



Purchasing Department

4400 University Drive, MS 3C5, Fairfax, Virginia 22030

Phone: 703-993-2580; Fax: 703-993-2589

REQUEST FOR PROPOSALS

GMU-671-11

ISSUE DATE:

April 29, 2011

TITLE:

Event Management Services

ISSUING AGENCY:

George Mason University

Attn: Purchasing Department

4087 University Drive, Room 400

Fairfax, Virginia 22030-4444

Ph. (703)993-2580, Fx. (703)993-2589

AGENCY /LOCATION WHERE WORK

WILL BE PERFORMED:

George Mason University, Fairfax, VA

PERIOD OF PERFORMANCE:

Five (5) years with a five (5) year renewal option (or as negotiated).

SEALED PROPOSAL DUE DATE AND TIME:

June 2, 2011 @ 2:00 PM. **PROPOSALS RECEIVED AFTER THE DUE DATE AND TIME CANNOT BE ACCEPTED.**

Proposals will not be opened in public.

MANDATORY PREPROPOSAL CONFERENCE:

See Section VIII, paragraph J.

QUESTIONS/INQUIRIES:

E-mail all inquiries for information to: James F. Russell, Asst. Director, jrussell@gmu.edu

HAND DELIVER OR MAIL PROPOSALS DIRECTLY TO THE ISSUING AGENCY ADDRESS SHOWN ABOVE

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Date: _____

By: _____

Title: _____

Fed ID No: _____

Signature: _____

E-mail: _____

This public body does not discriminate against faith-based organizations in accordance with §36 of the *Governing Rules* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment

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- I. **PURPOSE:** The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified sources to establish a contract through competitive negotiations with one qualified contractor to provide Event Management Services, as outlined herein, to George Mason University, (hereinafter referred to as “Mason”, or “the university”), an agency of the Commonwealth of Virginia.
- II. **GOVERNING RULES:** This solicitation is issued in accordance with the provisions of the Restructured Higher Education Financial and Administrative Operations Act, Chapter 4.10 (§ [23-38.88](#) et seq.) of Title 23 of the Code of Virginia, and in particular § [23-38.90](#) of the Restructuring Act, referred to as the “*Governing Rules*”. For complete information visit: <http://fiscal.gmu.edu/Forms/Purchasing%20Forms/GTC09-2.pdf>
- III. **BACKGROUND:** George Mason University would like to contract with a professional management company to coordinate planning and logistics for university events on the Fairfax campus, and for conferences and meetings that are held on campus. In addition, the new Mason Inn Conference Center and Hotel offers the university a unique opportunity to attract additional conference business to the university, which would take advantage of the new conference center and other outstanding university venues. It is anticipated these additional conferences will require the services of a professional events management company.

The Office of University Relations (UR) manages all campus events; therefore the contractor will work directly with UR to manage campus events on a daily basis. This involves interacting with the units who are planning events, coordinating logistics for the unit and staffing these events as needed. The other units in University Relations that often are involved with university events include Media and Public Relations; Community Relations; Creative Services; and University Information.

In addition, the contractor will need to be experienced in designing complete event plans for potential clients who wish to bring conference business to campus. The contractor will also coordinate with several university departments for logistical support related to supporting conference events, including parking, security, and student union operations which can provide set-up services. In addition, the contractor will make decisions on when outside vendors would be needed to support a conference, and will engage and manage outside vendors as appropriate.

- IV. **CONTRACT ADMINISTRATION:** The Vice President of University Relations shall serve as Contract Administrator for this contract and will work with the contractor in formulating mutually acceptable plans and standards for the operations of this service. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from Mason shall be transmitted through the Contract Administrator, or s/he designee(s) however, s/he shall have no authority to approve order changes in the work which shall alter the concept or scope of to work or change the basis for compensation to the contractor.
- V. **STATEMENT OF NEEDS:** Mason envisions a blended approach to accomplishing its goal of establishing a successful and professional events management operation combining the resources of the university with the expertise of an events management professional. This approach will require services to be performed by the Office of University Relations, and its various departments, and the Contractor. The Contractor will report to the Vice President of University Relations. The Contractor must provide a primary, lead contact to participate in University Relations Senior Management meetings and can serve on appropriate university committees as needed. The contractor will provide services for two general categories of events:

