



# REQUEST FOR PROPOSAL

2023 Iowa Downtown Conference  
August 1-3, 2023 (tentative dates)

# INTRODUCTION

## PURPOSE AND BACKGROUND

The Iowa Economic Development Authority, hereafter "IEDA," is initiating this Request for Proposal (RFP) to solicit proposals from qualified communities interested in hosting the 2023 Iowa Downtown Conference.

The Iowa Downtown Conference is a premier statewide annual conference for professionals and volunteers involved in preservation based downtown revitalization. The format provides attendees with educational and networking opportunities to acquire information about the latest strategies in commercial district revitalization.

*The anticipated attendance for the three-day conference is 250.*

## OBJECTIVE

This RFP allows IEDA to select the most qualified vendor at the most competitive price.

## MINIMUM QUALIFICATIONS

The vendor must have demonstrated experience in the services listed in the RFP.

## PERIOD OF PERFORMANCE

Start – RFP Award

End – Delivery

## GENERAL INFORMATION

### RFP COORDINATOR

The RFP Coordinator is the sole point of contact in IEDA for this procurement. All communication between the Offeror and IEDA upon receipt of this RFP shall be with the RFP Coordinator, as follows:

<b>Name / Title</b>	Carol Lilly, Conference Coordinator
<b>Address</b>	1963 Bell Avenue, Suite 200
<b>City, State, Zip Code</b>	Des Moines, Iowa 50315
<b>Office Number</b>	515.348.6177
<b>Mobile Number</b>	515.559.4047
<b>E-Mail Address</b>	<a href="mailto:carol.lilly@iowaeda.com">carol.lilly@iowaeda.com</a>

Any other communication will be considered unofficial and non-binding on IEDA. Communication directed to parties other than the RFP Coordinator may result in disqualification of the Proposal.

## ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

<b>Issue RFP</b>	December 24, 2021
<b>Proposal Due</b>	<del>Friday, February 4, 2022</del> <b>EXTENDED to Friday, March 4, 2022</b>
<b>Evaluate Proposal</b>	ASAP
<b>Announce "Apparent Successful Contractor"</b>	April 4 2022

IEDA reserves the right to revise the schedule above.

## SUBMISSION OF PROPOSAL

Proposal must be submitted electronically as set forth below.

The Proposal is to be completed online [here](#). You may edit your proposal as needed until your proposal has been submitted. Be sure to save your changes as you are working on your proposal, which will generate an email to the primary RFP contact that will include an edit link back to the form. Be sure to whitelist the email address [noreply@jotform.com](mailto:noreply@jotform.com) to ensure you receive the email containing the edit link.

IEDA shall not be responsible for any proposals not received due to spam filters or other electronic intercepts. To view a pdf (for reference only) of the online proposal form, click [here](#).

Any modifications to a Proposal will be subject to these same conditions. The Proposal must respond to the procurement requirements. Please include URL links to floor plans, menus, photos, etc. The Proposal must be complete and must stand on its own merits. Failure to respond to any portion of the document may result in rejection of the Proposal as non-responsive. All Proposals and any accompanying documentation become the property of IEDA and will not be returned.

## ACCEPTANCE PERIOD

Proposal must provide 60 days for acceptance by IEDA from the due date for receipt of Proposal.

## RESPONSIVENESS

All Proposals will be reviewed by the RFP Conference Coordinator to determine compliance with instructions specified in this RFP. The Vendor is specifically notified that failure to comply with any part of the RFP may result in rejection of the Proposal as non-responsive.

## MOST FAVORABLE TERMS

IEDA reserves the right to make an award without further discussion of the Proposal submitted. Therefore, the Proposal should be submitted initially with the most favorable terms which the Vendor can propose. IEDA does reserve the right to contact a vendor for clarification of its Proposal and request a face-to-face meeting.

## COSTS TO PROPOSE

IEDA will not be liable for any costs incurred by the Offeror in preparing a Proposal submitted in response to this RFP, or in performing any other activities related to responding to this RFP.

## NO OBLIGATION TO CONTRACT

This RFP does not obligate IEDA to contract for the services specified herein.

## REJECTION OF PROPOSAL

IEDA reserves the right at its sole discretion, and without penalty, to reject any and all proposals received and not to issue a contract as a result of this RFP.

