INTRODUCTION

The Atlanta Regional Commission (ARC) is seeking proposals from firms that work exclusively in the field of meeting and events planning and execution. The firm will assist the Atlanta Regional Commission in planning, coordinating and executing major agency events in 2018 including its signature event, the State of the Region Breakfast. The Scope of Service for the work includes conceptualizing, managing and executing the events. Exhibit A provides information regarding the level of effort required as well as specific tasks to be accomplished.

ARC intends to award an initial contract for work during CY 2018. It is anticipated that available funds for the project will be approximately $104,000 in 2018, which includes $54,000 for audio visual services for the State of the Region event.

Applicant Eligibility

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. Proposers must also have a clear and demonstrated understanding of the core work of the ARC. The Atlanta Regional Commission reserves the right to check all references furnished and consider the responses received in evaluating the proposals.

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- General Financial Requirements and Assurances
- Required Certificates of Insurance
- Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- Assurance of Compliance with Section 504 of the Rehabilitation Act of 1973, as Amended, and the Americans with Disabilities Act of 1990
- Disclosure of Lobbying Activities Form
- Certifications Regarding Debarment, Suspension and Other Responsibility Matters; Drug-Free Workplace Requirements and Lobbying

PROPOSAL FORMAT AND CONTENT

Interested firms should submit a proposal that addresses the factors listed below and the scope of services in Exhibit A. The Consultant must provide a detailed breakdown of the proposed budget in the format of Exhibit B as well as a breakdown by task in the format of Exhibits B-1 and B-2.

Firms must respond to this RFP with written proposals as well as electronic versions of their proposals in either a PDF file or Microsoft Word compatible word processing format. Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a “short list” of firms will be selected from the proposals received. ARC will confirm an interview time with those firms
selected for an interview. ARC reserves the right to award this contract or contracts based on initial proposals received without formal interviews.

ARC anticipates that a contract will be awarded in February 2018. All work for CY 2018 activities must be completed by December 31, 2018. The successful firm or team of firms should be prepared to begin work immediately. ARC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Legal name of the firm. 2. Point of contact (name, title, phone number, mailing address, and email address) at lead firm. 3. Description of relevant experience on projects of this type. 4. Qualifications and technical competence of consultant in the type of work required. 5. Description of experience on similar projects including a list of at least 3 references within the past 5 years, with current contact information. 6. Listing of key project personnel and their qualifications. 7. Geographic location of the consultant’s office performing the work. 8. A detailed description of the technical approach proposed for accomplishment of the work. 9. A proposed schedule and work plan for the accomplishment of the work described in Exhibit A. The work plan should include estimated hours by category for each task identified in Exhibit A. Use the format at Exhibit B-1 for the estimated hours per task. 10. A proposed project budget in the format at Exhibit B to this RFP. 11. A proposed project budget (rates only) for CY 2018 in the format of Exhibit B-2. 13. Any other pertinent information.

PROPOSAL SUBMITTAL AND EVALUATION

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

1. Related experience, qualifications, and references of the firm or project team (40%) 2. Technical approach (35%) 3. Work plan and schedule (15%) Note: This includes the consultants’ ability to demonstrate a balanced workload for its staff in order to carry out its responsibilities to ARC in balance with any other contracts the consultant may have. 4. Proposed budget (10%)

If your firm does not wish to propose on the study, please notify ARC as soon as possible. A negative response will not prejudice consideration of your firm in competition for future ARC contracts. However, failure to respond either positively or negatively will be considered a lack of interest and your firm’s name may be deleted from the agency’s prospective Consultant file.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Cheryl Mayerik no later than 4:00 pm on Thursday, February 1. Written questions should be submitted by email to cmayerik@atlantaregional.org or mailed to the address provided below. All questions received, and responses to those questions, will be posted on the ARC website by 4:00 pm on Tuesday, February 6.

ARC must receive three (3) hard copies and one (1) copy in digital format, either in Microsoft Word or PDF format, no later than **4:00 pm ET on Monday, February 12, 2018**.

