

**Request for Proposals**  
**Venue for Connect ATL Event, Summer 2024**

**The Atlanta Regional Commission is requesting proposals from venues who are interested in hosting the Atlanta Regional Commission's (ARC) Connect ATL Summit, in the summer of 2024.**

**I. Overview**

The Atlanta Regional Commission (ARC) is seeking a venue for a day-long transportation and technology event to be held in **in the summer of 2024**. We are looking for a distinctive venue with facilities and amenities that will appeal to our attendees. The preferred vendor should, at the minimum, provide space for the event, including areas for break-out meetings, and ideally also provides food and beverage services and audio-visual support. Guest rooms are not required for this event.

The event will be managed by employees of ARC with assistance from the agency's subcontracted events planning agency.

A Review Committee will make the final decision based upon the robustness of the RFP and the proposer's ability to provide the most practical and cost-effective solutions to ARC's needs. Additionally, the ARC Review Committee reserves the right to award the contract on the venue component alone and negotiate separately for food and beverage and audio-visual services.

If agreeable to both parties, the contract may allow for negotiation to use the same facility for up to two consecutive events of similar size and purpose.

Proposals must include a detailed cost estimated with all fees showcased as a line item for rental spaces, equipment, labor and fees. If Food and Beverage, Security, Internet, Electricity, Parking or other customary event services are provided exclusively by the facility, you must provide Rate Schedules as a part of the proposal.

If audio-visual services are provided exclusively by the facility, please include costs in the proposal for the configurations outlined in the next paragraph. If third-party providers are allowable, please indicate if any load-in/load-out or support fees may be required.

**II. Client Overview & Event Profile & History:**

The Atlanta Regional Commission serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing the metro Atlanta region.

ARC will present the 4th annual ConnectATL Summit for local government leaders and other stakeholders. 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.

Connect ATL has previous been held at the following locations:

2022 – Georgia Tech Conference Center – Atlanta, GA

2020 – Georgia International Convention Center - **Canceled**

2018 - Georgia Tech Conference Center - Atlanta, GA

2017 - Georgia Tech Conference Center - Atlanta, GA

**III. Work and Services:** For purposes of this proposal please consider:

**A. Estimated Attendance: 350-400**

**B. Proposed Event Dates in order of preference are:**

- Wednesday, July 24
- Thursday, July 25
- Friday, July 26
- Monday, July 22
- Thursday, July 18
- Wednesday, June 5
- Thursday, June 6
- Monday, June 3
- Friday, June 7
- Tuesday, June 4
- Tuesday, July 23

**C. Space requirements include:**

- Plenary Space for 450
- Exhibitor Space for approximately 20-25 vendors at tables
- Registration Area
- Break-out space for 3-4 concurrent sessions times accommodating up 150 per session
- Planning office/space
- Space for a sit-down lunch (can be in the main ballroom if F&B can flip the room)
- Speaker Green Room (TBD)
- Post-event reception/Open House (TBD)
- Pavilion-type space (located either inside or in a covered outdoor area) for the display of up to three alternatively fueled or technically advanced vehicles.

**D: Audio-visual requirements:**

- **Main Plenary Session** - A stage/elevated platform with the ability to accommodate a speaker at a lectern and a panel of up to 5 individuals; video projection and large screen or screens (based upon the room configuration; wired mic at the lectern, wired, wireless hand-held or lavalier mics for 6 panelists, two wireless hand-held mics for audience participation and audio amplification; lighting

- **Break-Out Sessions** - A projector, screen and audio amplification for up to three speakers in each break-out room.

#### E. Tentative Agenda:

<b>Day 1</b>	AV Load In, Speaker Rehearsal, Exhibitor Set-Up, Set-up Office
<b>Day 2</b>	<b>Event Day</b>
8:00 am	Registration & Exhibitor Areas Open Light Breakfast & Networking
9:00 am	Welcome Address & Keynote Ballroom Classroom Set
10 am – 12 pm	Coffee Break Plenary Sessions Ballroom Classroom
1:30– 2:45 pm	Break-Out Session – Track 1
3:00 - 4:15 pm	Break-Out Sessions – Track 2
5:00 – 7:00 pm	Public Open House (TBD)

#### IV. Proposal Submission Requirements

**All proposals must be submitted electronically to Cheryl Mayerik at**

**cmayerik@atlantaregional.org by 5:00pm EST, Monday, February 19, 2024.** The subject line should read: *ARC Connect ATL 2024 Venue Proposal*. Any questions pertaining to the Request for Proposals should be submitted electronically to Cheryl Mayerik by 5:00 p.m. Monday, February 5, 2024. Staff will answer questions on ARC’s website on a rolling basis though no later than end-of-day Wednesday, February 7, 2024.

The proposal should address the factors listed below in the order listed below. The Consultant should refer to Exhibit A - Scope and Services and must provide a detailed breakdown of the proposed budget broken out in the following manner:

- A. Venue/Facility Costs
- B. Food & Beverage Minimal Costs
- C. Audio-Visual Minimal Costs
- D. Security, Internet, Electricity, Parking or other customary services

Proposals shall not exceed a total of 30 pages (8.5 x 11) inclusive of experience and references. 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.