A. University events, primarily on Mason’s Fairfax Campus.

The university’s many rooms, auditoriums and meeting spaces are scheduled every day, throughout the year, to accommodate the events of Mason’s students, faculty and staff. Many of these events are self-sufficient, requiring nothing more than scheduling the space and providing for table and chair set-ups, and therefore would not require the services of the Contractor. Currently, however, in any given month there could be between 10-20 events per month where support is required from Events Management. The form of support varies and may include assistance with ordering catering, providing event signage, arranging centerpieces or

other forms of support, etc. Ultimately, it is our expectation that the contractor will provide guidance and services that will enable the client to achieve a successful event. The vast majority of these events will be held at Mason's Fairfax Campus. The contractor will need to provide this support and will serve as the university's primary contact for university departments that are planning events on campus.

In addition, the university has several major events which occur throughout the year, which require full events management support. (Major events which occur every year at Mason are identified in Attachment A.) The contractor will assume the leadership for these events and deploy university resources as necessary to accomplish a successful event. While the budget for major university events will be obtained by University Relations, the contractor will be expected to manage events within budget and maintain accurate financial records for each event. It is expected the Contractor will be paid an annual management fee to provide the services described in Part A.

B. Events such as conferences and meetings held on campus for outside entities, including those sponsored by university academic units.

Events are frequently held on campus that do not include Mason faculty or staff or for which they represent a very small part of the participants. Academic units at the university are encouraged to bring outside conferences related to their areas of study to the university. These meetings are important to the university's image and require events management support in order to ensure a professional experience for the organization. The contractor will work directly with the university departments involved with these events to provide logistical support for the events. This may include registration, transportation, making room arrangements, and planning for catering and other support activities.

In addition the Mason Inn Conference Center and Hotel has provided the university with the opportunity to attract conferences to campus. The contractor will need to work in partnership with the Mason Inn events staff to coordinate conference planning and logistics that involves multi-facility conference events that include Mason Inn participation. In addition, the contractor will work with the Director for Events Marketing, who will be seeking to bring new conference business to the university.

The Contractor must be able to perform these duties on time and within budget. It is expected the contractor will charge appropriate management fees on behalf of the university, to the client for the events described in Part B and participate in the revenues generated from these events.

C. Contractor Capabilities: To meet the requirements associated with these two forms of events responsibilities, the successful offeror must possess the following capabilities:

1. Ability to assimilate well into the culture of the university, its leadership and its departments.
2. Will interact professionally and effectively with the Washington metro area leadership and business communities, including senior government officials and their staffs, who often hold events on the university campus in Fairfax.
3. Can provide the entire constellation of conference services that will allow Mason to grow its conference business and enhance its reputation for event management expertise, including: registration, planning, creativity, experienced staff; established relationships with outside vendors that offer catering and set-up services.
4. Must be able to assist the Director for Events Marketing in marketing the campus as a venue to potential conference and meeting clients.

5. Experience working with hotel and conference venues, and able to prepare comprehensive event plans for large, multi-day, meetings and conferences.
6. Demonstrated ability to manage events with creativity and cost effectiveness.

NOTE: Mason will provide office space, telephones, computer and office equipment for Events Management Staff.

VI. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

A. GENERAL REQUIREMENTS:

1. RFP Response. In order to be considered, Offerors must submit a complete response to this RFP. Proposals must be submitted to GMU's Purchasing Office prior to the due date and time stated in this RFP. Offerors are required to submit one (1) complete, signed original paper hard copy of the proposal and three (3) copies. Also, Offerors must submit a copy of the proposal on CD. If proposal contains proprietary information, then submit one original CD with proprietary information and one original CD without proprietary information.
2. Proposal Preparation:
 - a. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in your proposal being considered non-responsive and therefore, rejected.
 - b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirement of the RFP. Emphasis should be on completeness and clarity of content.
 - c. Ownership of all data, material and documentation originated and prepared for the University pursuant to the RFP shall belong exclusively to the University and be subject to public inspection in accordance with Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under this Act; however, the Offeror must invoke the protection of §34 of the *Governing Rules* in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified in some distinctive method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs which constitute trade secret or proprietary or trade secrets. Labeling the entire contents of a proposal is not acceptable and may result in rejection and return of the proposal.
3. Oral Presentation: Offerors who submit a proposal in response to this RFP *may* be required to give an oral presentation of their proposal to Mason. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Oral presentations are an option and may not be conducted. Therefore, proposals should be complete.

