



## 2020 Colorado Governor's Tourism Conference Request for Proposal

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DATE: Thursday, November 8, 2018

MEETING PLANNING COMPANY: Altitude Events  
CONTACT NAME: Deb Brannon  
EMAIL ADDRESS: [altitudeevents5280@gmail.com](mailto:altitudeevents5280@gmail.com)  
DUE DATE: **RFP RETURNED TO DEB BRANNON BY  
FRIDAY, NOVEMBER 30, 2018**

ORGANIZATION: Colorado Tourism Office  
MEETING NAME: 2020 Colorado Governor's Tourism Conference  
LOCATION: Various Destinations in Colorado  
MEETING DATES: September or October 2020 – preferred date  
pattern is Wednesday - Friday

The Colorado Governor's Tourism Conference is held annually, designed as an educational event to discuss issues regarding the tourism industry in Colorado and nationally. The event provides an opportunity to meet with representatives of destination marketing organizations, the hospitality and recreation industries, attractions, the arts, cultural organization, chambers of commerce, government agencies and others, all of whom are committed to sustaining Colorado's travel and tourism industry. The 2019 Conference will take place September 29 – October 1, 2019 in Denver, Colorado at the Sheraton Downtown Denver Hotel.

*\*Selected host entities must have at least one representative at the 2019 Colorado Governor's Tourism Conference to assist with the announcement of the 2020 site. The announcement should include a visual presentation with and an invitation to attend the 2020 conference.*

### Goals for Site Selection:

- The site must be located in Colorado
- The site (both hotel and conference location) will be marketable and accessible
- The hotel and conference location must be convenient to an airport and surrounding activities
- The room rate should be competitive for the area and will be taken into consideration during the proposal evaluation

## I. Availability

The 2020 Colorado Governor's Tourism Conference will be held between September 8 and October 31, 2020. Typically the schedule entails starting the conference on Wednesday and ending Friday around lunch time, however the CTO is open to other schedules including a Monday start with a conclusion on a Wednesday.

## II. Geographic Rotation Pattern

The selection will be based on geographic rotation.

## III. Adequate Sleeping and Meeting Rooms

Peak night block and pick-up history from the previous years conferences:

<u>Past Sites</u>	<u>Total Room Block – Peak Days</u>
2019 Sheraton Denver Downtown Hotel	TBD
2018 Hotel Talisa, Vail, Colorado	724
2017 Grand Junction Two Rivers Convention Ctr.	580
2016 Beaver Run Resort, Breckenridge	532
2015 Crested Butte Mountain Resort	415 (Split b/t the hotels)
2014 The Westin Westminster	442
2013 Telluride – Hotel Madeline and Peaks	550 (Split b/t the hotels)
2012 Steamboat Grand/Sheraton	520 (Split b/t the hotels)
2011 Embassy Suites Loveland	510
2010 Silvertree Hotel Snowmass	500 (total for two hotels)
2009 Pueblo Marriott Convention Center	390 (total for two hotels)
2008 Park Hyatt Beaver Creek	440
2007 Grand Junction Two Rivers Convention Ctr.	516

## IV. Convenient to Airport and Surrounding Activities

- An airport within 30-50 miles of the hotel/conference center is preferred
- The hotel/conference center should be convenient to restaurants and activities
- The meeting facility must be within walking distance of the hotel(s)

## V. Support of Local Convention Bureau or Chamber

- Sponsor and pay for the welcome reception
- Assist in marketing the conference
- Provide community information to attendees, including pre/post tours and dining options
- Participate in conference planning

### Eligible Host Entities:

Application to be the host entity will be accepted from convention & visitor's bureaus, chambers, resort associations and other appropriate local or regional organizations.

## Facility/Accommodations:

### I. Sleeping Room Needs

- **No penalty assessed to CTO for not filling the complete room block. No Attrition Clause within the contract.**
- Rates are confirmed at time of proposal submission.
- Rates are to be run-of-the-house. Single/double will be the same room rate.
- Rates apply to all conference attendees from three days before the start of the conference to three days post the conference concludes.
- Provide timely reports of room reservations made by conference participants.
- Customized hotel reservation link to be provided to CTO for guests to utilize.

### II. Complimentary Room Policy

- Provide a minimum of one complimentary room per forty occupied to be applied against the Master Account.
- Provide one complimentary presidential suite (if applicable).
- Provide (10) Suite upgrades at the group rate.
- Provide complimentary airport transfers for CTO Board of Directors (if necessary).

### III. Reservation Cut Off Date

- Maximum twenty-one day cut off before hotel room commitment is released for general sale – conference attendees are traditionally late responders/
- Provide accommodations to attendees reserving rooms after the room block has been released at rates previously agreed to, on a space available basis.

### IV. Billing/Contract

- The CTO cannot sign any hotel contracts. A state purchase order for full amount to be paid will act as the contract between the hotel and the state.
- The Colorado Tourism Office is tax exempt and will provide a certificate.
- The CTO can only pay a one time deposit of up to \$10K of the agreed upon minimum spend of F&B and rooms.
- All sleeping room, tax and incidental charges will be billed on an individual basis, payable upon departure.
- The CTO will present a list of names for guests whose sleeping rooms will be billed on the Master Account with no charges for tax.
- Bills for each function will be reviewed after the conference and payment will be made promptly after receipt of the final bill unless charges are in dispute.
- The CTO's conference **does not pay** meeting room space rental charges.
- The final bill will not be paid until the post-convention report is received.

### V. Meeting Room Needs

- The CTO must be allowed to use an outside A/V company if they so choose, with no penalty incurred.
- Provide at no extra charge tablecloths, draping, easels, water and glasses, room set-ups, riser and podiums/lecterns, and paper and pencils in each meeting room.
- If the in-house A/V company is used, furnish one complimentary microphone in each room utilized.
- A schedule of events based on the 2016 conference is attached for your reference.

