**REQUEST FOR PROPOSAL**

Original Date Issued: September 10, 2024

Closing Date: October 30, 2024

Final Decision Date: November, 2024

Reference: 2025 ICMA Annual Conference DMC Services

Subject: **Request for Proposal No**. **ICMA/DMC Services for 2025 ICMA Annual Conference**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for DMC Services for the 2025 ICMA Annual Conference Tampa, FL – October 25 – 29, 2025. ICMA anticipates awarding one (1) single award as a result of this Solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to Megan Sherman, Senior Manager Conferences & Sponsorships at [msherman@icma.org](mailto:msherman@icma.org) with a copy to [workwithus@icma.org](mailto:sagarunova@icma.org). All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org) with a copy to Megan Sherman at msherman@icma.org. Questions are due by September 16, 2024.

All communications must include the solicitation title, **ICMA/Annual Conference DMC Services/2025,** in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent’s behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes. ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Megan Sherman

Senior Manager, Conferences & Sponsorships

**PURPOSE**

We are currently seeking proposals for DMC services to handle, but not limited to the event management, logistics and requirements with relation to the following components of the 2025 ICMA Annual Conference:

1. ICMA Opening Party - Saturday, October 25, 2025
2. Leadership Networking Event – Saturday, October 25, 2025
3. Décor/Entertain for Exhibit Hall Grand Opening Reception on Sunday, October 25, 2025
4. Tuesday Evening Networking Event – Tuesday, October 28, 2025

Responses should address, but not be limited to, the information included in this RFP.

**ABOUT ICMA**

ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people’s lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 10,000 city, town, and county experts and other individuals and organizations throughout the world.  The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of [services to its members](http://icma.org/en/icma/members/benefits) and the local government community. The organization is an internationally recognized [publisher](http://icma.org/en/press/home) of information resources ranging from textbooks and survey data to topical newsletters and [e-publications](http://icma.org/en/icma/members/benefits/newsletters). ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both [in the U.S.](http://icma.org/resultsnetworks) and [internationally](http://icma.org/international), which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA’s programs and services, please go to [www.icma.org](http://www.icma.org).

ICMA’s Dun and Bradstreet number is 072631831.

**ICMA ANNUAL CONFERENCE**

**ICMA (The International City/County Management Association** will be holding it’s 2025 Annual Conference in Tampa, FL. This is the largest event produced by ICMA annually, every year attracting over 5,500 local government professionals. The attendees are mainly from the US with about 300 representing international cities. The Annual Conference consists of four (4) official conference days, two (2) days of pre-conference workshops, and several networking opportunities.

**2025 ICMA Annual Conference**

Tampa Convention Center

Tampa, FL

October 25 – 29, 2025

<https://conference.icma.org/>

**SCOPE OF WORK**

ICMA is looking to engage with a DMC to provide Tampa, FL based event services for off-site events, entertainment, décor and attendee engagement. ICMA will be looking to the DMC for creative components incorporating, but not exclusive of Tampa, FL theming. The goal is to WOW, surprise and delight attendees to provide truly unique experiences, not just a conference.

The ICMA conferences staff will look at the DMC as an extension of their team and is ultimately looking for an event partner to make the 2025 ICMA Annual Conference one to remember.

ICMA will contract all offsite venues directly.

DMC must submit a customized proposal to be considered. Informational based proposal won’t be considered.

**Requirements for Proposal:**

The ICMA Conferences and Events team will secure a DMC partner to provide local resources and best in class event production for the items outlined below.

**Saturday, October 25, 2025 – Leadership Networking Event**

Location: Unique Venue (can be same venue as Opening Party)

Estimated Guests: 175-200

Budget: $75,000 inclusive

Event Time: 5:30pm – 7:30pm

**Details**

This ICMA Leadership Networking Event attendees are board members, ICMA distinguished members and sponsors (VIPS!). This event is sponsored by ICMA’s top Annual Partner, MissionSquare Retirement.

