

MT BEAAC

BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- ☒ This event meets Monona Terrace's definition of a convention.
- ☒ This event has not yet been contracted.
- ☒ This event has a minimum of 75 % programmed events at the Monona Terrace.
- ☒ This event uses a minimum of two hotels within the Madison Room Tax District.
- ☒ This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING :

- ☒ This event has a minimum direct spending impact of \$100,000.
- ☒ This event has a minimum out of town attendance of 400.

DATE OF REQUEST		2019-05-01		SALES MANAGER		Sarah Lemmers			
GROUP		Midwest Sociological Society							
EVENT TITLE		2024 Annual Meeting & Convention Space				LEAD		118848	
EVENT DATES		March 27-30, 2024		AMOUNT REQUESTED		\$11,760			
		(verify this does not conflict with major, annual events)							
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		300		TOTAL ROOM NIGHTS		784			
HOTEL BLOCK		1		2		3		4	
Hotel Name		Hilton		Concourse		Park Hotel		Hyatt Place	
Peak Room Block Bid		150		150		100		25	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$584,225			
COMPETITION		Unknown - 3 different cities		ATTENDANCE		1,200			
DECISION DATE		11/30/2019		EXPECTED CONTRACT REVENUE		\$19,366			
HISTORY		1		2		3			
MONTH & YEAR		April 2018		April 2017		April 2016			
CITY		Minneapolis		Milwaukee		Chicago			
FACILITY		Hyatt Regency		Hilton City Center		Hyatt Regency			
BLOCK TOTAL		980		980		1850			
PICK UP TOTAL		884		709		1705			
COMMENTS						OTHER FUNDING (external & internal)			

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval  5/2/19
DOS Approval Date 5/2/19
CEO Approval  5/2/19
CEO Approval Date 5/2/19

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount

REQUEST FOR PROPOSAL 2024 ANNUAL MEETING & CONVENTION SPACE

ORGANIZATION OVERVIEW

The Midwest Sociological Society (MSS) is a nonprofit, regional, professional society dedicated to building community among sociologists and to advancing sociological knowledge, teaching, and practice for social scientific purposes and social betterment. MSS was established in 1936 to provide a professional home for sociologists in the Midwest and around the country. We are the largest regional sociology organization in the United States, with approximately 1,200 members. The immediate 9-state region of the MSS includes Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

MSS is seeking a conference hotel for 2024 that will accommodate our needs outlined below. The contracted hotel will work with us to meet the needs of our conference planner(s), executive director and guests.

Contact Information: Laurie J. Linhart, Ph.D.
Annual Meeting Committee Chair
515-988-4810
llinhart@dmacc.edu

Jennifer Talarico
MSS Executive Director
402-554-3954
themss@unomaha.edu

PROJECT DETAILS

The MSS Annual Meeting will celebrate its 87th anniversary in 2024. This four-day conference brings 800-1200 individuals from around the world together to share research, encourage students and support the field of sociology. Included in the conference are large general sessions, breakout sessions, committee and board meetings, various plenary sessions and a Commons/Exhibits space. We also offer excursions or tours to locations within the city based on the interests of our meeting planners.

Meetings are held in Chicago every third year and typically earn our highest attendance. The conference rotates through other Midwest cities in the interim years. At times, MSS will hold our meeting in conjunction with another smaller sociology organization in an effort to enhance the quality of the meeting. When the meeting occurs in the days immediately before Easter, the conference will begin on Wednesday and conclude on Saturday. Meetings held at other times will begin on Thursday and conclude on Sunday.

The Commons/Exhibit space includes space for 10-15 exhibit booths. Exhibitors include graduate school programs, local nonprofit organizations, affiliated groups, and book publishers. The space will need to be secured when the Commons is not open to the public (i.e. overnight). The Commons area is also used as a gathering and networking space for attendees, a space to hold the poster session (approximately 5-8 double-sided large poster display boards), and the location for serving the annual Ice Cream Social.

MSS will contract an AV provider for technical needs, including projectors, screens and sound equipment. Our conference is not “flashy” in terms of AV presentation, so there is no anticipated rigging or facility modification needs. We will also contract with a meeting services company to provide pipe, drape and supplies for our exhibit space.

In addition to the conference meeting space, we recommend the hotel to our guests as the hotel of choice for room night stays. You will find a room block outline below. The majority of our guests come in on Thursday or Friday and leave Saturday or Sunday. Attendees are encouraged but not required to attend the duration of the conference. Many attendees are students and are strategic in sharing rooms in an effort to lower their conference expenses. Reservations will be made primarily via individual reservations made by the attendees.

Our attendees include students and professionals in the field of sociology. Generally speaking, about 90% of our members attend our conference.

- Approximately 25% of our membership is located outside of the immediate 9-state region.
- Approximately 48% of our members are students, either undergraduate or graduate.
- Our membership includes representation from 46 states and 11 countries outside of the United States.

PROPOSAL REQUIREMENTS:

- Meeting must be held in late March or early April. When meetings occur in Chicago in the days immediately before Easter, we begin on Wednesday and end on Saturday. All other meetings begin on Thursday and end on Sunday.
- No minimum food and beverage expenditure.
- No charge for meeting rooms in lieu of meeting a minimum room night commitment (typically 80% of guest room block).
- One complimentary meeting room from noon Friday to noon Saturday for up to 40 people in September of the year preceding the conference for the Pre-Planning Meeting. Dates to be mutually determined.
- All-day early arrival on Wednesday (or Tuesday) prior to conference start date.

