



REQUEST FOR PROPOSAL

ASSOCIATION MANAGEMENT COMPANY/CHAPTER ADMINISTRATOR

RFP Publication Date: July 1, 2017

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PROPOSAL PROTOCOL & SUBMISSION INFORMATION

Intent to Bid

We request notification of your intent to bid or not bid by **Friday, July 21, 2017** via e-mail to Casey Hollingsworth at chollingsworth@caesars.com.

Questions

All questions must be submitted in writing. We invite you to submit questions, electronically only, by 5:00 p.m. (Eastern Standard Time) on **Friday, July 28, 2017** to **Casey Hollingsworth, President-Elect** at chollingsworth@caesars.com.

A composition of all questions with answers will be distributed electronically to all bidding companies by end of business, **Wednesday, August 9, 2017**.

Submission Due Date

Proposals must include complete responses to each question in the order presented in this RFP. We invite you to deselect tasks that you may not be willing or able to support, by excluding that task from your proposal.

All proposals must be submitted electronically by 5:00 p.m. (Eastern Standard Time) on **Friday, August 25, 2017** to **Casey Hollingsworth, President-Elect** at chollingsworth@caesars.com.

Interviews

Final candidates will be invited to interviews, which will be conducted in **September 2017**.

Notification Date

All candidates will be notified concerning the final decision of the MPI North Florida management search committee in **October 2017**.

****Selected Chapter Administrator to transition with existing management team at meeting in the end of October 2017, attend November 1-3, 2017 Mid-Year Retreat and start working on November 1, 2017.**

Timeline

Friday, July 28, 2017	Intent to Bid
Friday, August 4, 2017	Questions Due from Bidders
Wednesday, August 9, 2017	Answers to All Questions Provided
Friday, August 25, 2017	Proposals Due
September 2017	Interviews
October 10, 2017	Final Decision
End of October 2017	Transition Meeting with current Chapter Administrator, President & President-Elect



OVERVIEW

Established in 1994, Meeting Professionals International North Florida Chapter is the largest association for meeting professionals in the area with a membership of approximately 150. Our chapter encompasses a large and diverse population across North Florida, including multiple counties. MPI North Florida is the leader in our industry in providing quality education, networking and business opportunities to our members.

POSITION:

Chapter Administrator

Key Characteristics of our future partner:

- Focus on the need for streamlining processes and provide a strategic system increasing the chapter's effectiveness
- Provide solid experience in increasing revenue streams while controlling costs
- Respond to the chapter's needs in a timely fashion and with flexibility
- Leverage the value of membership in a volunteer driven association
- Enhance the chapter's image in a positive and professional light

Skills we expect:

- Expertise in working with an annually transitioning volunteer board
- Expertise in strategic planning/project management
- Expertise in administrative/operational tasks
- Expertise in financial/budget management in QuickBooks
- Expertise in meetings and event management
- Expert communication skills
- Expertise in developing and implementing processes for efficiencies
- Software skills for applications already in use or suggestions on improved systems
- Knowledge of website management, WordPress is current website platform
- Demonstrated negotiation skills
- Demonstrated organizational skills
- Out of the box thinking
- Proficiency with Microsoft Office products (including Publisher), Quickbooks, Adobe Acrobat, and WordPress
- Demonstrated marketing & social media experience

Behaviors we require:

- | | |
|------------------------------------|------------------|
| • Highly ethical | • Accountability |
| • Responsiveness and accessibility | • Assertiveness |
| • Diplomacy | • Realism |
| • Patience | • Creativity |
| • Flexibility | • Positivity |



ASSOCIATION SUMMARY

Meeting Professionals International

Vision Statement: To be the first choice for professional career development and a prominent voice for the global meeting and event community

Mission Statement: To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry

Profile: Meeting Professionals International – founded in 1972 – believes that meeting and event planners serve a critical role in the success of business, and is committed to giving its members the very best in professional development, business opportunities and a vibrant industry community.

