 will be the 28th annual conference.

The UMCVB Board consists of one state representative from each of the 5 original states (Illinois, Iowa, Minnesota, North Dakota, and Wisconsin) as well as the added states of South Dakota, Nebraska, and Missouri.

**The Upper Midwest CVB Conference Board requests bids from Destination Organizations located in Wisconsin and Illinois to host its 2025 Annual Fall Conference.** Anticipated attendance is 175-225 CVB staff, speakers, sponsors and exhibitors from throughout the upper Midwest region (Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and surrounding states).

Western states of North Dakota, South Dakota, and Nebraska will be eligible to bid for the 2026 conference.

Central states of Missouri, Minnesota, and Iowa will be eligible to bid for the 2027 conference.

The 2024 UMCVB Fall Conference will be held in Rochester, MN on September 9-11, 2024.

To see information on the past UMCVB conference locations please visit:

<http://umcvb.com/about-umcvb/>

For more information about UMCVB and the upcoming conference please visit: <http://umcvb.com/>

Past attendance statistics:

<b>Year</b>	<b>Total Attendance</b>	<b>Location</b>	<b>Delegates</b>	<b>Sponsors</b>	<b>Speakers</b>	<b>Total Room Nights</b>
<b>2023</b>	162	Brookings, SD	115	29	18	255
<b>2022</b>	181	Champaign, IL	142	25	14	275
<b>2021</b>	171	Des Moines, IA	126	25	20	239
<b>2019</b>	178	Fargo, ND	135	26	17	265
<b>2018</b>	220	Lake Geneva, WI	156	52	12	360
<b>2017</b>	206	Dubuque, IA	151	38	17	315
<b>2016</b>	123	Rapid City, SD	80	56	17	217

**The desired dates are September 8-10 (Monday-Wednesday).** Alternative dates of September 15-17 (Monday-Wednesday) are also acceptable. Conference stipulations are outlined below. All required information must be included in a proposal and received an electronic version by Friday, June 28, 2024 in order to be considered. Bids must come from a CVB and not a host facility. A decision on the site selection will be announced by August 9, 2024.

## **Proposal Requirements**

### **Bid Package** (5% of total proposal score)

The presentation of the bid package must be complete, concise and easy to read.

### **Community Support** (5% of total proposal score)

Provide a letter of commitment from the local CVB that it will assume the host community responsibilities as specified.

Include a letter or letters from the hotel and conference center(s) expressing interest in hosting the 2025 conference, indicating the requested space is available for the given dates, and stating the space will be held until (site selection date) August 9, 2024 unless notified otherwise.

### **Commitment to the UMCVB Fall Conference** (5% of total proposal score)

Indicate if anyone from your CVB has supported the UMCVB conference by attending any of the conferences over the past 7 years (2015-2023).

The host CVB must attend the 2024 conference to promote and gain enthusiasm for their site as the next year's host. This includes giving an invitation/ kick-off presentation at the conference on the final day of the conference.

Provide a CVB representative to serve as a Host Member on the UMCVB Board for one year. This term would be the year that their city hosts the conference (October 1, 2024-September 30, 2025). This includes actively participating in the monthly planning meetings and conference calls.

### **Financial Support** (10% of total proposal score)

Indicate what monetary support the local tourism organization, businesses and other area partners would commit to the conference. Requirements include the following:

- **Sponsorship of the 2024 Fall Conference:** The host DMO is required to pay a \$1,000 sponsorship fee for a sponsored break at the 2024 conference. The host DMO will be recognized as a break sponsor and will give a 15 minute presentation to generate excitement for the 2025 Fall Conference and site location.
- **Host Committee Planning Meeting/Site Visit:** The host CVB and selected meeting/guestroom facility will host one planning meeting for the committee, typically held in the fall (mid-October to early November) after the previous year's conference. Meeting will be 1.5 days in length with 2 nights of hotel rooms. Hosts will provide the following:
  - Reduced or complimentary sleeping room accommodations for up to 10 people
  - Meeting room (typically board room) at host hotel at no cost to UMCVB
  - Complimentary continental breakfast each day and one lunch
  - Facility tours of host hotel(s) and any off-site locations for receptions/activities the host DMO is planning
- **Sponsorship of the 2025 Opening Reception:** The host CVB is asked to sponsor an evening reception on the Monday evening of the conference. The food and beverage value should equal a minimum of \$1,000 or more. Conference planners and representatives of the meeting facility need to mutually agree on the refreshments served. A host bar with complimentary beer, wine, water and sodas is required. The host CVB is encouraged to select a venue/attraction that is special or unique to the area. If transportation is required to/from the conference host site to the Opening Reception site, the host CVB is responsible for providing appropriate transportation. The local CVB staff is in charge of the reception and must attend, greet and service the Opening Reception.
- **Experience Tours:** The host CVB is asked to provide a few activities/tours for conference attendees that highlight the host city location. Typically transportation may need to be provided to the various activity locations to and from the hotel and possibly Dine Around restaurants after the tours conclude.
- **Print Materials:** The host CVB will print several large banners with logos of committed conference sponsors (typically: Platinum, Diamond, Gold, Silver, Bronze, CVB State Assn. sponsors) to be hung at the conference site.

