



REQUEST FOR QUALIFICATIONS FOR EVENT MANAGEMENT SERVICES
RFQ 2021-11-29

The Carolinas Parking and Mobility Association (CPMA) seeks an experienced meeting planner to support the Board of Directors in planning, managing/executing and handling post-conference responsibilities for CPMA's 2022 and 2023 Annual Conferences.

About CPMA:

Founded in 1986, the Carolinas Parking and Mobility Association (CPMA) is a professional association of parking administrators, practitioners, suppliers, vendors and consultants formed for the purposes of acquiring knowledge; encouraging professional development; providing mutual support, and creating an environment for professional interaction.

Membership is open to government bodies, authorities, colleges, universities, hospitals, airports, corporations, other types of businesses and individuals associated with the parking industry, and to others supporting the organization's objectives.

The CPMA is affiliated with the International Parking and Mobility Institute, and seeks to appeal to both the large and small institution, municipality, operator or business person with an interest in both national and regional parking related issues.

Background:

The Carolinas Parking and Mobility Association (CPMA) is seeking an Event Manager to plan and implement work associated with hosting an annual conference and other event opportunities such as but not limited to: board retreats, roundtables, town hall meetings, and virtual educational sessions.

CPMA uses MemberClicks to manage the conference, roundtables, awards, elections, and scholarship awards. Event planning is managed by the Board of Directors, with implementation assistance provided by the Event Manager that includes, but is not limited to:

- hotel site management,
- food & beverage coordination,
- and audio visual needs.

CPMA also has a public facing website, www.carolinasparking.com, that the event manager would assist in maintaining. This position would also require responding to customer inquiries, coordinating the development of events, be responsible for in-

person registration at events, and the oversight of events, including the annual conference.

The annual conference is customarily held in September or October and future conference dates are: September 13-16, 2022 and September 19-22, 2023.

Conference Overview:

CPMA holds its annual conference at different locations in North and South Carolina alternating years. The meeting attracts between 150 – 260 attendees and is held over two and a half days, inclusive of a golf tournament. The conference consists of, but is not limited to, the following:

- Golf-Tournament
- Opening President’s Reception
- Conference general sessions
- Conference Awards Luncheon with keynote speaker
- Concurrent education breakout sessions
- Exhibit Hall Showcase
- Closing Event/Party

The 2021 Annual Conference registration fees were as follows:

Category	Early Bird Rate	Regular Rate
CPMA Member	\$275	\$325
Non-CPMA Member	\$425	\$475
Exhibitor (CPMA Member) includes 1 conference registration	\$825	\$850
Exhibitor (Non-CPMA Member) includes 1 conference registration	\$975	\$1,025
Additional Booth Staff (CPMA Member)	\$275	\$325
Additional Booth Staff (Non-CPMA Member)	\$425	\$475
One-Day Only Registration (Wed. or Thurs)	\$225	\$225
Golf Tournament	\$125	\$125
Additional Tickets for Thursday Party	\$50	\$50
On-Site Conference Registration	\$100 (Admin Fee)	\$100 (Admin Fee)

Past Conference Information:

2021 Annual Conference – Harrah’s Cherokee Casino Hotel and Convention Center Cherokee, N.C.	
# of Attendees	106
# of Exhibitors	24
# of Sponsors	9

Note: The 2020 Annual Conference was cancelled due to the COVID-19 pandemic.

2019 Annual Conference – Durham Marriott Civic Center Hotel and Durham Convention Center – Durham, N.C.	
# of Attendees	242
# of Exhibitors	37
# of Sponsors	23

2018 Annual Conference – Sonesta Resort Hilton Head Island Hilton Head, S.C.	
# of Attendees	182
# of Exhibitors	30
# of Sponsors	12

2017 Annual Conference – Renaissance Asheville Hotel Asheville, N.C.	
# of Attendees	176
# of Exhibitors	37
# of Sponsors	15

Scope of Work:

The Event Manager will report directly to the Board of Directors, the meeting planner works under the guidance of the Executive Committee (i.e., President, Vice President, Secretary and Treasurer) and the Conference Committee Chair.