Proposals shall not exceed a total of 15 pages (8.5 x 11) printed double-sided, inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.
Proposals must be submitted to the following address: Atlanta Regional Commission ATTN: Cheryl Mayerik, 229 Peachtree Street, Suite 100, Atlanta, Georgia 30303

If interviews are necessary, the short-listed firms will be invited to participate in an interview process with an evaluation committee to be scheduled during early February. ARC will confirm a specific interview date and time with those short-listed firms. ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, to reject any and all proposals or portions of proposals received in response to this RFP or to make no award, to waive or modify any information, irregularity, or inconsistency in proposals received, to request modification to proposals from any or all proposers during the contract review and negotiation, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.
I. **General:** The work to be accomplished by the Consultant(s) is in support of the following ARC work program component:

Cost Center 023SR – Center for Strategic Relations

II. **Organizational Background:** The Atlanta Regional Commission is the regional planning and intergovernmental coordination agency for the 10-county Atlanta region. Since 1947, ARC and its predecessor agencies have helped focus the region’s leadership, attention and resources on critical issues.

ARC works with local jurisdictions and various regional partners to:

- Plan new transportation options
- Encourage the development of livable communities
- Wisely manage precious water resources
- Provide services for the region’s older and disabled populations
- Help businesses recruit and train the workers they need
- Provide data to help inform leaders and decision-makers
- Coordinate with local first responders in preparing for a secure region

The agency serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta. And ARC offers leadership development programs to residents who want to make a difference in the Atlanta region.

ARC’s member governments are Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, and the city of Atlanta.

III. **Project Background:** ARC continues to evolve into a more outwardly facing organization, building partnerships around the region through intensive, interactive live events that are increasingly involving the private and philanthropic sectors. ARC sponsors these live events to bring together partners and stakeholders to educate, inform and inspire. These events occur throughout the calendar year and range from smaller educational opportunities to ARC’s signature event, the State of the Region Breakfast, which brings together approximately 1,400 of the region’s key elected, business and civic leaders to present a progress report on key issues and challenges facing the Atlanta region. This event is geared to recognize and encourage quality growth and excellence in local government and regional leadership.

The planning and execution of large-scale, many faceted events requires significant people resources often over the course of many months. To mitigate the impact of assuming responsibility for these events on day-to-day work, ARC is centralizing much of its special events activities to allow for better outreach coordination and to take advantage of more affordable vendor pricing structures. ARC’s Center for Strategic Relations (CSR) is pursuing a contract with an events/meeting management company to benefit from the economies of scale that can be realized by working with industry experts who are able to draw from established vendor relationships and their understanding of the elements necessary to execute event. CSR’s Events Producer will manage the vendor on behalf of the agency.
IV. Work Tasks

The Consultant shall perform all the necessary services provided under this contract for ARC meetings, conferences and special events listed below:

<table>
<thead>
<tr>
<th>2018 Events</th>
<th>Date</th>
<th>Projected workload percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of the Region Breakfast</td>
<td>November 2, 2018</td>
<td>25</td>
</tr>
<tr>
<td>Aging and Independence Forums – 4 events ranging in size from 50-200 attendees</td>
<td>March through August</td>
<td>15</td>
</tr>
<tr>
<td>Connect ATL</td>
<td>quarterly meetings and annual meeting in September</td>
<td>30</td>
</tr>
<tr>
<td>Workforce Luncheon</td>
<td>December</td>
<td>5</td>
</tr>
<tr>
<td>Leadership Programs Reunions</td>
<td>Year-round</td>
<td>10</td>
</tr>
<tr>
<td>Other events</td>
<td>Year-round</td>
<td>15</td>
</tr>
</tbody>
</table>

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

- Creative work
- Planning and administration including budget tracking and timelines
- Limited marketing
- Risk management
- Operations and logistics (including day of event site management)
- Post-event logistics and evaluation
- Managing multiple event components as well as multiple events
- Working within defined budgets

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

- Keen organizational ability
- Creative ability
- Technical interest
- Financial acumen
- Strong writing and presentation abilities
- Computer skills: Familiarity with the most used components of the Microsoft Office suite of software (Word, Access, Excel, and Power Point), project management software (preferably Wrike) and Eventbrite advanced functions
- An ethical and moral grounding
- Understanding of and commitment to the Atlanta Region
## EXHIBIT A: Scope of Services

