

**THE AMERICAN LEGION
DEPARTMENT OF WISCONSIN**



REQUEST FOR PROPOSAL

DEPARTMENT CONVENTION

(Revised January 2013)

REQUEST FOR PROPOSAL

ANNUAL CONVENTION

I - INTRODUCTION

Overview:

The American Legion, Department of Wisconsin conducts its annual Convention, preferably the 3rd week of July each year. The 2nd week of July will be considered if it does not conflict with the 4th of July holiday. Over 1200 attendees to the annual Convention gather to help further their mission to provide service to veterans, their families and their communities. The annual Convention activities include the three primary members of the “American Legion Family”, which is comprised of The American Legion, Department of Wisconsin, the American Legion Auxiliary, Department of Wisconsin and the Sons of The American Legion, Detachment of Wisconsin. The combined membership of the Legion Family exceeds 100,000 members statewide. Several other adjunct organizations also meet during our convention.

The Preamble to the Constitution of The American Legion reads as follows:

For God and Country we associate ourselves together for the following purposes:

To uphold and defend the Constitution of the United States of America; to maintain law and order; to foster and perpetuate a one-hundred percent Americanism; to preserve the memories and incidents of our associations in the Great Wars; to inculcate a sense of individual obligation to the community, state and nation; to combat the autocracy of both the classes and masses; to make right the master of might; to promote peace and good will on earth; to safeguard and transmit to posterity the principles of justice, freedom and democracy; to consecrate and sanctify our comradeship by our devotion to mutual helpfulness.

Elements of the Department Convention may include patriotic religious services, exhibits, general sessions with nationally acclaimed keynote speakers, and several food and beverage functions.

General attractiveness of a Department Convention city is important to the overall success of the bid. The American Legion delegates desire a destination with reasonable room rates, a variety of fine restaurants and attractions within close proximity to the meeting site. Easy access to the Convention Center, along with safe, clean and hospitable surroundings serve to enhance the popularity of the bidding city. Proposals should address these elements and other city characteristics that would help attract peak attendance to the Department Convention.

Contact:

The American Legion, Department of Wisconsin
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Email: adjutant@wilegion.org

II. - GENERAL GUIDELINES

1. The preparation of a formal bid, reviewing the detailed information in these bids and assessing the logistics of the proposal is a very time-consuming effort. Therefore, The American Legion, Department of Wisconsin urges all Posts, Counties or Districts, (hereafter referred to as the **Prospective Convention Corporation**), along with Convention & Visitors Bureaus and Convention Centers/Meeting Facilities to be certain they understand our requirements before they submit a proposal.
2. All Bid information must include an RFP from all Hotels, Convention Centers/Meeting Facilities, and is to be prepared through the Prospective Convention Corporation with the assistance of the city's Convention & Visitors Bureau, Host Hotel, or Convention Center/Meeting Facilities. The host facilities or Convention & Visitors Bureaus must work through the Prospective Convention Corporation from the outset of the bidding process. During the initial bid process, it is recommended no individual hotels or attractions send proposals directly to The American Legion, Department of Wisconsin Headquarters.
3. To facilitate the preparation of your bid, The American Legion, Department of Wisconsin is providing you with our specific requirements.
4. When your bid is accepted a tentative award is made. A tentative award shall be construed to indicate a probationary award of the Convention, and shall be subject to withdrawal with or without cause, at the discretion of the Department Executive Committee, after a full and complete examination of the City, Convention Center/Meeting Facility and Hotels, its compliance with the requirements hereinafter set forth, or any changes which may have taken place.

PLEASE NOTE:

The American Legion, Department of Wisconsin reserves the right to select any city, regardless of location, Convention Center/Meeting Facilities or Hotel accommodations. Special consideration will be given to Prospective Convention Corporations interested in hosting The American Legion, Department of Wisconsin Convention whose overall attractiveness outweighs any other shortcomings that may exist.

III. - REQUEST FOR BID SPECIFICATIONS TIMELINE

1. Six years: prior to the Department Convention dates, The American Legion, Department of Wisconsin Convention & Activities Commission, hereafter referred to as the C&A Commission, solicits information from Prospective Convention Corporations, and accepts letters of interest from those Prospective Convention Corporations and Cities. **Proposals/ RFP's/Bids (4 copies) are submitted by the Prospective Convention Corporation to the Department Adjutant at the Department Headquarters.** Each proposal must include an RFP/Bid from all Hotel properties and Convention Center/Meeting Facility and include guest room rates and meeting space rates.
2. Five years: The C& A Commission will review and make selections of sites to be considered for site inspections. The Department Staff and the C&A Chairman will arrange and conduct site visits in order to prepare a final report for the full Commission, to be presented at the next January meeting Five (5) years before the scheduled event. Another site visit will occur one (1) year prior to the actual function if the location is chosen. **The Department will require the proposed headquarters hotel to provide complimentary guestrooms for the site inspection.**

Prospective Convention Corporations not designated to receive further investigation will be notified by the Department in writing. The C&A Commission will then contact the Prospective Convention Corporations who have submitted a successful bid proposal to insure the Prospective Convention Corporations still agrees to support their bid.

