



TEXAS ASSOCIATION OF MUSEUMS

REQUEST FOR PROPOSALS ANNUAL CONFERENCE

**Texas Association of Museums
101 Summit Avenue, Suite 802
Fort Worth, Texas 76102**



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July 5, 2017

Dear Interested Convention and Visitors Bureau:

Thank you for your interest in hosting an upcoming Texas Association of Museums (TAM) Annual Conference. In an effort to move our conferences more regularly around the state, we have prepared this Request for Proposals. I have enclosed our TAM Conference Fact Sheet (p. 3-4) and Annual Meeting Planning Responsibilities (p. 5) to serve as the basis for your proposal. **Please review the Fact Sheet before bidding for a clear understanding of our expectations.** You are encouraged to supplement your bid with additional materials, but bids without the Bidder Qualifications (p. 6) clearly stated will not be considered. TAM will work directly with the host city CVB during the bid process; please do not have individual resorts or properties contact us.

TAM has made great strides in the presentation of our conference curriculum. The days of sitting in hotel and convention center conference rooms are behind us, and we are ushering in a new era of out-of-the-box conference experiences for our members that will get them out in the field, while expanding and honing their museum skills. Host areas with easy access to museum and cultural opportunities are highly desirable and will be given preference over highly rural settings. While TAM's conference has traditionally been held in April, we are open to proposals in other seasons that offer the best rates for TAM and our members.

Our conference requires approximately 175-200 sleeping rooms, not necessarily all under one roof but in very close proximity to one another. In an effort to make the conference affordable for our members, we prefer not to contract room rates over \$145.00/night. Included with your proposal we will need to receive meeting room layouts and capacities, menus, a sample contract for the proposed headquarters site and the facility's policies. Additional information is requested in the Bidder Qualifications.

Submission deadline is a minimum of fourteen (14) months in advance of the date of the annual conference that you wish to host. Applications to host conferences more than a year out will be accepted and are highly encouraged. If everything is in order and you make the short-list, we would arrange a site inspection as scheduling permits in the early spring, a year in advance of host date. Please forward the completed bid package to my attention at: TAM, 101 Summit Avenue, Suite 802, Fort Worth, TX 76102. Acceptance of a bid will supersede all other contracts.

If you would like me to mail a copy of our most recent conference program, send your mailing address to me via email at Billy@texasmuseums.org. You can also find information on our conference program by visiting our current conference website: <http://www.texasmuseums.org/annual-meeting.html>. If you have any questions or wish to bounce ideas off me, please let me know. I look forward to hearing from you!

Sincerely,

Billy Fong
Executive Director



CONFERENCE FACT SHEET

TAM FACTS

TAM Mission Statement: TAM strengthens our museum community.

TAM Vision Statement: TAM serves our museum community by nurturing and training museum leaders, developing and celebrating the field, and voicing the public worth of museums.

TAM is comprised of a close network of close to 1,000 museum leaders, institutions, and industry professionals. Individual members include museum directors, educators, curators, students, board members and other professional. The state headquarters is located in Fort Worth, Texas.

ANNUAL CONFERENCE

Attendance over the past several years has averaged approximately 350-500 conference goers per year. Attendees include museum workers, as well as representatives from various industries that provide museums with services, supplies, technology, and shipping needs. We are accepting bids for a three-day conference from 2019 forward and will consider multi-year agreements, including staggered years as well as dates many years in the future. The conference will open on Tuesday or Wednesday morning and conclude on Thursday or Friday evening. TAM's annual conference has traditionally been held in April; however, we will entertain bids in other seasons that will attract the best value for our membership.

HOST CITY SPONSORSHIP

Our annual conference provides your city the opportunity to showcase its museums and other cultural, recreational, educational, and travel offerings. We request that the host city provide sponsorship for a portion of our conference. You may choose to provide funding for marketing or attendance to potential conference attendees from your area, or another feature of our conference in which you feel your city will get the best return for your dollar. Host cities also traditionally sponsor evening events for attendees. All events are facilitated by TAM. Past packages have included monetary sponsorships up to \$35,000, as well as in-kind donations of transportation, concessions, facilities rental, welcome festivities, etc. We can provide you with a sample sponsorship package and program from a recent conference at your request.

ECONOMIC BENEFITS

The annual TAM Conference offers a variety of economic benefits to the host city including an average of 425 attendees per annual conference, often resulting in over 500+ room night stays recorded depending on the size, location, convenience, and overall attractiveness of the cultural offerings of the host city. In addition, many conference attendees are accompanied by their spouses and families who shop, dine, and take in cultural attractions while visiting the host city. According to the Destination Marketing Association International Economic Impact Calculator, based on an average daily hotel room rate of \$139, the TAM conference will yield a minimum direct economic impact of \$210,000 for any host city. This impact figure does not include indirect or induced impacts or assumptions. Additionally, the



conference takes place during the week—Tuesday through Friday—which is typically a high need time for hotels, restaurants, and retail.