Proposal should include the following elements:

* Venue ideas
* Catering estimate – but menu ideas are not needed
* Suggested theme
* Background Entertainment
* Interactive Roaming Entertainment
* Photo Opportunity
* Florals

History:

2024: Left Field Lounge Club Space at PNC Park before Opening Party

2023: Austin - Geraldine’s

2022: Columbus – The Fives

2021: Portland – The Redd on Salmon

2019: Nashville – The Bell Tower

**Saturday, October 25, 2025 – Opening Party**

Location: TBD

Estimated Guests: 1,000

Catering estimate – but menu ideas are not needed

Budget: $150,000 inclusive

Event Time: 6:30pm – 9:00pm

Proposal should include the following elements:

* Venue ideas – options close to the Convention Center
* Suggested theme
* Background Entertainment
* Interactive Roaming Entertainment
* Photo Opportunity
* Interactive entertainment
* Games
* Photo take-away
* Music

History:

2024: PNC Park

2023: Austin Public Library

2022: Columbus – Veteran’s Memorial Museum

2021: Portland – N/A

2019: Nashville – Musicians Hall of Fame

**Sunday, October 26, 2025– Exhibit Hall Grand Opening Reception at Pittsburgh Convention Center**

Location: Tampa Convention Center, Exhibit Hall

Estimated Guests: 4,000

Budget: $10,000 - $20,000

Event Time: 3:30pm – 6:30pm

**Details:**

* Interactive/roaming entertainment
* Interested in having an aerialist if possible

**Tuesday, October 28, 2025 – Tuesday Night Networking Event**

**Location: Unique Venue**

Event Time: 6:30pm – 9:00pm

Estimated Guests: 1,000

Budget: $150,000

**Details:**

* Unique Venue that is convenient to the Convention Center
* Entertainment
  + Roaming entertainment
  + Music
  + Some type of take-away (photo station, local artist station etc.)
* Décor and Furniture Enhancements
* Florals

History:

2024: Pittsburgh – Heinz History Center

2023: Austin – Palmer Events Center

2022: Columbus - COSI

2021: Portland – Providence Park Soccer Stadium

2019: Nashville – Wild Horse Saloon

2018: Baltimore – B & O Railroad Museum

**Attendee Engagement at the Convention Center:**

**Sunday, October 25 – Tuesday, October 28, 2025**

**Reptile/Unique animals to Florida demonstration in Exhibit Hall (Birds, Iguana’s, snakes, alligators etc.)**

Sunday, October 26: 3:30pm – 6:30pm

Monday, October 27: 12pm – 4pm

Tuesday, October 28: 12pm – 3pm

**Requirements for DMC**

•Company must provide one account manager to manage all aspects of program

Company must be capable of handling multiple events over a 5 – 6 day timeframe

**SUBMISSION REQUIREMENTS:**

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| **Section 1.** Company profile: | Please limit to no more than two pages. CV’s or résumés will not count toward the page limit.   1. Provide a description of your business 2. Provide the year established in the current business for the services requested in this request for proposal. 3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue. 4. CV’s or résumés of key personnel-in a leading paragraph, please indicate how much time each person(s) will devote to this project and what other projects this person (s) undertake at the same time. 5. List the company’s scope of services 6. Tell us what makes your business stand out in the industry. |

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| **Section 2:** References: | A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered  Respondents should provide references as follows:   1. At least three (3) examples of relevant work; 2. At least two (2) organizations to which you recently submitted unawarded bids; 3. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process |
| **Section 3:** Approach: | 1. Describe the organizations you have provided DMC services to that were similar to the needs of ICMA and demonstrate your business’s ability to manage large-scale conferences in all stages of the event (pre-event, during event, and post-event). 2. How has your business provided exclusive care in managing complex logistics for other organizations? 3. Provide an example or explain how your company will approach DMC Services for the annual conference? 4. How will your business ensure consistent service to ICMA? 5. What additional incentives can your company offer ICMA? |
| **Section 4.** Creative/Pricing/Customized Proposal | Please provide a price list for all services described above and for those services described above and for those services that you believe may be of value to the success of our annual conference. Please be advised that ICMA is cost-conscious about procuring outside services. Please define the period for which pricing is valid. |

**EVALUATION AND AWARD PROCESS**  
Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
   1. section 1 (5%)
   2. section 2 (10%)
   3. section 3 (40%)
   4. section 4 (45%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

**INSTRUCTIONS TO THE RESPONDENTS**

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP. Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 30 pages excluding CV’s or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:tjohnson@icma.org) with a copy to msherman@icma.org. Place “**ICMA/ Annual Conference DMC/2025”** in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

**APPENDICES** **(REQUIRED FORMS)**

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New Vendor Form

**GENERAL CONDITIONS**

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation or terminate the agreement.

No Gifts - It is ICMA’s Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for

disqualification of the Respondent from participation in any ICMA’s procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD’s. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.