3. **Two Years** : Room Rate Contract- A firm hotel room rate contract is required two (2) years in advance **to be approved by the Adjutant, Department Commander, Judge Advocate, and Convention & Activities Chairman prior to signing final contracts.**
4. **Every Year at Midwinter** – The C&A Commission, reviews site visit reports having been received. Prospective Convention Corporations and Cities being considered are asked to attend and make a presentation to the C&A Commission. After all presentations have been presented, the Commission will review and select the site in a closed session of the Commission, and make a recommendation to the Department Executive Committee for the proposed Department Convention site. Prospective Convention Corporations are notified of the Commission’s decision immediately following their quarterly meeting.

IV. - CONVENTION CENTER OR OTHER MEETING FACILITIES

1. The Prospective Convention Corporation is to gather the following information for the proposal from the Convention & Visitors Bureau, Convention Center/Meeting Facilities or Hotel. The Convention Center/Meeting facility must be on a **first-option complimentary/ 24 hour hold basis for all meeting space.** All dates and days are to be outlined clearly and listed within the document. **The Convention Center/Meeting Facility must also list all of its exclusives operating within the Convention Center/Meeting Facility and any union jurisdictions that apply to the Convention Center/Meeting Facility or Hotels within the proposed housing block and/or within the city limits.**

A. General Session Requirements (Hall 1) – The American Legion, Department of Wisconsin General Sessions

1. Seating capacity should not be less than a total of 1,000 theater seats (10,000 sq ft) in front of a 18’ x 32’X 32’’stage handicapped accessible with draping on both side and back of stage. Location of the General Session must be column free floor and the seats should be theater style. Audio Recording equipment must be provided at no charge to the Department for recording of the General Session. Cities unable to meet these requirements should offer alternate facilities for our consideration.

*Lesser seating capacity will be considered in auditoriums on RFP’s from 1000-800.

Move in date: Wednesday

Show dates: Wednesday – Sunday

Move out dates: Sunday by 5:00 PM

These dates are necessary for move in and setup of the Department office.

2. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided.
3. It is further required and understood the first room set-up of all facilities, including the stage platforms and arena style seating, will be on a complimentary basis. Additional room set-up changes may be a cost item. Provided no food or beverage functions are being placed in the re-set room.

B. General Session Requirements (Hall 2) – American Legion Auxiliary General Sessions

1. Seating capacity should not be less than a total of 400 theater seats (4000 sq ft) in front of a 18’ x 24’ stage handicapped accessible with draping on both side and back of stage. Location of the General Session must be column free floor and the seats should be theater style. Cities unable to meet these requirements should offer alternate facilities for our consideration.

Move in date: Thursday

Show dates: Thursday – Sunday

Move out dates: Sunday by 5:00 PM

These dates are necessary for move in and setup of the Department office.

2. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided.

3. It is further required and understood the first room set-up of all facilities, including the stage platforms and arena style seating, will be on a complimentary basis. Additional room set-up changes may be a cost item. Provided no food or beverage functions are being placed in the re-set room.

C. General Session Requirements (Hall 3) – Sons of The American Legion General Sessions

1. Seating capacity for 50 theater style (600 sq ft) in a column-free room. May be held in the proposed headquarters hotel if capacities are met within the hotel.

Move in date: Friday

Show dates: Friday – Sunday

Move out dates: Sunday by 5:00 PM

These dates are necessary for move in and setup of the Detachment office.

2. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided.

D. Exhibit Hall and Meeting Room Requirements

1. A minimum of 1000 gross sq. ft. of exhibit space, hallway space in the Convention Center/Meeting Facility is preferred for commercial and non-commercial exhibits. Eight (8) eight foot tables with skirting are to be made available to the Department Headquarters staff for their distribution at no charge. Four (4) eight foot tables are to be made available to the Auxiliary for their exhibits and four (4) eight foot tables with skirting are to be made available to the Sons of the American Legion for exhibits. All commercial vendors will be responsible for the cost of their tables.