Mason expects offerors who are invited to give an oral presentation will utilize the person or persons who will be working on the project to make the presentation so quality and experience of the contractor's staff can be evaluated prior to making selection. Should presentations be required they will be scheduled for June 14 & 15, 2011. These dates are critical and alternative dates will not be available so please allow for proper scheduling.

B. **SPECIFIC REQUIREMENTS:** Proposals should be as thorough as possible to allow the University to properly evaluate the Offeror's capabilities and approach toward providing the required services. Offerors are required to submit the following items as a complete proposal:

1. Return the entire RFP GMU-671-11 signed and completed as required.
2. Approach and specific plans to achieve desired results.
3. Qualifications and experience of the firm in providing services, including an organizational chart, individual qualifications and duties, etc.
4. Provide references from at least three entities where contractor has provided similar services.
5. Cost of services. This should include financial information to such as labor costs, overhead, contingency budgets, etc.

C. **IDENTIFICATION OF THE PROPOSAL ENVELOPE:** A return envelope is not being provided. It is the responsibility of the offeror to ensure the proposal is submitted in a sealed envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request for Proposals. Example:

FROM: Name of Offeror _____ Due Date: **6/2/11 Time: 2:00PM**

Street or Box Number _____ RFP Number **GMU-671-11**

City, State, Zip Code _____ RFP Title: **Event Management Services**

Name of Contract Officer or Buyer: **James F. Russell**

Failure to properly address the submission may result in 1. The submission may be redirected and not arriving at the proper location on time, or; 2. The submission may be inadvertently opened and the information compromised which may cause the Offeror to be disqualified, Proposal may be hand delivered to the Issuing Agency address shown on page 1. No other correspondence or other offer should be placed in the envelope.

VII. **EVALUATION AND AWARD CRITERIA:**

A. Evaluation Criteria: Proposals will be evaluated using the following criteria:

<u>Point Value</u>	<u>Description</u>
25	Approach and specific plans to achieve desired results.
25	Qualifications and experience of the firm in providing services, including an organizational chart, individual qualifications and duties, etc.
25	Quality of references.
25	Cost of service. This should include financial information to such as labor costs, overhead, contingency budgets, etc
100	TOTAL POINTS AVAILABLE.

B. **ACCEPTANCE OR REJECTION:** Mason reserves the right to accept or reject any or all proposals, in whole or in part, to take exception to any RFP specifications, to make an award based solely on the proposals received or to negotiate further with one or more offerors. GMU also reserves the right to negotiate a contract with the selected offeror(s), which is at variance with the RFP initially prepared by Mason and/or responded to by the offeror. Failure to comply with the RFP by an offeror, as determined by Mason may be grounds for the exclusion of such offeror from further consideration by Mason.

- C. **SELECTION:** The selection by Mason shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the University shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Mason may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (§49 of the *Governing Rules*). Should Mason determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated.

VIII. SPECIAL TERMS AND CONDITIONS

- A. **ADDITIONAL USERS (If Applicable):** It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with the contract terms. The Contractor shall notify George Mason University in writing of any such entities accessing the contract. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from George Mason University. George Mason University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that George Mason University is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

- B. **ASSIGNMENT OF CONTRACT:** The contractor cannot assign a contract in whole or in part without the prior written consent of the Institution.
- C. **AUDIT:** The Contractor shall retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The University, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
- D. **BEST AND FINAL OFFER (BAFO):** At the conclusion of negotiations, the offeror(s) may be asked to submit in writing, a best and final offer (BAFO). After the BAFO is submitted, no further negotiations shall be conducted with the offeror(s). The offeror's proposal will be rescored to combine and include the information contained in the BAFO. The decision to award will be based on the final evaluation including the BAFO.
- E. **CANCELLATION OF CONTRACT:** GMU reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 30 days written notice to the contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 30 days written notice to the other party. Any contract cancellation notice shall not relieve the contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- F. **COMPLIANCE WITH LAW: (If Applicable):** All goods and services provided to George Mason University shall be done so in accordance with any and all local, state and federal laws, regulations and/or requirements.

