

Date: January 16, 2017
To: Nebraska Tourism Industry Partners
From: Karen Kollars & Lisa Karnatz, Nebraska Tourism Commission
Re: 2018 & 2019 Nebraska Tourism Conference Bid

The Nebraska Tourism Commission is accepting bids from communities to host the Nebraska Tourism Conference for 2018 and 2019.

Tourism professionals from across Nebraska attend the tourism conference each year to network with colleagues, attend educational workshops featuring regional and national speakers, and to reward outstanding tourism efforts at the Nebraska Tourism Industry Awards Banquet. The Nebraska Tourism Conference is the premier meeting opportunity for the state's travel industry. The conference is held Tuesday through Thursday the third week in October.

Future Conference Dates:

- October 16-18, 2018
- October 15-17 or 22-24, 2019

Please review the enclosed schedule, requirements for lodging and meeting space, host community responsibilities and facility needs. Work with your local lodging properties or conference center to submit one bid per community.

Send your proposal submission to:

Nebraska Tourism Conference Bid
Nebraska Tourism Commission
PO Box 98907, Lincoln NE 68509-8907

Bid submissions must be emailed by the end of the day or postmarked by March 31, 2017.
Submissions received after this date will not be considered.

Bid Timeline:

- Proposal Submission Deadline **March 31, 2017**
- Site Visit **April-May 2017**
- Notification of 2018 & 2019 Nebraska Tourism Conference host cities **June 2017**

Questions? Please contact either Karen Kollars at 308-249-3220 or karen.kollars@nebraska.gov; contact Lisa Karnatz at 402-471-3767 or lisa.karnatz@nebraska.gov.

NEBRASKA TOURISM CONFERENCE REQUEST FOR PROPOSAL (RFP)

Background:

The Nebraska Tourism Conference is held annually, designed as an educational event to discuss issues regarding the tourism industry in Nebraska and nationally. The event provides an opportunity to meet with representatives of destination marketing organizations, the hospitality and recreation industries, attractions, the arts, cultural organizations, chamber of commerces, convention and visitors bureaus, government agencies and others who are committed to sustaining Nebraska's travel and tourism industry. The conference is held Tuesday through Thursday the third week in October. The Nebraska Tourism Commission and the host community convention and visitors bureau (CVB) collaborate to produce the conference.

Bid submissions must be emailed by the end of the day or postmarked by March 31, 2017. Submissions received after this date will not be considered.

Send your proposal submission to:

Nebraska Tourism Conference Bid
Nebraska Tourism Commission
PO Box 98907, Lincoln NE 68509-8907

Bid Timeline:

- Site Selection Criteria Released **January 16, 2017**
 - Proposal Submission Deadline **March 31, 2017**
 - Site Visit **April-May 2017**
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Nebraska Tourism Commission

- The Commission assumes overall responsibility for the conference.
- The Commission makes all final decisions on speakers, themes, meals, sponsorships, delegate notebooks, promotional materials, registration information and payments for speaker costs and meals unless otherwise noted in duties of the CVB.
- No major decisions regarding the conference may be made without prior approval of the Commission.

Conference Planning Committee

The Conference Planning Committee will be made up of the following:

Conference Planning Committee Chair a Commissioner appointed by Commission
Past Conference Host
Future Conference Host
Host that receives the bid for two years out
Conference Planner/s

The planning committee works as an advisory committee to the conference planners. The committee may be referred to regarding minor/major issues associated with the conference.

Conference Programming Committee

Other Associations are invited to take part as a programming committee to assist with speakers, session ideas, etc. These organizations are included to generate buy in from other segments of the tourism community and help build a tourism conference their members would attend.

- Nebraska Restaurant Association
- Nebraska Hotel / Motel Association
- Nebraska Craft Brewers Guild
- Nebraska Wine and Grape Growers Association
- Nebraska Festivals & Events
- Nebraska Game and Parks
- NACVB
- NETA
- Nebraska Museum Association

Goals for Site Selection:

- The site must be located in Nebraska
- The site (both hotel and conference location) will be marketable and accessible
- The hotel and conference location must be convenient to an airport and surrounding activities
- The room rate should be competitive for the area and will be taken into consideration during the proposal evaluation.

I. Availability

Typically the schedule entails starting the conference on Tuesday with association meetings being held and ending Thursday around lunch/dinner time, however NTC is open to other schedules.

II. Geographic Rotation Pattern

The selection committee will give consideration for geographic rotation.

Eligible Host Entities:

Application to be the host entity will be accepted from convention & visitor's bureaus, chambers, resort associations and other appropriate local or regional organizations.

Host Responsibilities:

- Host the conference in one facility. If an independent convention center is involved rather than a hotel conference center, the community is responsible for all rental fees associated with the conference and transportation between host hotel(s) and the conference site.