Move in date: Wednesday

Show dates: Thursday – Sunday

Move out date: Sunday by 1:00 PM

2. Space is required by The American Legion for a minimum of 15 individual break-out rooms (Ranging in size from 400 – 1000 sq ft) from Wednesday through Sunday.
3. At least one room must be a minimum of 2400 sq. ft. for the Saturdays Elections.
4. Space is required by the American Legion Auxiliary for a minimum of 15 individual break-out rooms (ranging in size from 400 – 1000 sq. ft.) from Friday through Sunday.
5. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided. These dates are necessary for move in and setup of the Department office.
6. A room or area of approximately 500 sq. ft. is needed Wednesday to Sunday during the convention for use by the Convention Corporation for Registration and storage space.

E. American Legion Staff Office Space Requirement

1. A room of approximately 400 sq. ft. is required from Wednesday to Sunday the week of the convention for The American Legion Department Staff. This office space must be in the Convention facility. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided. These dates are necessary for move in and setup of the Department Office. The office must be equipped with a copy machine (high speed, double-side capable), 2 cases of white paper, ½ case each of 4 different colored paper, internet and telephone service.

F. American Legion Auxiliary Staff Office Space Requirement

1. A room of approximately 400 sq. ft. is required from Wednesday to Sunday the week of the convention for the American Legion Auxiliary Department Staff. This office space must be in the Convention facility. All facilities must be air-conditioned. Normal heat, light, power and clean up must be provided. These dates are necessary for move in and setup of the Department office. The office must be equipped with a copy machine (high speed, double-side capable), 1 case of white paper, internet and telephone service.

G. Banquet Site:

1. A banquet room with a capacity of up to 350 people (3500 sq ft, round tables), with a head table for 10 people must be available in both The American Legion Headquarters Hotel and the American Legion Auxiliary Headquarters Hotel. For both day and evening events.
2. At least 3 banquet rooms with a capacity of 40 - 200 people (500 – 1800 sq ft, round tables) must be available in the Hotels or Convention Center.

NOTE: Your bid must include an equipment inventory list (number of platforms, easels, shirting, tables, chairs, etc.) and information regarding the availability of these items and cost, if any, to the Department or Convention Corporation.

V. – THE AMERICAN LEGION, DEPARTMENT OF WISCONSIN HOTEL PACKAGE

1. Based on the following requirements the Prospective Convention Corporation will recommend to the C&A Commission in the bid package an overall hotel package to include the Headquarters Hotel and overflow hotels. **A total of 500 rooms overall for the Department Convention with 175 rooms at The American Legion Headquarters Hotel or designated overflow hotel** approved by Department for The American Legion Official Call-ins.
2. The Prospective Convention Corporation should prepare a list of hotel properties offering a minimum of 150 hotel rooms on peak. The size of this original block will be reassessed on a yearly basis and will increase or decrease accordingly. Of the total 500 rooms, a minimum of 300 should be within one (1) mile of the proposed Convention facilities. Special allowances to these requirements may be made if the Convention Corporation and Convention City has other attractive elements in the proposal.
3. Only properties with the ability to offer a minimum of 175 committable sleeping rooms and suites blocked exclusively for the Department Headquarters Hotel will be considered.
4. All hotels are required to block all tentative meeting space and sleeping rooms on a first option basis, (with a 24 hour hold on all meeting space) using the following sleeping room flow pattern. All potential headquarters hotels and designated overflow hotels must block the required meeting and sleeping rooms upon receipt of this information from the Department.

	<u>Wed</u>	<u>Thurs</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>
Legion	75	175	175	175	OUT

5. All hotels included in the listing must have in-house or close surrounding restaurant service (breakfast, lunch and dinner), a meeting room to accommodate one or more dinners. **The American Legion will not accept “planned” hotels as part of the committable room block within the bid package. We will also not accepted “planned” Convention facilities as part of the bid package.**