## SCOPE OF SERVICES/STATEMENT OF WORK

### LOCATION

The 2023 Iowa Downtown Conference will be held in Iowa. Conference meeting and reception facilities must be located downtown. Preference will be given to communities in Western Iowa.

### DATES

August 1-3, 2023 (tentative conference dates)

## BRIEF DESCRIPTION OF SCHEDULE

General Sessions, concurrent breakout sessions, lunch meetings and tours will be held. There will be an exhibit hall that is open on Wednesday only, and a networking event that evening.

Move in/Set up on Monday afternoon, July 31.

To view an example of the typical conference schedule, click [here](#). Please note that in 2023, the conference will be three days, not the typical two days. Day 1 will be a half day schedule. Days 2 & 3 will be full day schedules.

Possible locations could include convention centers, hotels with meeting space, museums, banks, theaters, fraternal halls, colleges, restaurants, churches and or libraries.

- Conference headquarters (registration, refreshment breaks and exhibit area) must be situated together in a centrally located facility. Please note that if you pitch a hotel as the location, they must be certified in human trafficking prevention. Beginning January 1, 2022, affected lodging providers must have all employees successfully complete certified human trafficking prevention training in order to receive public funds as payment for services. For more information visit, [StopHTIowa.org](http://StopHTIowa.org).
- Space is needed for 25 + exhibit booths (Wednesday only). Some exhibitors may require access to electricity. Adequate number of 6' tables and chairs, pipe and drape for the exhibit hall must be provided.
- The general assembly room for plenary sessions should have seating capacity for a minimum of 250 attendees.
- Three rooms with a seating capacity of 75+ are required for breakout sessions. It is convenient if the assembly and breakout session rooms are in the same building. We would consider multiple sites if they were all located within a one to two block radius.
- All facilities must be handicapped accessible.
- Access to all conference sites the day before (July 31) the conference in order to set up is required.
- Audiovisual capabilities are required in the general assembly room and in all breakout rooms (large view screens, speaker systems and lavalieres).
- Adequate Wi-Fi must be available in all conference facility locations and complementary Wi-Fi should be provided to attendees at conference headquarters and in meeting facilities.
- Access to a copy machine (on or offsite) during the conference are needed, including during set up.

## TOURS

The Conference will include tours planned and coordinated by the host community and approved by IDRC staff. These could include a walking tour of the commercial district, upper story housing, streetscape project, adaptive use projects, historic tax credit projects, historic preservation projects, or downtown districts in communities within a 20-minute drive time. Tours will be offered on days 2 & 3 only.

## FOOD AND BEVERAGES

Refreshments, coordinated by the host community, should be available during registration and during five scheduled breaks (day 1 - afternoon only and days 2 & 3 - morning and afternoon) of the conference. There will be a need for a meal(s) to be catered onsite. Information on nearby restaurants must be provided for attendees.

## NETWORKING ACTIVITIES

The Conference will include two activities for attendees to meet and socialize:

- Hosts are asked to coordinate a gathering on Tuesday evening that is held at a restaurant/pub(s). Participants are typically responsible for their own costs. (Est. attendance 75 - 100)
- Hosts are asked to plan, coordinate, and secure sponsorship for a reception on Wednesday evening. Light refreshments are recommended as we want attendees to support the local restaurants following the

reception. Depending upon the venue and entertainment, reception to last 1½ to 2 hours. (Est. attendance 150)

## CONTENT

Your proposal should include the following:

