

**THE AMERICAN LEGION
DEPARTMENT OF WISCONSIN**



REQUEST FOR PROPOSAL

DEPARTMENT CONVENTION

(Revised Fall 2022)

REQUEST FOR PROPOSAL

ANNUAL CONVENTION

I - INTRODUCTION

Overview:

The American Legion, Department of Wisconsin conducts its annual Department 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 1000 attendees to the annual Department Convention gather to help further their mission to provide service to veterans, their families and their communities. The annual Department 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 80,000 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 all 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, breakout sessions 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
Attn: Event Coordinator
2930 American Legion Drive
P.O. Box 388
Portage, WI. 53901
Phone: (608) 745-1090
Email: angela@wilegion.org

II. - GENERAL GUIDELINES

To facilitate the preparation of your bid, The American Legion, Department of Wisconsin is providing you with our specific requirements.

When your bid is accepted a tentative award is made. A tentative award shall be construed to indicate probationary award of the Department 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 Cities 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. Five years prior to the Department Convention dates, The American Legion, Department of Wisconsin, hereafter referred to as the Department, and the Convention & Activities Commission, hereafter referred to as the C&A Commission, solicits information, and accepts letters of interest from those Prospective Convention Cities. **Proposal/RFPs for the 2027 Department Convention are to be submitted by the Prospective Convention City to the Department by May 1, 2023.** Each proposal must include an RFP/Bid from all Hotel properties and Convention Center/Meeting Facility and include guest room rates and any other potential charges for event space and vendors.
2. Each Year at the Department Spring Meetings, the C&A Commission reviews RFPs submitted and chooses which Prospective Convention Cities are to be considered and asked to make a presentation to the C&A Commission at their Department Convention Meeting.
3. Prospective Convention Cities not designated to receive further investigation will be notified by the Department in writing. The Department will then contact the Prospective Convention Cities who have submitted a successful bid proposal to ensure the Prospective Convention Cities still agrees to support their bid.
4. Each Year at the Department Convention, Prospective Convention Cities will be invited to give 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 Cities are notified of the Commission's decision the week immediately following their meeting.
5. The Department will arrange and conduct a site visit in order to prepare a final report for the full Commission, to be presented at the Department Fall Meetings four (4) years prior to 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 up to two (2) complimentary guestrooms for the site visits.**
6. Upon selection of the Convention City, the Department will execute the Hotel/Convention Center Contract(s). All contracts are **to be approved by the Adjutant and the Judge Advocate prior to signing final contracts.**

IV. - CONVENTION CENTER OR OTHER MEETING FACILITIES

The Prospective Convention City is to gather the following information for the proposal from the Convention & Visitors Bureau, Convention Center/Meeting Facilities and/or Hotel. All meeting space and hotels must be on a **first-option complimentary/ 24 hour hold basis**. All dates and days are to be outlined clearly and listed within the document. **The Convention Center/Meeting Facility must 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.**

All Convention space is to be complimentary to The American Legion, Department of Wisconsin.

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 800 theater seats (10,000 sq ft) in front of an 18' x 32'X 32" stage handicapped accessible with draping on the back of stage. Location of the General Session is preferred to be column free, seating theater style. Audio Recording equipment requested for recording of the General Session. Lesser seating capacity will be considered in auditoriums on RFP's from 800-600.

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.

2. All facilities must be air-conditioned. Normal heat, light, power, internet and clean up must be provided.
3. It is further required and understood the first room set-up of all facilities, including the stage and 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 an 18' x 32'X 32" stage handicapped accessible with draping on the back of stage. Location of the General Session is preferred to be column free and seating theater style.

Move in date: Wednesday
Show dates: Thursday – Sunday
Move out dates: Sunday by 5:00 PM
These dates are necessary for move in and setup.

2. All facilities must be air-conditioned. Normal heat, light, power, internet and clean up must be provided.
3. It is further required and understood the first room set-up of all facilities, including the stage and 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) and is preferred to be column free. 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, internet and clean up must be provided.

D. Exhibit Space 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.

Move in date: Wednesday

Show dates: Thursday – Saturday

Move out date: Saturday by 7:00 PM

2. Space is required by the Department for 10-15 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 Auxiliary for a minimum of 4 individual break-out rooms (ranging in size from 400 – 1000 sq. ft.) from Friday through Sunday. Note: These are the same rooms used by the Department, not in addition to, provided the Auxiliary is in the same facility.
5. All facilities must be air-conditioned. Normal heat, light, power, internet and clean up must be provided. These dates are necessary for move in and setup.
6. A room or area of approximately 500 sq. ft. is needed Wednesday to Sunday during the convention for Registration and storage. (Registration is in the same vicinity as the Legion)

E. American Legion Staff Office Space Requirement

1. A room of approximately 400 sq. ft. is required from Wednesday thru Sunday the week of the convention for The American Legion Department Headquarters Team. This office space must be in the Convention facility. All facilities must be air-conditioned. Normal heat, light, power, internet and clean up must be provided. These dates are necessary for move in and setup of the Department Office.

F. American Legion Auxiliary Staff Office Space Requirement

1. A room of approximately 400 sq. ft. is required from Wednesday thru 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, internet and clean up must be provided. These dates are necessary for move in and setup of the Department office.