6. The hotel section of the proposal must include the following for each hotel included in the bid package:
 - A. Total number of rooms in house.
 - B. Number of rooms tentatively blocked for the Department.
 - C. Room mix (e.g. 35% K/65%DQ).
 - D. Number of suites available in the hotel and in the package.
 - E. Distance of hotel from the Convention facilities (miles).
 - F. Banquet/ballroom/meeting rooms capacities.
 - G. What are your convention group rates and taxes for the current year?
 - H. What are your projected rates for the convention year in which you are bidding?
 - I. Distance of hotel from airport (miles).
 - J. Ground transportation available from airport to hotel and from hotel to Convention Facilities.
 - K. Parking availability at each hotel and rate if applicable.
 - L. Quantity of ADA accessible rooms in hotel.
7. The Proposed Convention Corporation should include in this section, a city map indicating the exact location of each hotel in relation to the Convention Facilities.
8. All hotels must block an appropriate amount of room and function space for the Department until Jan 1st of the convention year. Space may be released for other functions if the hotel contacts the Department and places a request for said space.
9. **The Legion Headquarters Hotel will agree to provide on a complimentary basis for four (4) nights, beginning Wednesday, its largest suite to the Convention Corporation for use by the Department Commander.** All other suites on the property must be at least 25% off of the current year's posted group rate and will be used for a period to be determined by the Hotel and Department. The Department will assign these suites.
10. The Headquarters Hotel further agrees to compliment a minimum of one room night per 50 room nights consumed on an accumulative basis to the Department. The Department will use and assign these complimentary rooms.
11. The Headquarters Hotel will agree to hold all meeting/function space on a complimentary basis solely for the use of the Department until Jan 1st of the convention year, at which time all unassigned space will be released back to the hotel. The headquarters hotel must be able to accommodate several food functions. These functions will range in size from 15 to 250 people, as well as various meetings and forums and must block convention space based on the current agenda supplied by the Department.

VI. – AMERICAN LEGION AUXILIARY HEADQUARTERS HOTEL

1. Based on the following requirements the Prospective Convention Corporation should make suggestions to the C&A Commission and Department for the American Legion Auxiliary Headquarters Hotel, hereafter referred to as the Auxiliary. All potential Headquarters Hotels must block the required meeting and sleeping rooms upon receipt of this information from the Department for the Auxiliary.
2. Only properties with a minimum of 75 committable sleeping rooms and suites blocked exclusively for the Department will be considered. Potential headquarters hotels should utilize the following sleeping room flow pattern to block space. Listed is the number of rooms to be blocked.

Aux	<u>Wed</u> 5	<u>Thurs</u> 75	<u>Fri</u> 75	<u>Sat</u> 75	<u>Sun</u> OUT
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3. **The Auxiliary Headquarters Hotel will agree to provide on a complimentary basis for four (4) nights, beginning Thursday, its largest suite to the Convention Corporation for use by the Department Auxiliary President.** All other suites on the property must be at least 25% off of the current year's posted group rate and will be used for a period to be determined by the Hotel and Auxiliary. The Auxiliary will assign these suites.
4. The Headquarters Hotel further agrees to compliment a minimum of one room night per 50 room nights consumed on an accumulative basis to the Auxiliary. The Auxiliary will assign these complimentary rooms.
5. The Auxiliary Headquarters Hotel will agree to hold all meeting/function space on a complimentary basis solely for the use of the Auxiliary until Jan 1st of the convention year, at which time all unassigned space will be released back to the hotel. The Auxiliary headquarters hotel must be able to accommodate several food functions. These functions will ranged in size from 15 to 250 people, as well as various meetings and forums and must block convention space based on the current agenda supplied by the Auxiliary.

VII. - SUGGESTED TOURS AND ATTRACTIONS

1. In this section of the proposal, the Prospective Convention Corporation should list area attractions, which may be of interest to the Legionnaires, Auxiliary Members, SAL Members, spouses and children. The Prospective Convention Corporation should make specific recommendations for pre convention tours and suggestions for specific guest tours and youth/family tours and activities.
2. These tours may range from bus tours of the city to daylong tours of area attractions.

VIII. - CONVENTION & VISITORS BUREAU ASSISTANCE

1. The Convention & Visitors Bureau will assist the Convention Corporation in sponsoring an exhibit booth at the Department Convention one year in advance of the convention being held in your city. This assistance will include brochures and, if possible, a Bureau representative to work in the booth.
2. The Bureau/city will provide a suggested route for the convention parade, should the host Convention Corporation plan to have a convention parade. The route should be approximately one (1) mile in length and should include areas for the assembling/disbanding of approximately 75 units.
3. The bid should include a map detailing the parade route and all charges associated with conducting the parade. Organizations who have used this parade route should be listed as well. It is important for the Prospective Convention Corporation and City to understand that the Department must construct a reviewing stand for the parade.
4. The reviewing stand will be constructed the day prior to the parade and dismantled by 11:00 PM the day of the parade. The bidding city should recommend a location for this reviewing stand near the end of the parade route.
5. The Bureau/City must provide, in its bid, information concerning those conventions meeting prior to, during and immediately after the proposed dates of The American Legion, Department of Wisconsin Convention in which the city is bidding.