- Contact information for a point person who will be responsible for local arrangements and a secondary contact to be copied on all correspondence.
- A statement of interest from the sponsoring organization for hosting the 2023 Iowa Downtown Conference, including the reasons you believe your community is the best location for the conference.
- A map detailing the location of the proposed conference site(s), lodging and parking.
- Information from the lodging facilities: availability, number of rooms, rates, and proximity to the conference site.
- List of restaurants in the downtown area that are open for lunch.
- List of caterers who could provide lunches for \$20 per person.
- Sufficient information regarding the community's ability to host the 2023 Iowa Downtown Conference based on the following criteria:
  - Proposed conference site must be in a downtown. Preference will be given to proposals utilizing historic properties in the central business district.
  - Adequate lodging facilities within a six (6) mile radius of the conference site must be available. Preference will be based on affordability and quality.
  - Rental fees for the proposed conference facilities. Preference will be given to communities willing to provide the venues at no or reduced cost.
  - Proposed plan for refreshments during registration and breaks. Preference will be given to proposals willing to find sponsors to cover the cost of the service.
  - Audio/visual equipment, tables and chairs for all rooms must be available. Preference will be given to communities able to provide the equipment at no or reduced cost.
  - Proposed idea for the Tuesday and Wednesday evening networking/social events. Preference will be given to communities willing to find sponsors and host the social networking activities.
  - Actions planned to ensure the health and safety of attendees (as related to COVID-19 or similar illnesses) should be included in the proposal.
  - Preference will be given to communities willing to commit to a minimum of fifteen (15) attendees at the regular conference attendee rate.
  - Proposed recommendations for five (5) tours to be offered during the conference.
  - Adequate number of volunteers available to assist as needed.
  - Preference will be given to communities demonstrating the ability to commit to incorporating "green" practices when possible.
  - Please indicate that all venues included in your offer will not be undergoing renovation at the time of our event.
  - Please indicate what transportation is available to and from all conference venues and provide the necessary contact information. Preference will be given to communities able to provide transportation between conference facilities, hotels, reception, driving tours (trolleys, buses, etc.) at no or reduced cost.
  - Please provide any additional information you feel would enhance your proposal and make it stand apart from others submitted.

## LODGING/ROOM RATES AND PROVISIONS

Monday	Tuesday	Wednesday
July 31	August 1	August 2
20 Rooms	150 Rooms	150 Rooms

- Beginning January 1, 2022, affected lodging providers must have all employees successfully complete certified human trafficking prevention training in order to receive public funds as payment for services. For more information visit, [StopHTIowa.org](http://StopHTIowa.org).
- Room block to be reviewed prior to room block cutoff date with the ability to reduce without penalty or increase if rooms are available.
- Room block will be divided into two groups – a protected group for rooming list (approximately 15 staff and VIPs) and a call-in block.
- VIP and state staff reservations will be provided on a rooming list with room cost and tax being paid by each individual.
- Conference attendees will book directly with lodging establishment with room cost and tax being paid by each individual.
- Hotel should guarantee not to sell guestrooms at a lower rate than the guestroom rate established for IEDA over July 31- August 2, with the exception of qualified rates to include Government State rates. If the Hotel is offering a lower guestroom rate, the Hotel agrees to adjust the guestroom rates for all prior reservations for the Guest Room Block and make the adjusted guestroom rate available to all.
- Room block conference rates cannot be more than rates offered through Internet.
- Three-week cut off for room block, with rooms provided at the group rate after the cut off if rooms are available.
- Room attrition should specify our ability to reduce room block without penalty.
- Room rates available 1 day pre-conference date.
- If you are unable to accommodate the entire room block, please identify overflow plans.

## EXHIBIT SPACE NEEDS

- This conference includes exhibits by industry suppliers. Exhibit space needs are as follows:
- Contiguous space to accommodate (25-30) 8'x10' exhibit booths and refreshment breaks,
- Close proximity to the conference meeting space, sleeping rooms and public restrooms.
- Sufficient lighting, electrical supply, high speed wireless and wired Internet access.
- Please indicate if the exhibit hall area is carpeted or not.

## EVALUATION AND CONTRACT AWARD

All Proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP.

### EVALUATION PROCEDURE

Responsive Proposal will be evaluated in accordance with the specifications stated in this solicitation. Award will be made to the submitter that provides the best overall value and meets the RFP requirements.

The general Evaluation Criteria follows:

<b>Proposal Evaluation Criteria</b>		
<b>Description</b>	<b>Possible Points</b>	<b>Score</b>
Location of Conference Venue & Hotel	20	
Dining and entertainment venues within walking distance of the conference venue.	10	
Meeting Space quality and availability	20	
Sleeping rooms availability	20	
<b>Total Possible Technical Points</b>	<b>70</b>	
<b>Cost Proposal Evaluation</b>		
Overall Price	15	
Favorable Terms and Conditions	10	
Payment Terms (Net 45 days or better)	5	
<b>Total Possible Price Points</b>	<b>30</b>	
<b>Grand Total Possible Points</b>	<b>100</b>	

## **ADDENDUM**

Request for Proposal 2023 Iowa Downtown Conference

August 1-3, 2023 (tentative dates)

In the RFP issued Friday, December 24, 2021, on Page 1 under, 'Estimated schedule of procurement activities,' please note the submission date for bids has been changed from February 4, 2022, to March 4, 2022.