



REQUEST FOR PROPOSAL

2020 Event Atlantic Summit



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A. SUMMIT BACKGROUND

Over the past decade, event hosting has grown as a means for Atlantic Canadian communities to attract visitors, grow their brand, and develop new customers in a landscape that saw many visitor economies contract. This activity has utilized existing infrastructure or in some cases, developed temporary or new purpose-built venues that serve as a legacy within communities throughout the region.

In Canada and according to Statistics Canada, sport tourism alone is a \$6.8 billion annual industry and the degree to which communities are leveraging sport events to grow valuable export dollars has been growing for the past two decades.

Atlantic Canadian communities have seen growth of event hosting; with sport, culture, and entertainment events serving as the catalyst to lure and convert potential visitors from neighboring communities or outside the province, and at times internationally.

In the current environment, all business is good business for tourism operators and supporting industries that benefit from visitors; however, events that can draw people from outside Atlantic Canada are most beneficial to our regional economy.

To discuss opportunities for Atlantic Canada to capture its share of the event economy, both at the community level and with a shared or collaborative approach that is more regionally based, the first-ever Event Atlantic Summit took place in Moncton, New Brunswick in 2015. The Summit was held in conjunction with the FIFA Women's World Cup Canada 2015™ and attracted over forty (40) delegates from all four Atlantic provinces.

Now an annual event, the Summit strives to provide professional development opportunities to provide the tools to help position Atlantic Canadian communities to be more strategic and collaborative, while creating an open, supportive environment to foster ongoing shared success through the development of community and regional partnerships.



B. SUMMIT HISTORY

| DATE HELD | # DELEGATES | HOST CITY | HOST ORGANIZATION | VENUE / HOTEL | FEATURED EVENT |
|------------------|-------------|-------------------|-------------------------------------|---|--|
| June 8-9, 2015 | 40 | Moncton, NB | City of Moncton | Université de Moncton | FIFA Women's World Cup Canada 2015™ |
| June 14-16, 2016 | 80 | Charlottetown, PE | SCORE! City of Charlottetown | Rodd Royalty | n/a |
| March 8-10, 2017 | 100 | St. John's, NL | STEP St. John's, City of St. John's | Sheraton Hotel Newfoundland | 2017 Tim Hortons Brier |
| March 6, 2018 | 75 | Halifax, NS | Province of NS, City of Halifax | Prince George Hotel / Halifax Convention Centre | CSTA Sport Events Congress |
| May 2-4, 2019 | 80 | Charlottetown, PE | City of Charlottetown | The Holman Grand Hotel | East Coast Music Association Festival, Conference & Awards |



C. APPROACH

Given the fact that many Atlantic Canadian communities - and the four Atlantic Provinces - are making increasing investments in events as a driver of new, inbound visitors, it is important for the sector to come together to figure out how best we can grow, both individually and collectively.

The success of the first rotation of the Event Atlantic Summit has provided momentum and an appropriate and significant backdrop for the initial stage of these groundbreaking discussions. It is the shared desire of the Board of Directors of Event Atlantic to continue to build on this momentum through the ongoing, annual hosting of the Event Atlantic Summit.

1. The Vision

To bring together municipal staff and elected officials, as well as community and event industry leaders from all four Atlantic Provinces, to strengthen the spirit of collaboration in event hosting and to create opportunity for developing new business through partnership and learning.

2. The Principals

The principals of the Event Atlantic Summit include:

- Atlantic-wide representation
- Educational component
- Socially responsible
- Spirit of healthy competition
- Shared leadership and best practices



3. Project Scope

The Event Atlantic Board of Directors provide steering and oversight of the Event Atlantic Summit. This group works with the host municipality in the planning of the annual conference for event industry players in Atlantic Canada.

4. Goals

- A valuable learning experience
- Inclusive, with all four Atlantic Provinces represented
- Participation from elected officials, staff, and industry organizations
- Operated in a financially sustainable manner, providing value for attendees

5. Outcomes

- While the current average attendance is 70, it is the goal moving forward to identify and recruit 100 attendees from all four Atlantic Provinces, with the host province utilizing the event to target the majority of attendees.
- Dates to be determined annually based on the host municipality and potential alignment with an existing major event
- Revenue neutral or a small surplus



D. HOSTING GUIDELINES / REQUIREMENTS

1. Summit Logistics

- On-the-ground event management of the Summit, with a direct liaison point of contact to Event Atlantic
- Securing of host hotel with room block of 50-75 rooms per night
- Keynote presentations can be held at an offsite venue and include a culinary experience
- Identification and securing of audio visual / PA supplier
- Ground transportation, if required
- Operation of Summit registration desk

2. Hosting Fee

Depending on the specific year and location, Event Atlantic requires a minimum contribution of five thousand (\$5,000) dollars to the event budget

In addition to this financial guarantee, the host organization will be responsible for the following costs:

- Support staff (event execution as referenced in Summit Logistics, but also other support staff for registration and other requirements)
- Host City branding (placement subject to the approval of Event Atlantic)
- Lanyard and branded accreditation
- Hospitality function for Event Atlantic Board of Directors and other VIPs
- Speaker gifts (optional)
- Event insurance (can be through host municipality insurance)
- And other added value to enhance delegate experiences (ie; complimentary tickets to an event, dinner, etc.)