The selected individuals or firms will be expected to furnish all services necessary and appropriate to produce each of the event, including all of the deliverables stated in the Scope of Work.

Conference Management:

- Manage all aspects of the registration website and respond to inquiries and calls for assistance.
- Develop a call for presentations solicitation in coordination with Conference chair.
- Develop and manage the awards nominations in coordination with the Conference chair.
- Provide on-site registration, coordination, and other support at annual conference.
- Respond to inquiries from sponsors, members, attendees.
- Schedule marketing emails for conference, sponsorships, call for speakers, call for award nominations, etc.
- Work with the Board of Directors to establish a conference app to simplify the on-site conference experience.
- Maintain financial records in regard to events planned and send reports to the Treasurer, as requested.

- The event manager is required to attend the annual conference. The event manager may be required to attend regional training sessions and/or board retreats, per the Board's request.
- Execute and manage all pre-conference logistics with meeting venues and contracted vendors.
- Manage two (2) conference housing blocks [board of directors and VIP (i.e., keynote speakers or other invited guests)].
- Manage reservations/rooming list.
- Coordinate Board of Directors, Speakers, Exhibitors, Sponsor representatives, as requested.
- Work with CPMA's MemberClicks registration system along with Treasurer to provide on-site registration.
- Manage onsite registration including volunteer staff and distribution of conference materials.
- Prepare meeting materials – conference badges, conference bags with sponsor inserts and program addendums.
- The Event Planner is required to be able to use technology to print "on-demand" name badges for conference attendees.
- In conjunction with the Conference Planning Committee Chair, work with conference sponsors prior to and during the conference.
- Serve as onsite point of contact with all conference vendors, exhibitors and sponsors.
- Work with selected venue regarding conference room set-up configurations for pre-conference sessions and breakouts.
- Work with selected venue to order food for meal functions inclusive of breakfasts, lunches, breaks, reception and dinner.
- Assist with soliciting proposals and recommend Audio Visual Company; serve as liaison/manager on behalf of the Board to the chosen Audio Visual company.
- Assist the Board with identifying a conference mobile app that can be used by attendees during the conference.
- Order conference signage and programs.
- Attend Board of Director meetings (which include site visits) when requested by the Board.
- Identify volunteer needs.
- Participate on monthly/bi-weekly Conference Planning Committee calls.
- Prepare and manage Conference Run of Show.

Vendor Management:

Assist the Conference Chair and Treasurer to secure vendors, for Board approval, for each individual activity forming a part of the event, including but not limited to:

- Print Advertising
- Signage
- Activity Sponsors
- Prizes to be purchased
- Prizes to be volunteered

- Volunteers for individual activities
- Entertainers
- Golf Tournament Venue

Exhibit Hall Management:

- Manage exhibit hall and coordinate associated logistical requirements.
- Sell booth spaces [approx. 30-40] to Vendor/Consultant/Professional Service Firms/Supplier Member
- Follow up with conference sponsors regarding booth assignments and registration for booth staff.

Supplier/Sponsor/Volunteer Management:

Once vendors or volunteers have been selected, reach out to:

- Each vendor or sponsor, to confirm the scope work and the finalize the costs/sponsorship commitment.
- Each volunteer, to confirm each of the activities and responsibilities agreed upon.
- Create a detailed Contact List for vendors, sponsors and volunteers and keep updated.
- Produce a Production Timeline for each component of each of the event and oversee load-in and load out activities.
- A master timeline to include all entertainment and interactive elements happening throughout the day.
- A working site plan.
- Meet with vendors, sponsors, volunteers, and CPMA appointees, as necessary.
- Once marketing plans have been finalized, provide the designated volunteer(s) with visual and copy suitable for inclusion on the website and all social media platforms.

Volunteer Support:

Provide the conference planning committee with a key list of volunteer positions to cover the components of event.