- Sponsor and pay for an evening social event (including activities, transportation to/from event location, and food and beverage). Hosts are encouraged to seek sponsorships to offset the cost for the evening.
- Provide an official welcome by a local dignitary (mayor, board president, city council representative, etc.) at the first day lunch.
- Staff a community information booth adjacent to the registration table throughout the conference. Including community information to attendees, including pre/post tours and dining options.
- Host a networking break at the tourism conference **prior** to the year they are host.
- The host CVB can help the Commission by providing leads for local services, entertainers, possible sponsors and potential speakers in the area.
- Distribute gift bags and/or locally-produced products either at information booth or in delegates' rooms **(optional)**.
- Assist in marketing the event by producing and sending one of the following initial "teaser" marketing pieces to announce the upcoming conference **(optional)**:
 - Printed material
 - E-mail
 - E-blast of two to three e-mails
 - Combination printed material/e-mail

The Nebraska Tourism Commission will market the conference regardless if the host community chooses to add a "teaser" marketing piece. However, if the host community does choose this marketing option, by mid-June is a suggested time to send printed material mailing pieces/e-mails, while an e-blast or combination e-blast/print material should go out in May, June and/or July. The Commission will provide basic information that must be included in the printed material and e-mail.

- Participate in conference planning

Optional community activity:

The host CVB can create and offer conference attendees a welcome community event the evening of the association meetings and/or a pre/post conference tour. The host community covers all costs associated with this activity, including transportation, admission fees, marketing materials, etc. If a pre/post conference tour is planned, the host CVB can recoup costs for the tour by charging attendees a separate fee (which the host CVB will collect). The Commission can help with marketing the event and/or tour via its NEBTOUR listserv and other media.

If any of the expenses described as the community's responsibility cannot be handled by the CVB or conference property, these costs must clearly be outlined in the bid.

Include the following in your bid:

- Host property brochure and map
- Layout of meeting and exhibition space
- AV equipment prices and capabilities
- Sample lunch and dinner menus (include all prices, fees and gratuities)
- Lodging rates for single and double occupancy sleeping rooms
- Number of available sleeping rooms that will be blocked and last date the block will be honored
- All fees associated with equipment rental
- Available parking and associated cost

Accommodation Requirements

- Minimum: 150 sleeping rooms
- 2 to 4 guest suites
- Include room rate complete with all applicable tax. Include policies on room blocks, guarantees and cut-off.
- Any rooms paid for by Nebraska Tourism Commission must be at the current government per diem rate.

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Meeting Space Requirements

- 1 banquet/meal facility for 220 (rounds of 8-10) with head table and AV capability (entire conference)
- 3-5 break-out meeting rooms available at concurrent times in classroom style for 50 (entire conference)
- 1 general session meeting room in theatre style for 150
- 1 secured storage room for the Nebraska Tourism Commission's use (entire conference)
- Exhibition space large enough to accommodate a minimum 40 8' areas for sponsors and exhibit displays including tables and chairs and refreshment breaks for 200 delegates, stationary for the entire conference
- Exhibition space to house the NETA Silent Auction allowing for minimum 10 6-8' draped tables in a secured location near the refreshment break area, stationary for the entire conference
- 1 room to serve as a hospitality suite
- AV needs: 2-4 LAV wireless microphones on site. Screen(s), AV cart and LCD projector(s) in meeting and banquet rooms
- Speaker telephone for multiple call-in capability in at least one meeting room **(requested but not required)**
- Internet access in meeting rooms, wireless preferred **(requested but not required)**

Billing/Contract

- NTC cannot sign any hotel contracts. A letter of intent for full amount to be paid will act as the contract between the hotel and the state.
- NTC is tax exempt and will provide a certificate.
- NTC will provide any necessary Certificates of Insurance to disclose self-insurance.
- The state of Nebraska cannot agree to liquidated damages nor indemnity clauses.

Audio-Visual

Audio-visual system is required in all breakout meeting rooms, general session rooms, atrium or common area and banquet/meal rooms. Clearly state in your bid proposal all conference space capabilities and limitations. If accommodations or adjustments must be made due to meeting space requirements, limitations and/or schedule requirements, please clearly address the limitation and what adjustments may be required.

Selection Committee

The NTC conference planners will review all proposals and make a recommendation to the Nebraska Tourism Commissioners. The Nebraska Tourism Commissioners have final approval.

Please utilize the form below as your cover. Thank you.

VisitNebraska.com

Nebraska Tourism Conference Host Entity Contact Information

To be completed and submitted with proposal by host entity:

Proposed Conference Dates: _____

Host Entity Name: _____

Contact Name: _____

Contact Address: _____

Contact Phone: _____

Conference Site Name and Location: _____

Hotel Name and Location: *(if different than conference)* _____

Conference Site/Hotel Contact Name: _____

Conference Site/Hotel Contact Phone: _____

Conference Site/Hotel Contact Email: _____

Partnerships formed for hosting 2017 conference: _____