3. Additional Revenues

In addition to the host fee contribution, there are two other primary sources of revenue including conference registration fees and public sector partner contributions from federal and provincial governments.



4. Host Hotel

With the potential of 100 delegates, a minimum room block of 50 rooms per night should be available to delegates at a rate not higher than \$179/night plus tax and fees. The host hotel should also have adequate conference facilities and quality food and beverage offerings to meet the needs of a conference of this scope and magnitude.

Event Atlantic will not accept liability for room attrition and therefore the hotel policy should be clarified in advance of the awarding of the host hotel.

5. Meeting Facilities

The Summit requires meeting facilities located at the host hotel or an approved meeting space (eg. convention center) within short proximity to the host hotel. There should be one or two large function rooms that can serve as the venue for plenary sessions and meals, with other break out rooms to accommodate concurrent sessions, if and when applicable.

There is a possibility that future conferences may have a trade show component and this should be factored in to the floor plan design.

Additional or offsite events can be held at unique or hallmark venues within the host community. Such offsite events must be able to accommodate all conference delegates and the potential for reception, keynote address, and sit down meal (if applicable).

6. Ground Transportation

A local provider of ground transportation is required and will include airport transfers for keynote speakers and bus/motorcoach for any offsite events.



7. Audio/Visual

A local supplier should be contracted to provide audio visual services for the conference. These may include the provision of live translation for any sessions that are presented in French.

8. Food & Beverage

All venues are to be approved by the Event Atlantic Board and if required, test meals will be conducted in advance to confirm menu selections for the conference.

9. Agenda/Theme/Content

The Event Atlantic Board of Directors will set the overall agenda, theme, and content, inclusive of the slate of guest speakers for the Event Atlantic Summit; however, the host should be prepared to identify 2-3 potential speakers that could enhance the local profile of the Summit while supporting its vision and objectives.

10. Gifting

Event Atlantic will make a donation to a charity of choice in lieu of speaker gifts; however, the host may, subject to the approval of Event Atlantic, provide speaker gifts to each presenter during the conference.

11. Hospitality/Social Events

The host is encouraged to showcase the host destination's culture and hospitality to delegates of the Event Atlantic Summit. Opportunities to stage the conference in conjunction with a major event in the host city will be favored as the delegate can be greatly enhanced by experiencing this local culture and entertainment.

All offsite or hospitality events must be approved by Event Atlantic.



12. Event Planning/HR Support

Event Atlantic will require the support of the host in providing staff to support the administration requirements during key time periods. These include but are not limited to: Summit registration, AGM registration, and the development of delegate information packages.

13. Communications

While all communications will be developed by Event Atlantic, it is recommended that the host be the lead agency in the local market. The Mayor, or designate, of the host city can be quoted in all official releases which can be sent to local media from the host's communications lead.

14. Registration

All attendees to the Event Atlantic Summit will be required to register via the Event Atlantic Website (www.eventatlantic.ca) which will also collect any registration revenue owing.



15. Sample Budget

Event Atlantic Board of Directors will work the host organization to develop an event budget which will include some, or all of, the following items:

| REVENUE | EXPENSES |
|--------------------------------|----------------------------------|
| Federal Government | Facility Rental |
| Provincial Government | A/V |
| Hosting Fee | Food & Beverage |
| Registration Fees | Social Events |
| Exhibitor Fees (if applicable) | Transportation |
| Sponsorship (Cash/In-Kind) | Translation (if applicable) |
| Other | Accreditation |
| | Marketing and Promotion |
| | Management / Administration |
| | Speaker Fees and Travel expenses |
| | Trade Show (if applicable) |

Working in conjunction with the host organization, Event Atlantic will be responsible for collecting any event related revenue and the payment of any related event expenses.



16. Summit Recommendation (Timing / Location)

Based on historical and rotational precedence and in alignment with its organizational bylaws, it would be the preference of the Event Atlantic Board that the 2020 Summit be hosted in the Province of New Brunswick, ideally in conjunction with a featured event, when and where possible. While not mandatory, it would be the preference of the Board that the Summit be held between January 2nd and June 30th if possible, during a timeframe that does not coincide with the Canadian Sport Tourism Alliance Sport Events Congress.

17. Next Steps – Bid Submission

Organizations interested in submitting a bid to host the 2020 Event Atlantic Summit must do so in writing, on or before 5:00pm AST on July 6, 2019. All submissions must be submitted in PDF format via email to Stefanie Turner at stefanie@eventatlantic.ca.

18. Contact Information

All questions regarding this RFP must be submitted in writing to Stefanie Turner via email at: stefanie@eventatlantic.ca.

19. Host Decision

The Event Atlantic Board will make best efforts to make a decision on or before September 3, 2019.