Community partners will be solicited for the event. The host DMO is encouraged to find local sponsors to off-set their costs for the required events and anything additional they choose to do to make the conference special. Sponsors underwrite approximately a third of the conference budget with some coming from the host city/area.

### **Conference Requirements** (75% of total proposal score)

Include relevant information regarding the location, transportation into the site, and specific information about the proposed conference hotel(s) sleeping accommodations and meeting room requirements.

- **Location:** Provide a city map showing the location(s) of the hotel and meeting facilities. Participants prefer to have the hotel and conference activities in close proximity and physically connected, if not under one roof. What amenities (i.e. restaurants, bars, shopping, etc.) are near the host hotel(s) and within walking distance? Please provide photos of the host venue and surrounding areas.
- **Transportation:** Please provide information regarding the accessibility of our attendees to your host site to include major roads for drivers, any bus or train transportation options and identify access to major airline carriers. Does the host hotel provide shuttle service to/from the local airports, bus or train stations? Is there transportation to local amenities such as restaurants, bars and shopping during the conference? Please note if there is a cost or other options available.
- **Hotel Room Block:** Full-service and minimum of 100 rooms for block preferred for headquarter property. A property containing the conference meeting and banquet space or connected to the building with those facilities is preferred.
  - **Sleeping Room Rate:** State the proposed room rate and release date. The room rate for the 2010-2024 hotels has ranged from \$89-\$139 flat at full-service properties.
  - **Hotel Block:** The hotel block(s) should provide 20 sleeping rooms for Sunday, 120 sleeping rooms for Monday, and 120 sleeping rooms for Tuesday.
  - **Parking:** If surface parking is not available immediately outside the hotel, describe what parking exists, location and cost. Complimentary parking is preferred.
- **Meeting Space:** Outline, in a floor-plan, the availability of a general session room, four break-out rooms, exhibit space, a storage room, and registration area. We conservatively anticipate 175-225 total attendees. Include any room rental fees and cite any fees associated with the skirted tables for exhibitors.
  - **General Session:** Main ballroom for general sessions/keynotes that can accommodate the full group (approximately 200), usually configured in crescent rounds. The general session room can also serve as the meal location. 30 to 35 skirted tables set in crescent rounds of 6 or 8.
  - **Concurrent Session Space:** We request four break-out rooms each day. All four rooms need to be easily accessible and in close proximity to each another and other conference functions. Room set requested is one room in rounds, three rooms set in classroom style.

- **Exhibit Space:** 15 to 25 6' or 8' skirted tables for exhibitors located around the perimeter of the General Session room or in a room/area close to the General Session room. Please note if the exhibit area is able to be secure or not.
- **Storage Room:** A 200-300 square-foot room is required to store conference materials. While a room near the conference registration area would be helpful, it definitely needs to be one that can be locked and accessed by conference organizers. It would be used for three consecutive days (Sunday at noon- Wednesday at noon).
- **Registration Area:** We require a registration area consisting of 4-5 tables, chairs, electricity and internet access located very near the General Session room and exhibit tables.
- **Audiovisual:** Indicate what equipment is provided onsite and what will need to be contracted with an outside vendor. Describe audiovisual services including the most current rates for equipment and technical staff. Please note any offers to provide complimentary AV equipment and/or conference internet.
- **Food and Beverage:** Provide a menu from which meals, breaks and receptions can be planned with the corresponding prices and service fees. Menu items should be available for two full breakfast buffets and one lunch buffet or plated/served lunch.

## Host DMO Responsibilities

Fulfill the stipulations specified above particularly with those elements described under "Commitment to UMCVB Fall Conference" and "Financial Support". Additional responsibilities may be:

- Help determine a Theme for the conference and create a logo and postcard design, approved by the Board, to be used for promotional purposes.
- Assist with locating local speakers and identifying local sponsors.
- Coordinate with the event planner to create promotional emails, social media posts, and/or press releases leading up to the conference.
- Provide volunteers to assist with registration and staffing the registration tables over the three days of the conference, as requested by the conference planner.
- Organize and coordinate the restaurants for the Dine Around. Following the experience tours on Tuesday afternoon, attendees will go to dinner at one of the restaurants suggested by the local DMO (dinner is paid for individually by attendees). A list of restaurant options and ability to make group reservations is helpful for conference attendees.
- Arrange for ground transportation necessary to take speakers and attendees to and from the local airport, any transportation required for the Opening Reception activities, Experience Tours, and Dine Around venues, and any other transportation necessary for the convenience of the conference attendees.
- Many host DMOs choose to host additional activities or receptions to show off their great city and give conference attendees additional value for the conference. Any additional activities will be the host CVB's financial responsibility, however the conference committee will help with planning and organizing those activities within the conference schedule/agenda.

## **Submitting a Proposal**

Bids MUST address each item listed above in the "Proposal Requirements" section clearly and concisely in the order in which it is listed.

Direct questions to Erin Bowers, UMCVB Event Coordinator, at 800.274.8774 x711 or [erin@umcvb.com](mailto:erin@umcvb.com).

Proposals must arrive via electronic copy sent to [erin@umcvb.com](mailto:erin@umcvb.com) no later than 11:59 pm on Friday, June 28, 2024 in order to be considered.