### EVENT MANAGEMENT TASKS

<table>
<thead>
<tr>
<th>Planning/Administration</th>
<th>Marketing</th>
<th>Risk Management</th>
<th>Operations and Logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event feasibility analysis (SWOT) – Define Mission &amp; Purpose</td>
<td>Program development</td>
<td>Assessment and control of risk</td>
<td>Site recommendations</td>
</tr>
<tr>
<td>Concept/Thematic approach – (Emotional connection and takeaways)</td>
<td></td>
<td></td>
<td>Primary contact for onsite facility managers</td>
</tr>
<tr>
<td>Overall Event Management</td>
<td></td>
<td></td>
<td>Conduct pre-event site visits</td>
</tr>
<tr>
<td>Develop itinerary</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site/venue selection</td>
<td>Sponsorship ideas and amplification</td>
<td>Creation of emergency plans</td>
<td>Parking &amp; Transportation</td>
</tr>
<tr>
<td>Financial Administration and budgeting oversite</td>
<td>Proposal preparation</td>
<td>Organizing and obtaining emergency services</td>
<td>Onsite management including providing day-of-event execution team</td>
</tr>
<tr>
<td>Contracting</td>
<td>Promotional material development</td>
<td>Obtaining licenses and permits, insurance</td>
<td>Speaker Management</td>
</tr>
<tr>
<td>Staff selection and training</td>
<td>Advertising</td>
<td></td>
<td>A/V</td>
</tr>
<tr>
<td>Volunteer recruitment, training and coordination</td>
<td>Website design and maintenance</td>
<td></td>
<td>Food and beverage</td>
</tr>
<tr>
<td>Event evaluation</td>
<td>Media liaison</td>
<td></td>
<td>Technical Direction</td>
</tr>
<tr>
<td>Ensuring VIP coordination</td>
<td></td>
<td></td>
<td>Vendor sourcing and management</td>
</tr>
<tr>
<td>Help manage tasks and timelines</td>
<td>Signage and collaterals</td>
<td></td>
<td>Run event rehearsals</td>
</tr>
<tr>
<td>Participate on planning call and in meetings with ARC and vendors</td>
<td>Registration</td>
<td></td>
<td>Budget tracking</td>
</tr>
<tr>
<td>Co-manage run-of-show; maintain program</td>
<td>badging</td>
<td></td>
<td>Table Assignments</td>
</tr>
<tr>
<td>Completing administrative tasks for committee and planning meetings including creating agendas, taking notes and distributing minutes</td>
<td>Create and manage interactive experiences</td>
<td></td>
<td>Check-In</td>
</tr>
<tr>
<td>Work onsite as necessary within 8 weeks of executing our two largest events, the State of the Region Breakfast and Connect ATL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Specific deliverables which must be provided are identified, but 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 on-target, 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 on-target, well-structured, well-delivered, on-budget and that yields overall positive feedback.

**Task 3 – Execution of the Aging and Independence Forums**

Deliverable: An event that is on-target, well-structured, well-delivered, on-budget and that yields overall positive feedback.

**Task 4 - Execution of the other ARC special events as defined in the final contract with the Consultant**

Deliverable: Event that are on-target, well-structured, well-delivered, on-budget and that yield overall positive feedback.

**Task 5 – Sub-contract with an audio-visual company to provide services for the State of the Region event.**

Deliverable: Select an audio-visual company, through a competitive bidding process, that provides state-of-the-art audio and visual components for the State of the Region Breakfast on-time and on-budget.
EXHIBIT B Proposed Project Budget

1. Direct Labor

   Estimated Hours Rate/Hour Total Est. Cost

   (List by position all professional personnel 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

   (For each, list identity, purpose and rate) Total Subcontracts $__________

5. Travel

   a. Travel by common carrier from/to the ARC offices. (List number of trips and Economy class airfare, plus taxi and shuttle fares, etc.)
   b. Travel by private automobile within ARC area. (List # of days x rate)
   Total Travel $__________

6. Profit (Percentage rate X basis)

   Total Profit $__________ Total Estimated Cost and Profit $__________
EXHIBIT B-1

Proposed Project Budget – By Task

Task 1 – Execution of the State of the Region event
Task 2 – Execution of the Connect ATL event
Task 3 – Execution of the Aging and Independence Forums
Task 4 – Execution of the other ARC special events as defined in the final contract with the Consultant
Task 5 – Sub-contract with an audio-visual company to provide services for the State of the Region event.

TASK AMOUNT

TOTAL
EXHIBIT B-2

Calendar Year 2018

Proposed Project Budget (Position & Rates Only)

1. Direct Labor       Rate/Hour
   (List by position all professional personnel participating in project)  $__________

2. Overhead Cost (OMB circulators A-87 and A-122)
   (Overhead percentage rate)  ___________

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 (For each, list identity, purpose and rate)
   Total Subcontracts         $__________

5. Travel
   Travel by common carrier from/to the ARC offices. (List number of trips and economy class airfare, plus taxi and shuttle fares, etc.)
   Travel by private automobile within ARC area. (List # of days x rate)
   Total Travel               $__________

6. Profit (Percentage rate X basis)  $__________