The Dallas-based organization delivers global human connections through its 70 clubs and chapters representing 86 countries around the world. For more information, visit www.mpiweb.org.

SUBMISSION REQUIREMENTS

Proposals must include complete responses to each question in the order presented below. You may clearly specify any tasks deselected in your proposal that you may not be willing or able to support.

A. Knowledge of Industry/Organization

1. Describe your knowledge of MPI. Are you currently a member? Have you attended an MPI regional/world conference? Chapter Affiliation/Leadership Roles?
2. List any other meeting/hospitality industry organizations to which you belong. Note any leadership roles.
3. List attendance at any industry-related national conferences, i.e. MPI, ASAE, PCMA

B. Company History

1. Years of experience in association management
2. Years of experience, if any, specific to meeting management skills
3. A description of your specific skills and resources relevant to the requirements listed
4. A description of the size of your company (*Requirement: licensed business with Professional Liability insurance - minimum \$250,000 each claim and aggregate).
5. A description of the company's business history
6. At least three client references with contact name, phone and e-mail address

C. Location and Accessibility

1. Location from which services would be provided
2. A description of how travel will be handled to support needed services



SUBMISSION REQUIREMENTS (continued)

D. Technology and Staff

1. Technology set-up, including volume capabilities (computers, internet, phone(s), scanner, copiers, etc.)
2. Applicable software package that will be used to complete the tasks described herein
3. Staff support available; clearly identify how services will be managed by you and or your staff
4. Description, responsibilities and biographies of your staff who will work on the account
5. Description of any real or perceived conflict of interest in working with MPI North Florida

E. Fees

1. Amounts based on time estimates of required services as listed in RFP
2. Estimated travel, office and miscellaneous out-of-pocket expenses
3. **Provide two fee options:** one fee including all services outlined in this RFP and a second fee for all services except the onsite staffing of the monthly board meetings and luncheons (Chapter Administrator would call in to the board meeting to participate, prepare digital materials for monthly luncheon and board or committee members would handle onsite registration desk services including name badges, accepting/processing payments, check-in, and making post-event bank deposit, etc.) *This second fee may include in its total fee (or provide a separate fee or itemized list of fees) for having the Chapter Administrator attend (in person) luncheons/special events based on request and etc.*

F. Additional Services or Skills

1. List any additional contributions you feel you could make or skills that set you apart



SUMMARY OF DUTIES & RESPONSIBILITIES

GENERAL SERVICES

- File all necessary paperwork; Assist Board of Directors in ensuring policies & procedures are followed; Participate in all Board of Director meetings and required events*; Ensure that all marketing and branding guidelines are adhered to; Be familiar with all MPI compliance regulations
 - *Required events for agreement with all services will include all scheduled chapter meetings and events. These include but are not limited to: Chapter Educational Programs, Special Events, MPI After Five Networking Events, Board meetings, Board retreats and the Sunshine Education Summit (SES)
 - *Required events for agreement with no on-site services will include call in to monthly Board meetings and preferred on-site participation at Board retreats. Sunshine Education Summit TBD.

PREFERRED EQUIPMENT SUPPLIED BY CHAPTER ADMINISTRATOR

- Personal computer with printer/scanner, high speed internet access, a dedicated business telephone line with voicemail, cell phone, software should include Microsoft Office, Adobe Acrobat, and QuickBooks

REPORTING

- Dashboard Metric; Membership, Budget, Registrations, Sponsorship, Volunteers, Required Monthly

RECORDS, STOCK & SUPPLIES

- Maintain records, files and provide storage for chapter archives; store chapter records electronically; minimal archiving requirements to be followed; Store maintain, track inventory of required office supplies