This includes any applicable provisions of FERPA or the "Government Data Collection and Dissemination Practices Act" of the Commonwealth of Virginia.

- G. **INDEMNIFICATION:** The contractor agrees to indemnify, defend and hold harmless the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the contractor/any services of any kind or nature furnished by the contractor, provided that such liability is not attributable to the sole negligence of the using agency or to failure of the using agency to use the materials, goods, or equipment in the manner already and permanently described by the contractor on the materials, goods or equipment delivered.
- H. **INFORMATION TECHNOLOGY ACCESS ACT (If Applicable):** By signing and submitting a proposal in response to this Request For Proposals the offeror certifies that s/he is in complete compliance with §2.2-3500 - §2.2-3504 of the Code of Virginia. More information can be viewed at: <http://leg1.state.va.us/cgi-bin/legp504.exe?000+cod+TOC0202000003500000000000>
- A. Prior to award the successful offeror may be asked to submit a Voluntary Product Accessibility Template (VPAT). This will be reviewed/approved by the Assistive Technology Initiative Office. Copy of the VPAT can be obtained at: <http://webaccessibility.gmu.edu/procurement.html>
- B. Compliance with the foregoing non-visual access standards will not be required if the Director of Purchasing, or designee, George Mason University, determines that 1) the Technology is not available with non-visual access because the essential elements of the Technology are visual and 2) non-visual equivalence is not available. Installation of hardware, software, or peripheral devices used for non-visual access is not required when the Technology is being used exclusively by individuals who are not blind or visually impaired, but applications programs and underlying operating systems (including the format of the data) used for the manipulation and presentation of information will permit the installation and effective use of non-visual access software and peripheral devices.
- I. **LATE BIDS/PROPOSALS:** To be considered, bids or proposals must be received at the specific office location specified in this solicitation on or before the date and time designated in this solicitation. Vendors are responsible for the delivery of the bid or proposal and if using U.S. Mail or a delivery service should ensure that the bid or proposal is addressed properly. Bids or proposals that are not received by the due date and time will not be accepted. Bids or proposals that arrive after the due date and time will not be considered and the Purchasing Department will contact the vendor to arrange for pick up or destruction of the late bids or proposals. The official time used in receipt of bids or proposals shall be the time on the automatic time stamp machine of Mason's Purchasing office.
- J. **MANDATORY PREBID/PREPROPOSAL CONFERENCE:** A mandatory prebid/preproposal conference will be at 2:00 PM on May 12, 2011 at The Mason Inn. The purpose of this conference is to allow potential bidders/offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.
- Due to the importance of all bidders/offerors having a clear understanding of the specifications/scope of work and requirements of this solicitation, attendance at this conference will be a prerequisite for submitting a bid/proposal. Bids/Proposals will only be accepted from those bidders/offerors that are represented at this prebid/preproposal conference. Attendance at the conference will be evidenced by the representative's signature on the attendance roster.
- Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation.
- J. **RENEWAL OF CONTRACT:** At the conclusion of the first five (5) year contract period Mason may renew the contract for an additional five (5) year period. All terms and conditions, scope of services, price increases/decreases, etc. will all be subject to negotiation and mutual agreement prior to contract renewal.