##### 1. General venue description

- A description of the overall facility and specific recommended spaces, addressing the ability to configure the space in ways that best meet ARC’s needs, ADA accessibility for differently abled audiences and presenters.

- Venue history including the age of the venue, the date of any recent renovations and if any renovations are planned in 2024 leading up to our event.
- General condition and amenities
- Accessibility to the venue – parking amenities, access to transit and accessibility for walkers, cyclists and other means of alternative transportation
- Safety and security procedures and provisions

2. Describe your venue's management philosophy, staff structure and experience.

- Who will work with ARC staff in planning this event?
- Indicate whether food and beverage and audio-visual services require the use of an exclusive in-house provider. If contracting with an outside provider is allowable, indicate any restrictions and associated fees for contracting with a third-party vendor. Demonstrate the ability to provide variable, reasonable catering options.

3. Costs

- Use attachment A-1 to provide line item cost break-outs
- Provide Rate Schedules for electrical fees if separate from the main quote.
- Provide Rate Schedules for any other customary services associated with a day-long meeting that are not included in the central proposal such as food and beverage, safety and security, parking, electricity, and internet access.

4. References – Include name of contacts and email and phone numbers for events of similar size or configuration that have occurred in the last three years.

5. Each proposal must state that it will remain valid for a minimum of ninety (90) days after the Submittal Deadline, to allow time for evaluation, selection, and any holidays or unforeseen delays.

## **V. Decision Process**

An ARC Review team will evaluate all proposals received on or before the deadline, based upon proposer's ability to provide the most practical venue and cost-effective solutions to ARC's space requirements. Specifically, proposals will be evaluated on the following factors:

- a) Ability of the facility to meet our various configuration, space and logistics needs with serviceable and state-of-the-art facilities, equipment, and goods. (40%)
- b) Events management plan demonstrating bidders' ability to meet timelines and staff experience (35%)
- c) Cost proposal - including the ability to contain costs by allowing ARC to work with outside contractors (20%)
- d) Description of related project work and references (5%)

The Committee may develop a short list of venues that they will visit prior to making a decision. ARC reserves the right to award the contract on the venue component alone. ARC reserves the right to award all or part of the available funds for this project.

ARC anticipates awarding the contract in February 2024. The contract may, with the agreement of both parties, include an option for contract amendments which would allow for use of the same venue for up to two subsequent events of similar size and purpose.

**VI. Terms and Conditions:**

- a) 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.
  
- b) 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**

I. **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>
406ETC	Connect ATL

II. **Purpose:**

**The Atlanta Regional Commission (ARC) will host Connect ATL Summit, a day-long transportation and technology event in the summer of 2024.**

ARC will present the 4th annual ConnectATL Summit for 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 seeking a distinctive venue with facilities and amenities that will appeal to attendees. The preferred vendor should at the minimum, provide space for the event, but ideally also include food and beverage services and audio-visual support in the proposal. Guest rooms are not required for this event.

III. **Study Area:**

As the federally designated Metropolitan Planning Organization for the Atlanta region, ARC works with state and local transportation agencies, local governments and other partners to prioritize federal funding for transportation projects in the 20-county Atlanta region. The Summit is geared toward transportation professionals within this 20-county area.

IV. **Work and Services**

**A. Estimated Attendance: 350-400**

**B. Proposed Event Dates in order of preference are:**

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**D. Audio-visual requirements:**

- **Main Plenary Session** - A stage/elevated platform with the ability to accommodate a speaker at a lectern and a panel of up to 5 individuals; video projection and large screen or screens (based upon the room configuration; wired mic at the lectern, wired, wireless hand-held or lavalier mics for 6 panelists, two wireless hand-held mics for audience participation and audio amplification; lighting
- **Break-Out Sessions** - A projector, screen and audio amplification for up to three speakers in each break-out room.

**E. Tentative Agenda:**

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5:00 – 7:00 pm	Public Open House (TBD)

**E. Other Requirements:**

An onsite coordinator dedicated to our event.

Pre-event consultation and walk-throughs.

Food and Beverage, Security, Internet, Electricity, Parking or other customary services as they support a typical event of this size and scope.

#### **F. Minimum AV**

**Main Plenary Session** - A stage/elevated platform with the ability to accommodate a speaker at a lectern and a panel of up to 6 individuals; video projection and large screen or screens (based upon the room configuration; wired mic at the lectern, wired, wireless hand-held or lavalier mics for 6 panelists, two wireless hand-held mics for audience participation; lighting

**Break-Out Sessions** - A projector, screen and audio amplification for three speakers will be required in each break-out room.

#### **V. Deliverables:**

Provision of agreed upon space presented in good condition and professional services in a timely manner and equipment in good working condition.



**EXHIBIT B-1**  
**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. Direct Costs or Services

(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. Profit (Percentage rate X basis)