- It is the responsibility of the conference planning committee to provide the volunteers.
- Provide a Volunteer Coordinator/Manager day of event to assist in managing all on-site volunteers and their individual areas of responsibility.
- Meet with the Volunteer Coordinator prior to event to ensure that both parties have a clear understanding of volunteer resources and allocation.

Event Budget Development:

Create a budget spreadsheet of vendor costs and sponsorship commitments for event and submit to the Treasurer including:

- Maintaining and managing, an electronic operational budget.
- Providing monthly updated and timely accounting to CPMA on all expenditures.

Entertainment:

Entertainment for each of the annual conference and/or other events can include artists, musicians, and/or performers.

- For staged/stationary entertainment, coordinate with selected entertainers and create a production schedule related to the staged entertainment (all such entertainers will be responsible for their sound needs as well as all necessary equipment).
- For “roaming” entertainment, create a schedule including times and areas of appearance.

Sponsor Fulfillment:

Manage all on-site sponsor fulfillment including but not limited to banner/signage placement, load-in of special supplies to sponsor areas/tents. CPMA will provide an initial list of sponsors secured along with their contact details. Respondent will be responsible for updating such list.

Marketing:

Develop a marketing plan for event including:

- Creation of one or more press releases for event and distribution of the same on a timely basis.
- Develop print, radio and/or television marketing plan including appearances and/or public interest stories.
- Create a social marketing plan.
- Once the marketing plans have been finalized, provide the designated volunteer(s) with visual assets and approved copy suitable for inclusion on the website, local event calendars, newsletters, and all social media platforms.
- Develop analytics to assist with evaluation of the impact of the components of event.

Post Event Support:

Provide for and/or prepare:

- Committee, vendor, sponsor evaluation.
- Final event expense budget to include in-kind donations, discounts, and actual costs.
- Final Revenue Budget to include the status of attendee, exhibitor, golf tournament and sponsorship levels (projected vs. actual) and to provide detailed justification regarding any variances.
- Prepare conference wrap-up report and meeting.

CPMA Membership Database:

- Maintain member and contact database, adding and modifying records.
- Manage the renewal cycle, send follow up notices and recommend retention activities to the Membership Committee.
- Set-up and issue online meeting invitations in support of membership groups.
- Conduct monthly database reconciliations with the Treasurer and CPMA's external Certified Public Accounting firm.

Board of Directors Nomination Process:

- Work with the Past President and Secretary to manage the call for nominations, submission of candidate statements, and publishing the statements to the web site and to the membership.

Project Schedule:

The following schedule contains CPMA's desired major milestones and may be adjusted as a result of Consultant proposals and contract negotiations. If your firm is not able to meet this proposed schedule, please make this point clear in the submittal.

November 29, 2021	RFQ Published
December 6, 2021	Pre-Submittal Virtual Meeting – Please RSVP to
January 7, 2022	RFQ Submittal Deadline by 3:00pm
February 1, 2022	Finalist Presentations, if required.

Virtual Pre-Submittal Meeting:

There will be a virtual pre-submittal meeting for interested firms on Monday, December 6, 2021 at 2:00 pm via Zoom (details below). Attendance at the pre-submittal meeting is strongly encouraged but not required. The CPMA Board of Directors will present details about the project and submittal requirements and be available to answer questions.

Join Zoom Meeting

<https://us02web.zoom.us/j/85179774857?pwd=Wk81aElpOE9ZamNQTU1URGV0R00xQT09>

Meeting ID: 851 7977 4857
Passcode: 622019

Dial by your location

- +1 312 626 6799 US (Chicago)
- +1 646 558 8656 US (New York)
- +1 301 715 8592 US (Washington DC)
- +1 346 248 7799 US (Houston)
- +1 669 900 9128 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 851 7977 4857
Passcode: 622019

Selection Criteria (100 points possible):

- 40 Points: Project Approach, Understanding of Project Objectives
- 30 Points: Demonstrated Experience in Similar Projects, including evaluation of client references.
- 20 Points: Management, Organization, and Skill/Experience of Key Team Members.
- 10 Points: Experience working with Comparable Parking, Mobility, Transportation and/or other similar industry associations.
- 10 Points: Other Factors as determined by the Selection Panel (Examples: Knowledge of CPMA requirements and processes, knowledge of issues local to the parking, mobility and transportation industry, industry best practices, adoption and utilization of technology, etc.)