EDUCATION / EVENTS / PROGRAMS / REGISTRATION

- Manage meeting notices and registration for all chapter programs & events; Provide a detailed & timely update on registration as requested; provide meeting summary to BOD to include final attendance numbers, revenue analysis, no-show list and walk-in registrations.
- Ensure that the post-event evaluation is sent to attendees within 24 hours of event and that the results are communicated to the BOD within 7 business days after evaluation due date, due date is generally two weeks after the event.
- Coordinate and staff on-site registrations for all chapter programs and events
- Provide all required name badges, MPI promotional materials, awards, plaques for meeting and events
- Monthly luncheons in the Greater Jacksonville area typically during January, February, March, April, May, July, September, October, November; Tallahassee luncheons as determined
- Special Events in the Greater Jacksonville area typically in June and December & other months as determined



SUMMARY OF DUTIES & RESPONSIBILITIES (continued)

PAYMENTS

- Track and process all payments, refunds and guest inquiries. Chapter has credit card processing capabilities both online and onsite. Cash and checks are also accepted onsite

MEMBERSHIP

- Keep the MPI North Florida membership database current. Train board members on procedures, update profiles, keep anniversary records, and assist with requests and inquiries, process membership applications
- Respond to all member inquiries and request within two business days

COMMUNICATIONS/MARKETING

- Receive newsletter data via e-mail from contributors, edit, format and typeset articles into color newsletter; Post to e-mail and online distribution lists
- Bill and collect revenue for advertising
- Knowledge of all social media outlets
- Graphic design capabilities, preferred

BUDGET/FINANCE

- Oversee financial operations of chapter to ensure all involved adhere to budgets, procedures, and guidelines; Oversee bank communications/requirements; Forward reconciled bank and merchant statements to the VP of Finance; Handle all accounts receivable and payable; Make bank deposits; Collect on past due accounts
- Maintain financial coding system through QuickBooks and maintain technical proficiency in that system
- Upkeep of financials and coding of financials with check requests from board members.
- Acquire necessary information to provide to the accountant for taxes and a compilation every two to three years
- Provide W-9 forms to all speakers for completion, store completed W-9 forms
- Provide a detailed monthly revenue/expense report (P&L Statement) exported from QuickBooks
- Work with the VP of Finance to provide a budget report that includes the bank statement reconciliation with QuickBooks on a monthly basis.
- Assist VP of Finance with RFP for Audit and financial planner (if applicable); work with those entities to provide all information required to accomplish goals & objectives

SPONSORSHIP

- Oversee all sponsor tracking and maintenance of sponsor values in conjunction with the Director of Strategic Partnerships; Work in conjunction with the Director of Strategic Partnerships to secure sponsor logos and ensure appropriate placement, i.e. website, print materials, etc.



DETAILED LIST OF DUTIES AND RESPONSIBILITIES

GENERAL SERVICES

- File necessary papers with the MPI office, State of Florida and the insurance company
- Assist the Board of Directors in ensuring that policies and procedures are followed, make recommendations to the Board regarding policies and take a pro-active role in determining the future course of the organization by providing advice and counsel
- Participate in or have a suitable replacement for all scheduled chapter meetings and events. These include but are not limited to: Chapter Educational Programs, Special Events, MPI After-5 Networking Events, Board meetings, Board retreats and the Sunshine Education Summit (SES). Attendance at any events is subject to Board Approval. (Note: If on site staffing is not included, Chapter Educational Programs Special Events and MPI After-5 Networking Events are not required.
- Liaise with appropriate board members to make sure the nominations slate, the six-month educational program plans, the budget, taxes, board meeting minutes, business plan, by-laws, monthly profit and loss statement, monthly website analytics, monthly member engagement numbers and policies & procedures are completed, approved and submitted to the Chapter Business Manager (CBM) on or before their due dates
- Provide continuity of information and direction for Board members year to year.
- Work with the Executive Committee and CBM to develop strategic thinking skills and strategies for the chapter
- Ensure that branding guidelines from MPI are adhered to for all chapter communications.
- Work in conjunction with the Director of Administration to maintain a working calendar for the Board
- Be familiar with and provide guidance with regard to all MPI compliance regulations