- K. **SMALL, WOMEN, AND MINORITY-OWNED BUSINESSES SUBCONTRACTING AND EVIDENCE OF COMPLIANCE:** Where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, the contractor is encouraged to offer such subcontracting opportunities to small businesses. This shall include DMBE certified women-owned and/or minority-owned businesses when they have received DMBE small business certification. If small business subcontractors are used, the prime contractor agrees to report the use of small business subcontractors by providing GMU's Purchasing Department at a minimum the following information: name of small business, phone number, total dollar amount subcontracted, category type (small, women, or minority/owned), and type of product/service provided.
- L. **UNIVERSITY REVIEW/APPROVAL:** All goods, services, products, designs, etc. produced by a contractor for or on behalf of George Mason University are subject to Mason's review and approval prior to contract award.

IX. BUSINESS STATUS: To be filled out by Offeror:

A. Type of organization (circle one):

Individual
Sole Proprietor

Partnership
Government

Corporation
Other (explain)

B. Category (circle one):

Manufacturer/Producer
Service Establishment
Other (explain)

Mfgr's Agent
Distributor

Retailer
Wholesaler

C. Status (circle one):

1. (MB) MINORITY OWNED. Defined as actively managed and at least 51% owned by an American Citizen of one of the following ethnic backgrounds; Native American, Black, Hispanic, Asian or Asian Pacific.
2. (WB) WOMAN OWNED. Defined as actively managed and at least 51% owned by a woman or group of women.
3. (SB) SMALL BUSINESS: Defined by the US Small Business Administration as independently owned and operated, with annual revenues less than \$5M (services) or less than 500 employees (manufacturing). May include non-profit or publicly owned business entities.

X. RFP SCHEDULE (Subject to change):

Issue RFP:	4/29/2011
Advertise in Post:	5/1/2011
Mandatory PreProposal Conference:	5/12/2011
Proposals Due:	6/2/11 @ 2:00 PM
Proposals to Committee:	6/3/2011
Proposal Review & Scoring:	6/3/11 – 6/9/2011
Scores to Purchasing:	6/10/2011
Oral Presentations (if req'd):	6/14/2011 – 6/15/2011
Negotiations:	Week of 6/21/2011
Best and Final:	6/28/2011
Award:	6/29/2011
Contract Start:	TBD

ATTACHMENT A – OFFICIAL UNIVERSITY EVENTS

<u>Event Name</u>	<u># of Attendees</u>	<u>Date</u>	<u>Services To Be Provided</u>
1. Admissions Honors Brunch	850	March	*Complete Event Services
2. University Day	450	April	* Complete Event Services
3. Admissions Spring Preview	3000	April	*Complete Event Services
4. Grad Week			*Complete Event Services
a. Honors Reception	200	May	
b. Cruise on the Potomac	300	May	
c. Bagels and Bubbles	500	May	
5. Commencement/Convocations			*Complete Event Services
a. CHHS Convocation	2700	May	
b. COS Convocation	1800	May	
c. NCC Convocation	1800	May	
d. Volgenau Convocation	4600	May	
e. CHSS (Masters) Convocation	1800	May	
f. CHSS (Bachelor's) Convocation	8200	May	
g. CEHD Convocation	900	May	
h. CVPA Convocation	1800	May	
i. SOM Convocation	4300	May	
j. SPP Convocation	1800	May	
k. CEHD Graduate Convocation	3200	May	
l. School of Law Convocation	1800	May	
m. SCAR Convocation	800	May	
n. Commencement	7000	May	
6. BOV/BOT Dinner	100	September	*Complete Event Services
7. New Faculty Reception	150	September	*Complete Event Services
8. Student Leadership Reception	225	September	*Complete Event Services
9. Alumni Weekend	500	October	All Support Services/On-site Registration (Multiple days/venues)
10.Fall Convocation	300	October	*Complete Event Services
11.Admissions Fall Open House	2700	November	*Complete Event Services
12.University Holiday Party	1000	December	*Complete Event Services
13.Mathy House Holiday Party	150	December	*Complete Event Services
14.Homecoming	TBD	February	Served on Committee
15. Orientation	TBD	TBD	TBD
16. Up to four other major events per year to be determined by University Relations.			

*Complete Event Services include: Planning meetings, Budget preparation, Scheduling and set up of space, On-site supervision of registration, Food and beverage selection and coordination, A/V coordination, Shuttle transportation Equipment rental, Sign coordination, and Police Coordination.