The CPMA Board of Directors may choose to invite selected firms for presentation/interviews to further discuss qualifications during its annual board retreat on Tuesday, February 1, 2022.

Submittal Response Requirements:

Provide an electronic copy in PDF format of your submittal. Please limit response to twenty (20) single-sided or 10 double-sided pages. Font size shall be no less than 10pt.

Submittal proposals/responses should be emailed to the following CPMA Board officers on or before the submittal deadline of January 7, 2022 at 3:00p.m.

1. Thomas Leathers, CPMA President at Thomas.Leathers@durhamnc.gov
2. Clint Joy, CPMA Secretary at Clint.Joy@carolinatime.net

CPMA reserves the right to accept or reject any and/or all proposals, and to grant final acceptance to the proposal that best meets the needs and interests of CPMA, as determined by CPMA in its sole discretion.

Submittals must contain the following information:

Section 1- Letter of Interest

- ✓ The Letter of Interest should include a synopsis of the company (and subconsultants), the team's qualifications, the project manager and primary contact, the project principal representing the contractual authority of the firm.

Section 2 – Project Organization

- ✓ Provide a project organization chart identifying the team composition.
- ✓ Define Key Staff members who will be working on the project and explain their roles and expected commitment/ assignment (not availability) to the project.

Section 3 - Profile(s) of Company or Team

- ✓ Identify capabilities and experiences, the number of employees and location and number of years in business under its current name.

- ✓ Identify the scope of services to be provided under this project.

Section 4- Resumes

- ✓ Provide resumes of the Key Staff, including the project manager and task leaders. Include resumes for staff identified as having a major role in the project.

Section 5 -Project Approach and Schedule

- ✓ Provide a description of the proposed approach to the project. Include a response to the preliminary scope but do not simply restate the scope.
- ✓ Identify key risks/ challenges/ concerns you anticipate and any mitigation steps to achieve successful delivery.
- ✓ Provide a proposed project schedule, showing tasks, milestones and deliverables, including review meetings with the CPMA Board of Directors.

Section 6 -Reference Projects

- ✓ Please identify recent, representative projects of a similar scope, complexity and size performed by the proposed team. At least two should be completed projects.
- ✓ For each project, provide references (name, email and phone number) estimated and completed project budget, year(s) the project was performed.
- ✓ Identify which members of the proposed team's organization and the role each played in the reference project.

Section 7 - Non-Collusion Affidavit:

This RFQ constitutes an invitation to bid or propose. Include and sign the following with your response:

The Carolinas Parking and Mobility Association prohibits collusion, which is defined as a secret agreement for a deceitful or fraudulent purpose.

I, _____ affirm that I have not engaged in collusion with any member of the CPMA Board of Directors, contractors, other person, corporations or firms relating to this bid, SOQs or quotations.

I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.

Signature: _____ Date: _____

Next Steps:

Responding companies or individuals must agree to keep their proposed project budget and the other terms of their engagement open for a period of at least ninety (90) days past the submission deadline.

Once a company or individual is selected, CPMA and the selected respondent or company will enter cost negotiations and subsequently a written contract will be

executed. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFQ and negotiating a contract with CPMA. CPMA shall bear no liability to any respondent for any costs, fees or liability incurred in connection with this RFQ or any response thereto.

Questions:

Questions about this Request for Qualifications (RFQ) should be directed by email to Thomas Leathers, President at Thomas.Leathers@durhamnc.gov or Clint Joy, Secretary at clint.joy@carolinatime.net.

Organizational Disclosure:

The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of CPMA nor as a member of the Board of Directors.

The Board of Directors look forward to working with the successful individual/company to in service to the Association's members and collaborating partners.