Chapter Business Plan

- Participate in the development and execution of the annual Chapter Business Plan

Dashboard Metric Reports

- The following items should appear in the Chapter Administrator's monthly Board Report and should be reported to the Chapter Business Manager:
 - Net Member Growth
 - Overall Member Satisfaction
 - Attendance at Monthly Programs (members, student members and guests)
 - Number of Volunteers
 - Satisfaction of Education Programs
 - Gross Margin
 - Education Ratio

Chapter Records, Stock & Supplies

- Maintain records, files and provide storage for chapter archives.
- Store chapter records electronically



DETAILED LIST OF DUTIES AND RESPONSIBILITIES (continued)

EDUCATION / PROGRAMS / REGISTRATION

Registration

- Manage registration for all chapter programs & events, except the SES
- Maintain RegOnline Account to assure events are created and setup properly and attendee lists are posted on Chapter Website
- Provide online registration training to all new Board members as needed
- Coordinate advance online registrations for all monthly educational programs, MPI After Five Networking and Special Events within two weeks or other timeline agreed to by the BOD
- Provide updates 24 hours prior to each month's educational program, MPI After Five and Special Events to the Board of Directors for the following: list of new members, registration survey information/feedback, event attendance count, food allergies and spreadsheet with attendee name identified by planner, supplier or student member as well as guests (non-members)
- Provide prior month meeting summary at each board meeting to include: final attendance numbers and revenue analysis
- Within five business days after each meeting, provide the BOD with a list of non-member and VIP/guest attendees for follow up by Membership Committee
- All meeting recap data should be compiled, consolidated and stored for each chapter meeting and event

Monthly Programs

- Track and process all payments, refunds and guest inquiries revolving around monthly chapter meetings and special events
- Track the member/non-member attendance and fees, ensuring that attendees are paying the appropriate fees and that non-members are attending no more than three meetings per year
- Ensure that the post-event evaluation is sent to attendees within 24 hours of event and that the results are communicated to the Board of Directors within 5 business days after the survey has closed

On-site Registration

- Coordinate on-site registrations for all educational seminars/monthly programs and Special Events
- Staff registration desk at meetings and collect payments at door (cash, check and credit cards)
- Process payments and provide receipts with CEU information for meetings
- Provide dietary tickets for attendees with special dietary requests
- Prepare member and guest name badges with appropriate designations for all events
- Tag Board members, new members, guests, speakers, CMPs, sponsors, committee member, etc. with the appropriate ribbons at each event.



DETAILED LIST OF DUTIES AND RESPONSIBILITIES (continued)

Monthly Programs Promotion

- Be proactive in helping promote monthly programs and events, including creating and sending meeting notices via e-mail
- Coordinate communication between nearby chapters with regard to our program schedule to promote and encourage more outside chapter involvement

CMP Study Group

- Process CMP Study Group participant fees
- Maintain a list of interested CMP Study Group participants throughout the year

MEMBERSHIP

Member Database

- Keep any necessary MPINF prospective member data kept separately from the Global database current
- Work with members to update their personal profiles/data on the MPI website at www.mpiweb.org
- Keep track of member Anniversary dates and notify VP of Membership of 5, 10, 20 and 25-year Anniversaries

Membership Assistance

- Assist all members in information and requests as needed
- Respond and follow-up to all inquiries and referrals within 24-hours

Affiliate Members

- Monitor anniversary dates for Affiliate members and bill accordingly

COMMUNICATIONS

Work with the VP of Communications in a support role for the following:

Chapter Newsletter

- Work with the VP Communications on continuous improvements and upgrades to the newsletter to include live links within the newsletter, look/feel, branding
- Work with VP of Communications or newsletter chair to create the annual newsletter production schedule
- Post the monthly newsletter (President's Message) to the website on time according to the production schedule