G. Banquet Site:

1. Banquet rooms with a capacity of 40-350 people must be available at the Hotels or Convention Center. For both day and evening events.

NOTE: Your bid must include an equipment inventory list (number of stages, skirting, tables, chairs, etc.) and information regarding the availability of these items and cost, if any, to the Department.

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

1. Based on the following requirements the Prospective Convention City 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** approved by the Department for The American Legion Official Call-ins. Only properties with the ability to offer a minimum of 175 sleeping rooms and suites blocked exclusively for the Department Headquarters Hotel will be considered.
2. The Prospective Convention City should prepare a list of hotel properties offering a minimum of 175 hotel rooms on peak. 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 City has other attractive elements in the proposal.
3. 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. (This is the minimum amount; most attractive bids give the run of the hotel.) 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) and a meeting room to accommodate one or more dinners. **The American Legion cannot accept “planned” hotels as part of the room block within the bid package. We cannot accept “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 City should include in this section, a city map indicating the exact location of each hotel in relation to the Convention Facilities.
8. 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.

9. **The Department Headquarters Hotel will agree to provide on a complimentary basis for four (4) nights, beginning Wednesday, its largest suite to the Department 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.
10. The Headquarters Hotel further agrees to compliment a minimum of one room night per 40 room nights consumed on an accumulative basis to the Department. The Department will use and assign these complimentary rooms.

VI. – AMERICAN LEGION AUXILIARY HEADQUARTERS HOTEL

1. Based on the following requirements the Prospective Convention City 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. It is preferred that the Auxiliary is housed in the same property as the Legion.
2. Only properties with a minimum of **75 committable sleeping rooms and suites** blocked exclusively for the Auxiliary will be considered. Potential headquarters hotels should utilize the following sleeping room flow pattern to block space.

	<u>Wed</u>	<u>Thurs</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>
Aux	5	75	75	75	OUT

3. **The Auxiliary Headquarters Hotel will agree to provide on a complimentary basis for four (4) nights, beginning Wednesday, its largest suite 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 40 room nights consumed on an accumulative basis to the Auxiliary, provided they are in a separate hotel than the Legion. The Legion 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 City should list area attractions, which may be of interest to the Legionnaires, Auxiliary Members, SAL Members, spouses and children. The Prospective Convention City should make specific recommendations for pre-convention tours and suggestions for specific guest tours and youth/family tours and activities.

VIII. – RFP POINT OF CONTACT

RFP Point of Contact Name: _____

RFP Point of Contact Phone: _____

RFP Point of Contact Email: _____

RFP Point of Contact Signature: _____

APPENDIX A

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

In Hall 1 (LEGION), is the total seating capacity in front of an 18' x 32' x 32" stage that is handicapped accessible with draping on the back of stage, a minimum of 800 theater (10,000sq ft.)? Lesser seating capacity will be considered in auditoriums on RFP's from 800-600.

In Hall 2 (AUXILIARY), is the total seating capacity in front of an 18' x 32' x 32" stage that is handicapped accessible with draping on the 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 is the move-in date available to the Department? _____

What is the move-out date available to the Department? _____

Are there any other costs associated with these halls (i.e.: chairs/draping/handicap ramp)? If so, what are those items and the costs associated with these items? _____

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

If yes, what are the costs associated with these items? _____

Is there complimentary internet in hall space? __ If no, what is the cost? _____

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 Department in the proposed convention year? (Please include move-in and move-out costs and table costs) _____

Is the space available on a first option/24-hour basis to the Department? _____

What is the move-in date available to the Department? _____

What is the move-out date available to the Department? _____

MEETING SPACE (IV, D)

Are there 10-15 individual meeting rooms (400 – 1000 sq. ft.) available for Department? _____

Are minimum of 4 individual meeting rooms (400 – 1000 sq. ft.) available for the 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 Department? _____

Will there be a cost to the Department for these meeting rooms? (i.e.: tables, chairs etc.) _____

Is there complimentary internet in all meeting space? ___ If no, what is the cost? _____

OFFICE SPACE (IV, E, F)

Is there complimentary internet in all office space? ___ If no, what is the cost? _____

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

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 40- 350 people available at Hotels or Convention Center for day and evening events? _____

APPENDIX B

HOTEL INFORMATION LEGION (V)

Total number of rooms in house at proposed Legion Headquarters Hotel? _____

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

What is the room mix (i.e.: 35% K/65% DQ)? _____

How many rooms are blocked for the Department on a first option basis? _____

Number of Suites available. _____

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? _____

Distance from Hotel to Airport. _____

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 yes, list the hotels and the current amount. _____

Headquarters Hotel agrees to compliment a minimum of one room night per 40 room nights consumed?

Headquarters Hotel agrees to one complimentary large suite to the Department from Wednesday to Sunday?

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 40 room nights consumed. (Provided they are in a separate hotel than the Department) _____

The Headquarters Hotel agrees to one complimentary large suite to the Auxiliary from Wednesday to Sunday? _____

APPENDIX C

TOURS AND ATTRACTIONS (VII)

List Tours and Attractions in the Convention City Area _____