THE CONFERENCE SITE

The preferred conference site will be located in a community rich in museums and cultural activities. Facility requirements include:

- A hotel with a meeting room capable of seating 300 people for meals and plenary sessions
- A minimum of five break-out rooms, two of which need a minimum capacity of 100 people and two with a minimum capacity of 50 people
- Additional resource/meeting rooms;
- Space for 40 or more exhibitors in a primary traffic-flow area
- 175-200 sleeping rooms at an affordable rate not to exceed \$145 per night
- Good food service at a reasonable rate
- Convenient air transportation access to the community with easy access from the airport to the hotel
- Ample, convenient parking on site. Free or discounted parking for event guests is preferred, though not required.

PROJECT TIMELINE

Project initiation phase to host the 2019 conference must be completed by or before February 1, 2018.

Notifications to bidders who were not selected to host the 2019 conference will be completed by March 15, 2018.

Project planning phase must be completed by January 30, 2019. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

Bids submitted for year(s) subsequent to 2019 must be received at least fourteen (14) months in advance of the date of the annual conference that you wish to host.



1. TAM ANNUAL MEETING PLANNING RESPONSIBILITIES

Responsibility for planning the TAM Annual Meeting is divided among the TAM Vice President for Annual Meeting (a member of the TAM Council), the TAM Executive Director, and the Local Host Committee, led by a Local Host Committee chair. While the host city will be responsible for providing and supporting the Local Host Committee, its representatives must also work closely with the Vice President for Annual Meeting, TAM Executive Director, and contracted event planning company (if any) to ensure the success and high quality of the TAM Annual Meeting. The division of responsibilities is as follows:

TAM VICE PRESIDENT FOR ANNUAL MEETING (Appointed by TAM Executive Director & Board)

- Serves as Chair of the Annual Meeting with general responsibility of annual meeting oversight
- Primary responsibility is to chair the program committee which determines the program theme and selects panel topics and participants
- Assists with raising funds to support the annual meeting including preparing proposals for granting agencies and providing background information and support for local fund raising efforts
- Works closely with TAM Executive Director and Local Host Chair to plan and carry out evening events, on-site workshops, and general meeting logistics

TAM EXECUTIVE DIRECTOR (Billy Fong)

- Serves on Annual Meeting Program Committee
- Administers Annual Meeting Budget
- Handles all logistical details of meeting including hotel and meal arrangements, contract signings, bill payments, transportation arrangements, and conference registrations
- Works closely with Local Host Committee on all other details including evening events, fundraising, and on-site workshops.

LOCAL HOST COMMITTEE (Members of Host Community)

- Committee consists of representatives from the local community's host museums, Convention and Visitors Bureau, and other community leaders, led by a Chair who is selected from the committee's members and who holds an active membership in TAM
- Responsible for raising \$30,000 for general Annual Meeting support of which at least \$15,000 needs to be raised by August of the year preceding the Annual Meeting
- Responsible for suggesting potential program resources within the community to the program coordinator (i.e. speakers, workshop possibilities utilizing host institutions/venues)
- Responsible for proposing evening event activities and pre- and post- conference tours to the program committee making use of local museums and attractions
- Host institutions/venues are expected to sponsor evening activities within their own budgets. Money raised to support evening events is considered internal and is not counted towards the \$30,000 general support
- Guidance and assistance in the form of on-site visits, proposal writing, and any other assistance needed with fundraising provided by both the TAM Vice President and TAM Executive Director



2. BIDDER QUALIFICATIONS

The Council, as governing authority of the Texas Association of Museums, chooses sites for the organization's Annual Meeting. In making its decision, the Council evaluates the following minimum requirements of a local community in choosing sites. Bidders need to provide the following information as part of their proposal for consideration:

- Description of experience in hosting annual conferences
- Examples of 3 or more successful conferences hosted by your organization
- Testimonials from past clients
- Letters of support from potential host institutions, Mayor's Office, Chamber of Commerce, and other local officials who can be expected to lend financial and logistical support are highly desirable
- List of potential participants for the Local Host Committee
- Commitment agreement to fundraising goal of \$30,000 and anticipated resources to achieve goal
- Timeframe for completion of the planning and fundraising
- Facility requirements: A hotel with a meeting room capable of seating 300 people for meals and plenary sessions; A minimum of five break-out rooms, two of which need a minimum capacity of 100 people and two with a minimum capacity of 50 people; Additional resource/meeting rooms; Space for 40 or more exhibitors in a primary traffic-flow area; 175-200 sleeping rooms at an affordable rate not to exceed \$145 per night; Good food service at a reasonable rate; Convenient air transportation access to the community with easy access from the airport to the hotel

3. PROPOSAL EVALUATION CRITERIA

TAM is most interested in bringing its Annual Conference to a city where there is an active museum community willing to commit time, staff, resources, and funding as outlined in the section titled Local Host Committee (p. 5). TAM will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: Proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their past experience pertaining to hosting conferences as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their room nights, cost of transportation, cost and convenience of parking, ease of travel, and community sponsorship
- Expertise and experience: Bidders must provide descriptions and documentation of staff expertise and experience
- Amenities: Bidders must provide description of the amenities offered by the host city.

Each bidder must submit 5 copies of their proposal to the address below at least fourteen (14) months in advance of the date of the annual conference that you wish to host.

Texas Association of Museums
101 Summit Avenue Suite 802
Fort Worth, TX 76102