PREFERENCE WILL BE GIVEN TO PROPOSALS WITH THE FOLLOWING:

- Guest room rate of approximately \$119-\$139.
- Same guest room rate for singles, doubles, triples, and quadruple occupancies.
- Complimentary high-speed wireless internet access in guest rooms and meeting spaces.
- Minimum of one complimentary presidential suite, one complimentary parlor suite and other guest rooms upon meeting minimum room night commitments.
- Hotels with public unisex/family bathrooms and the option to designate non-gender restroom(s).
- Hotels with demonstrated efforts to reduce their environmental impact.
- Secure registration space near exhibit space.
- Locations near shopping, dining and city attractions.

FUNCTION SPACE REQUIREMENTS:

Day and times	Function Type	# People/Room size	Setup
Day 1			
7am -11pm	Secure Registration/Office Space		
8am-7pm	16 breakout rooms	15@40+ people 1@25 people	Theater Boardroom
8am -11pm	General Session	300 people	Theater
8am -11pm	Exhibits	Approx. 4000sq ft	Approx. 10-8X10 booths
Day 2			
7am -11pm	Secure Registration/Office Space		
8am-7pm	16 breakout rooms	16@40+ people	Theater
8am -11pm	General Session	300 people	Theater
8am -11pm	Exhibits	Approx. 4000sq ft	Approx. 10-8X10 booths
Day 3			
7am -11pm	Secure Registration/Office Space		
8am-7pm	16 breakout rooms	16@40+ people	Theater
8am -11pm	General Session	300 people	Theater
8am -11pm	Exhibits	Approx. 4000sq ft	Approx. 10-8X10 booths
Day 4			
7am -3pm	Secure Registration/Office Space		
8am-1pm	16 breakout rooms	15@40+ people 1@25 people	Theater Boardroom
8am -1pm	General Session	300 people	Theater

FOOD AND BEVERAGE EXPENDITURES:

The MSS will not consider proposals with minimum food and beverage expenditure. However, you may find it useful to review our typical food and beverage expenditures.

- **Total F&B**

- 2018 meeting in Minneapolis: \$20,478
- 2017 meeting in Milwaukee: \$19,712.63 (tax exempt lowered by \$1200)
- 2016 meeting in Chicago: \$ 19,000
- 2015 meeting in Kansas City: \$9,240
- 2014 meeting in Omaha: \$9,762
- 2013 meeting in Chicago: \$16,761
- 2012 meeting in Minneapolis: \$14,413
- 2011 meeting in St. Louis: \$15,585
- 2010 meeting in Chicago: \$18,212
- 2009 meeting in Des Moines: \$10,405

- **Typical catered events:**

- Welcome/Happy hour with hors d'oeuvres and cash bar: Open to all meeting attendees
- Ice cream social: Open to all meeting attendees
- Post-Presidential Address Reception with hors d'oeuvres and cash bar: Open to all meeting attendees
- Trivia Night with buffet dinner and cash bar: Attendees purchase tickets
- 3 breakfasts and 2 lunches for board and other committee meetings: Approximately 30-50 people per meal

GUEST ROOM BLOCKS HISTORY:

Year	City	Guest Room Rate	Day 1	Day 2: Meeting begins	Day 3	Day 4	Day 5: Meeting ends	Total Blocked	Total Picked Up	% of rm block actualized
2008	St. Louis	\$114						870	1126	129%
2009	Des Moines	\$109						870	858	99%
2010	Chicago¹	\$114	230	700	700	600	150	2380	1789	75%
2011	St. Louis	\$119	80	300	300	270	5	955	887	93%
2012	Minneapolis	\$129	57	291	326	244		918	886	96%
2013	Chicago	\$119	55	280	325	325	25	1010	1296	128%
2014	Omaha	\$119	75	275	325	300	5	980	859	88%
2015	Kansas City	\$119	50	275	325	300	5	955	1014	106%
2016	Chicago¹	\$119	100	500	600	525	125	1850	1705	92%
2017	Milwaukee	\$129	75	300	300	300	5	980	709	80.6%
2018	Minneapolis	\$129	75	300	300	300	5	980	884	90%
2019	Chicago	\$129	65	325	375	350	50	1165		

¹Meeting held jointly with the North Central Sociological Society

Note: When meetings occur in the days immediately before Easter, the meeting begins on Wednesday and ends on Saturday. Meetings held at other times begin on Thursday and end on Sunday.

RESPONSES & TIMELINE

Responses to this RFP should be received by March 1, 2019, and directed to Laurie Linhart.

The committee will vet the responses and present them to the Board of Directors at the 2019 meeting (Chicago, April 17-20). The Board will determine which hotels to approve for site visits during the summer of 2019. Additional negotiations may be discussed prior to the Fall Board meeting in September 2019, where a final decision will be made. Any final negotiations, based on the Board's requests, will be discussed prior to contract execution.

Thank you for your response to this RFP. If you have any questions about this RFP, please call or email Laurie Linhart at the contact information listed above.