Hotel Representative

Prospective Convention Corporation Representative

APPENDIX A

GENERAL SESSION SPACE (IV, A, B, C)

In Hall 1 (LEGION), is the total seating capacity in front of a 18' x 32' stage that is handicapped accessible with draping on both side and back of stage, a minimum of 1,000 theater (10,000sq ft)? *Lesser seating capacity will be considered in auditoriums on RFP's from 1000-800.

In Hall 2 (AUXILIARY), is the total seating capacity in front of a 18' x 24' stage that is handicapped accessible with draping on both side and back of stage, a minimum of 400 theater (4000 sq ft)?

In Hall 3(SAL), is the total seating capacity a minimum of 50 theater (600 sq ft)? _____

Do any of these halls have columns ? ____ If yes, how many and how far apart? _____

Are these Halls in the Convention Facility ? _____

If not in the Convention Facility, how far are they from the facility? _____

Are these spaces available on a first option complimentary/24 hour hold basis to The American Legion?

What will the cost of these spaces be to the Prospective Convention Corporation in the current year and/or the proposed Convention year ? (Please include move-in and move out costs) _____

What is the move-in date available to The American Legion? _____

What is the move-out date available to The American Legion? _____

What is the cost of chairs for general sessions in your facility? _____

Are there costs associated with opening and closing sound walls? If so, what is cost? _____

Are there any other costs associated with our general sessions that have not been disclosed? If so, what are those items and the costs associated with these items? _____

What is the cost for draping on stage (sides and back)? _____

Is a stage available in house or what is the cost of renting a stage for both the Legion and Auxiliary Convention sites? _____

Does the facility have audio sound system and is it capable of taping all convention sessions? _____

EXHIBIT SPACE (IV, D)

Is there 1000 sq ft of exhibit space available and what is the layout? _____

What will the cost of this space be to the Prospective Convention Corporation in the proposed convention year? (Please include move-in and move-out costs) _____

Is the space available on a first option/24 hour basis to The American Legion? _____

What is the move-in date available to The American Legion? _____

What is the move-out date available to The American Legion? _____

MEETING SPACE (IV, D)

Are minimum of 15 individual meeting rooms (400 – 1000 sq ft) available for The American Legion?

Are minimum of 15 individual meeting rooms (400 – 1000 sq ft) available for the American Legion
Auxiliary? _____

Are the meeting rooms near or adjacent to the Convention Hall? _____

What is the size of the largest individual meeting room? _____
_____ Theater

What is the size of the smallest individual meeting room? _____
_____ Theater

What dates are available to The American Legion? _____

Will there be a cost to the Prospective Convention Corporation for these meeting rooms? _____

What are the particular costs of tables, chairs, etc.? _____

OFFICE SPACE (IV, E, F)

What is the cost of telephone, facsimile and computer lines? _____

Is there 400 Sq. Ft. of office space available for the Legion? _____

Is there 400 Sq. Ft. of office space available for the Auxiliary? _____

BANQUET SPACE (IV, G)

Is there a banquet room with a capacity of up to 350 people (3500 sq. ft., round tables) available at The American Legion Headquarters Hotel and the Auxiliary Headquarters Hotel for day and evening events?

Is there 3 Banquet rooms with a capacity of 40-200 people (500-1800 sq. ft., round tables) at the Headquarters Hotel or Convention Center? _____

APPENDIX B

HOTEL INFORMATION LEGION (V)

Is there a minimum of 175 Rooms at the Headquarters Hotel for the Legion? _____

How many rooms are blocked for The American Legion on a first option basis? _____

How many properties are included in this room block? _____

What is the number of rooms within one mile of the Convention Facility? _____

What is the closest distance, in miles, from a hotel to the Convention Facility? _____

What is the greatest distance, in miles, from a hotel to the Convention Facility? _____

What was the range of convention group rates, including taxes, offered by these hotels this year?

What are your projected rates for the convention year in which you are bidding? _____

Which hotels have a full service restaurant? Please specify. _____

Which hotels have meeting/banquet space? Please specify. _____

How many potential Headquarters hotels are available? _____

Are these Headquarters hotels holding space on a first option/24 hour hold basis? _____

ADA compliance of a minimum of 2% ADA accessible rooms in hotels? _____

Do any of the hotels have paid parking? _____

If so, list the hotels and the current amount. _____

The Headquarters Hotel agrees to compliment a minimum of one room night per 50 room nights consumed.

HOTEL INFORMATION AUXILIARY (VI)

Is there a minimum of 75 rooms at the Headquarters Hotel for the Auxiliary? _____

The Headquarters Hotel agrees to compliment a minimum of one room night per 50 room nights consumed.
