

Request for Proposals for Event Planning/Training Management

Michigan Fitness Foundation Ripple Effect Mapping Regional Workshops January 2019

1. GENERAL OVERVIEW

1.1 Foundation Overview

The Michigan Fitness Foundation (MFF) works to inspire healthy lifestyles through education, environmental changes, community events, and policy leadership. MFF is a state Implementing Agency for Michigan's Supplemental Nutrition Assistance Program Education (SNAP-Ed), facilitating nutrition education and encouraging physical activity across all 83 counties in the state.

1.2. Project Overview

In 2018, on-the-ground partners delivering SNAP-Ed completed self-assessments and collaboration readiness surveys on policy, systems, and environmental change work. Based on common themes and needs identified from those assessments, MFF will host a series of regional workshops to introduce SNAP-Ed partners to an innovative evaluation tool, Ripple Effect Mapping.

Workshops will bring together regional SNAP-Ed organizations and key community stakeholders to:

- Understand the scope and impact of SNAP-Ed programming on the greater community;
- Better communicate the significance of SNAP-Ed programming;
- Develop/raise awareness of connections between organizations and programs; and
- Build community momentum for health programming.

Outcomes from the workshops may include Ripple Effect Maps for each region of the state and resources/tools for partners to reinforce and practice the principles of Ripple Effect Mapping.

A total of eight (8) workshops across the state will be provided in collaboration with Wilder Research, a non-profit research and evaluation group. Workshops will occur in the following areas: Upper Peninsula, Traverse City area, West Michigan, Southwest Michigan, Mid-Michigan, East Michigan, and two Detroit locations.

Over the course of approximately two (2) months (June – July/August 2019), it is expected that workshops will occur at the following frequency:

- Two (2) workshops per week for two (2) weeks out of each month. Ideally, the 2 weeks will not be consecutive.
- Each workshop week may require up to five (5) days of travel.

Anticipated attendance at each regional workshop includes:

- 1-3 staff members from 4-6 SNAP-Ed funded organizations.
- 1-4 representatives from 4-6 community organizations/groups.
- 1-3 MFF staff members.
- 2 workshop facilitators (arranged and coordinated by MFF).

2. STATEMENT OF WORK

2.1 Purpose

The purpose of this Request for Proposals (RFP) is to invite event planning/training management vendors to submit a proposal to manage the logistics for 8 Ripple Effect Mapping Regional Workshops. This document outlines the requirements necessary for successful workshops.

2.2 Scope

MFF will provide staff as resources for workshop planning, including, but not limited to: MFF staff and partner interactions, venue selection, and agenda development. MFF will contract with an event planning/training management vendor to oversee pre-workshop planning, local operations, logistics, and on-site management. Please refer to “Scope of Work” in Section 4 for details. All activities must comply with federal SNAP-Ed regulations. Vendors and other event planning partners will work with MFF to conduct process and outcome evaluations, as needed.

2.3 Project Schedule

- January 22, 2019: RFP released.
- February 4, 2019: RFP closes.
- Starting the week of February 11, 2019: Vendor selection.
- February – July/August 2019: Workshop planning.
- June – July/August 2019 (exact dates TBD): Regional workshops.
- August 2019: Wrap-up and reporting.

3. PROPOSAL SUBMISSION PROCEDURE

3.1 Vendor RFP Acceptance

By responding to this RFP, the vendor agrees to fully comply with the requirements and other details of the RFP. Vendors should ask any questions to ensure full understanding is gained prior to submitting a complete proposal. Questions about the proposal should be submitted to: alee@michiganfitness.org.

The Michigan Fitness Foundation will only consider bids from vendors who demonstrate clear understanding of the proposed project in the context of SNAP-Ed.

3.2 Good Faith Statement

All information provided by MFF is offered in good faith. Specific items are subject to change at any time based on project circumstances. This RFP is predicated on the availability of federal funds.

3.3 Communication & Proposal Submission Guidelines

A complete proposal packet should include the following headings:

- Organization Overview: General information about your organization, including legal name, year of establishment, number of employees, and proposal contact person.
- Services: Description of services and core competencies.
- Markets Served: Description of geographic/industry markets served.
- Partners: List of current, relevant event-related partners.
- References: Description of at least two analogous events.
- Scope of Work and Operations (Per Section 4).
- Budget.

Questions about the RFP should be directed to:

Anne Lee, Project Manager
alee@michiganfitness.org

Official proposals should be submitted via email on or before February 4, 2019 to:

Pam Bartig, Support Services Associate
pbartig@michiganfitness.org

Use the subject line: RFP for Event/Training Planning - REM

3.4 Selection Criteria

The purpose of this RFP is to identify vendors with interest, capabilities, and financial ability to manage the logistics of the workshops in accordance to the Scope of Work. Proposals will be evaluated based on the following criteria:

- Understanding of project and objectives.
- Reasonable timeline and budget.
- Strength of Scope of Work relative to Project Overview (Section 1.2).
- Depth of capabilities and partners
- Demonstrated success with similar events.
- Complete proposal packet per Section 3.3.

3.5 Vendor Selection

The selected vendor will be notified via phone or email. Vendors who have not been selected will also be contacted.

4. SCOPE OF WORK AND OPERATIONS

The MFF will require the selected vendor to manage and obtain approval for the following aspects of the workshops:

4.1 Planning and Logistics

- Create project schedule with timelines and milestones.
- Develop specific workshop/project budget(s). Acquire MFF approval of budget(s) before incurring project/workshop costs.
- Initiate and/or attend planning meetings with MFF.
- Work with MFF to identify sites and workshop locations, including, but not limited to, researching potential facilities/venues and negotiating contract(s) for the regional workshops.
- Serve as primary liaison with venues/event vendors and manage all required space, set-up, logistics, and A/V (including any A/V contractors) with venues.
- In coordination with MFF and venues, plan and manage all appropriate refreshments and/or meals for the workshops, including, but not limited to, negotiating prices and providing meal counts.
- Procure accommodations for workshop attendees, as needed, including, but not limited to, maintaining/overseeing guest room lists and master account for hotel guest room charges.
- Manage any necessary registrations and provide updates to MFF.
- Work with MFF staff and community partners to contribute to agenda for each workshop.
- As required, work with MFF to draft, edit, and disseminate appropriate communications to workshop participants; serve as liaison to participants on logistical questions or problems.
- Prepare, assemble, and distribute workshop materials, including participant packets and nametags. MFF will provide guidance on any required print or digital materials; vendor will produce materials for distribution, as needed.
- Create all on-site signage, as needed.
- Manage all vendor relationships pertaining to the planning of the workshops.
- MFF will direct pay for workshop space, food, lodging, and A/V.

4.2 On-site Management

- Attend each regional workshop and perform on-site management.
- Serve as liaison to the venues, participants, and vendors. Provide any necessary staff support and develop staff agendas for each workshop.
- Manage any registration process(es).
- Manage parking for attendees and work with venues to ensure adequate parking is available.
- Ensure timely and organized workshop flow.

4.3 Post-Workshop Services

- Provide appropriate follow up to workshops, including review of all financial transactions, invoicing, and post-workshop liaison with facilities and other vendors.
- Prepare final report on the overall project, including registration and financial data.

5. ESTIMATED BUDGET & RESOURCES REQUIRED

All vendors must provide a breakdown of costs related to management of the project as outlined in the Scope of Work. All proposals must include a project schedule and work breakdown structure which identifies timelines, key milestones, project phases, administrative costs, and other project plan information. Proposed budget should not exceed \$30,000 for the period of the contract (February – August 2019).