### VI. Food and Beverage

- All food and beverage functions will be billed to appropriate entity.
- Final guarantees will be provided 48 hours in advance.
- Hotel/conference center must allow for donations of alcoholic beverages to be served during conference without the use of a distributor.
- **The CTO will not be billed or pay for corkage fees or for any alcohol served or consumed.**

VII. Storage

- Hotel/conference center shall receive and store on a complimentary basis a reasonable amount of meeting materials.
- Hotel/conference center shall provide complimentary movement of materials from the storage room to appropriate meeting room(s).

VIII. Concessions

- (10) Staff Rooms at 50% off the Group Rate
- (10) Welcome Amenities
- A/V Discount
- 10% off 2019 published catering menu pricing
- Waived energy surcharge and/or resort fee
- Complimentary high speed internet access in all sleeping and meeting rooms
- All rooms commissionable at 10% to Altitude Events
- A \$10 rebate per revenue occupied room applied to the master account to defray conference expenses
- Complimentary Function Space
- No Meeting Space changes without prior written notification and consent
- Rebook clause at 100% within one year
- Group room rate available (3) days prior and (3) days post program
- No Walk Clause
- Complimentary access to Fitness Room for all attendees

IX. Additional Information Needed

- Floor Plans of hotel/conference center
- Current menus & pricing
- In-house A/V company price list
- Current rack brochure

HOTEL/VENUE NAME: \_\_\_\_\_

**PROGRAM AGENDA**

**HOTEL/VENUE TO COMPLETE:**

<b>Monday &amp; Tuesday</b>	<b>TIME</b>	<b>PEOPLE</b>	<b>LOCATION/NOTES</b>	<b>ROOM NAME</b>	<b>SQ. FOOTAGE</b>
Staff Office	8:00am-24 Hour	6			
<b>Wednesday</b>	<b>TIME</b>	<b>PEOPLE</b>	<b>LOCATION/NOTES</b>	<b>ROOM NAME</b>	<b>SQ. FOOTAGE</b>
Staff Office	6:00am-24 Hour	6			
Registration Desk	8:00am-24Hour	4	2 6' Tables with 2 Schoolies in the back		
Silent Auction Tables	8:00am-24Hour	3	3 6' Tables		
Outlet Malls Giveaway	8:00am-24Hour	1	1 6' Table		
General Session Set-Up	8:00am-24Hour	500 – 550	Rounds + Stage with AV		
CADMO Meeting	9am – 11am	40	Classroom + AV		
Colorado Scenic & Historic Byways Meeting	9am – 4pm	40	Classroom + AV		
International Promotions Committee Meeting	9am – 11am	30	Classroom + AV		
Leadership Committee Meeting x 2 rooms	9am – Noon	40	U-Shape + AV		
CTO Board Meeting + Lunch	11:30am – 2pm	75	U-Shape for 15, remaining Theater		
Exhibitor Set Up	1pm – 5pm	40	40+ 6' Tables Needed for Exhibitor Booths		
Learning Labs x 5 rooms	2:00pm – 4:00pm	100 - 120	Theater – Maximum Seating + AV		
Welcome Reception	5:00pm – 6:00pm	450	Off-Site – Hosted by Host City		
<b>Thursday</b>	<b>TIME</b>	<b>PEOPLE</b>	<b>LOCATION/NOTES</b>	<b>ROOM NAME</b>	<b>SQ. FOOTAGE</b>
Staff Office	24-Hour Hold	6			
Registration Desk	8:00am-24Hour	4	2 6' Tables with 2 Schoolies in the back		
Silent Auction Tables	8:00am-24Hour	3	3 6' Tables		
Outlet Malls Giveaway	8:00am-24Hour	1	1 6' Table		
Breakfast Buffet in Exhibitor Area with some seating	7:30am – 8:30am	400	Rounds & Highboys		
Exhibitors	7:30am – 5pm	40	40+ 6' Tables Needed for Exhibitor Booths		
General Session	8:00am-5:00pm	500 – 550	Rounds – Where Plated Lunch Takes Place		
Breakout Sessions x 5	8:00am-5:00pm	100+	Theater to maximize seating + AV		
Taste of Colorado	5:30pm – 6:45pm	450+	In Exhibitor Area with added bars, highboys and tray-passed apps		
Awards Dinner	7:00pm – 9:00pm	500 - 550	In General Session Room		
<b>Friday</b>	<b>TIME</b>	<b>PEOPLE</b>	<b>LOCATION/NOTES</b>	<b>ROOM NAME</b>	<b>SQ. FOOTAGE</b>
Staff Office	24-Hour Hold	6			
Registration Desk	8:00am-1:00pm	4	2 6' Tables with 2 Schoolies in the back		
Silent Auction Tables	8:00am-1:00pm	3	3 6' Tables		
Outlet Malls Giveaway	8:00am-1:00pm	1	1 6' Table		

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<b>Friday, continued</b>	<b>TIME</b>	<b>PEOPLE</b>	<b>LOCATION/NOTES</b>	<b>ROOM NAME</b>	<b>SQ. FOOTAGE</b>
Breakfast Buffet in Exhibitor Area with some seating	7:30am – 8:30am	400	Rounds & Highboys		
Exhibitors	7:30am – 1:00pm	40	40+ 6' Tables Needed for Exhibitor Booths		
General Session	8:00am-1:00pm	500 – 550	Rounds – Where Plated Lunch Takes Place		
Breakout Sessions x 5	8:00am-1:00pm	100+	Theater to maximize seating + AV		

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