Chapter Website

- Respond to guest questions and inquiries from the email address within 2 business days
- Respond to guest inquiries in reference to their online profile (i.e. password requests, changes, etc.) within 2 business days
- Respond to all website guest book inquiries within 2 business days



DETAILED LIST OF DUTIES AND RESPONSIBILITIES (continued)

- Generate web traffic report and submit to VP of Communications and Chapter Business Manager
- Maintain website, host & make all necessary updates to website on an ongoing basis as communicated by the Communications Committee
- Post six-month calendar of events & event information and maintain on an ongoing basis

Chapter Website/Newsletter Advertising

- Bill and collect revenue for advertising. Advise the VPs of Communications, Strategic Partnership and Finance
- Maintain web pages & make all necessary updates as communicated by the Communications Committee
- Update MailChimp the last day of each month with a current membership list for e-mail distributions

Chapter Website/E-mail Platform

- On a weekly basis add new prospective members
- Remove prospective members when an e-mail bounces

COMMUNITY OUTREACH

- Maintain logos and photo gallery from events and monthly programs
- Update website with current information of Community Outreach Programs
- Maintain accurate financial records of monies donated and issue payment to charitable organization

BUDGET / FINANCE

Financial Management Duties

- Work in conjunction with the VP of Finance to assist the Board and committees with budget preparation and oversee financial operations of chapter to ensure all involved adhere to budgets
- Oversee bank communications in conjunction with the VP of Finance
- Update signature cards from the Board as required
- Forward reconciled bank and merchant statements to the VP of Finance
- Maintain financial coding system through QuickBooks in conjunction with VP of Finance
- Upkeep of financials and coding of financials with check requests from board members
- Generate a meeting summary that will include a head count, revenue analysis and no-show list and forward to the VP Finance and the VP Education, Director of Special Events or Director of Strategic Partnerships (MPI After Fives) within five (5) business days after the meeting; gather information from each area to create Event Recap Sheet; serve as central point of contact for Event Recap sheets (includes attendance figures and financials); compile, consolidate and store for each chapter event
- Acquire necessary information to provide to the accountant or approved Chapter members for annual financial review or compilation/audit, if required; Prepare annual tax form



DETAILED LIST OF DUTIES AND RESPONSIBILITIES (continued)

- Additional fulfillment duties as directed by the Director of Special Events and the VP of Finance
- Provide a detailed monthly revenue/expense report (Profit & Loss Budget vs. Actual, monthly, year-to-date and fiscal year reports) to Board of Directors

Accounts Receivable

- Handle all accounts receivable functions including issuing invoices as required for monies received
- Prepare and make deposits to the bank, reporting deposits to the VP of Finance.
- Follow up on monies from past due accounts
- Invoice and monitor accounts receivables at 30/60/90 day intervals until payments are received and processed; After 90 days, the VP of Finance is to be notified and will advise the action to be taken
- Record and deposit all cash, credit card payments and checks within one week of receipt
- Enter deposits, write checks for signature at the monthly chapter meetings, file back-up documentation, and provide a budget report for the monthly Board meetings
- Work with the VP Finance to provide a budget report that includes bank statement reconciliation
- Bill current meeting no-shows and accounts receivables within five business days of the meeting
- Track online payments and process cash and check payments for all programs at monthly chapter meetings

Accounts Payable

- Process checks for speakers and venues, when needed, once the approved paperwork has been received from the VP of Education.
- Process approved check requests from Board/Committee Members.

SPONSORSHIP

- Oversee all sponsor tracking and maintenance of sponsor values in conjunction with the Director of Strategic Partnerships
- Keep record of current Strategic Partnerships Package.
- Provide Florida State Sales Tax Exemption Certificate (DR-14) and W-9 information to requesting organizations
- Work in conjunction with the Director of Strategic Partnerships to secure sponsor logos and ensure appropriate placement on the website