

**The Governor's 2012 Colorado Tourism Conference
Site Selection Criteria**

Background:

The Governor's Colorado Tourism Conference is held annually to discuss issues regarding the tourism industry as it relates to Colorado. 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 Governor's 2012 Colorado Tourism Conference will be held in the fall of 2012.

The Governor's Colorado Tourism Conference is managed by the Colorado Tourism Office (CTO) under the Governor's Office of Economic Development and International Trade and a CTO Board Program Committee that develops the conference's theme and agenda.

The Planning Committee includes staff from the Colorado Tourism Office, members of the Colorado Tourism Office Board (CTOB), CVB's and representatives from the Colorado tourism industry, as well as the Conference Host entity.

The conference provides many opportunities for the host community through pre/post tours, visibility within the tourism community and economic benefits.

For 2012, the CTO would like to expand the conference and attract more participants and exhibitors. The CTO requires assistance from the local visitor center, chamber or CVB in the planning and implementation of the conference.

Please send proposal submissions or questions to:

Colorado Tourism Office
Attn: Governor's Colorado Tourism Conference
1625 Broadway, Suite 2700
Denver, CO 80202
(303) 892-3885

Submit 4 copies of the proposal by: Wednesday, July 27, 2011 by 4:00 PM

*electronic proposals will not be accepted

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 Governor’s Tourism Conference will be held between September 15 and November 15, 2012 for two half days and one full day with two evening activities.

II. Geographic Rotation Pattern

The selection committee will give consideration for geographic rotation.

III. Adequate Sleeping and Meeting Rooms

- Hotel should have a minimum of 400 sleeping rooms
- Peak night block and pick-up history from the previous few years.

<u>Past Sites</u>	<u>Total Room Block Nights</u>
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
2006 Keystone Conference Center	500

- The following meeting space is required for the conference. The general sessions and breakout session rooms can be used interchangeably:

Registration & display area	2,000 sq ft
Meals with general session and tradeshow	18,600 sq ft (rounds of 8 for 550) Plus stage area, plus 60 - 8’x30” tables for exhibitors
General session without food	6,500 sq ft (500 theater style with stage)
Breakout sessions	8,800 sq ft total (up to 3 concurrent sessions with seating for 60-100 in each room)
Silent Auction area	2,500 sq ft (10 8’x30” display tables in a locked, secure space)
Work Room for CTO staff	1,200 sq ft with room for boxes and preferably locked, secure space
Media Room	600 sq ft for small meetings

IV. Convenient to Airport and Surrounding Activities

- An airport within 20-30 miles of the hotel/conference center is preferred
- The hotel/conference center should be convenient to restaurants and activities
- The meeting facility must be convenient to the hotel(s)

V. **Support of Local Convention Bureau or Chamber**

Provide volunteer personnel for registration and information table for the duration of the conference

Assist in marketing the conference

Provide community information to attendees, including pre/post tours and dining options

Participate in conference planning

Sponsor one reception during conference

Eligible Host Entities:

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

Facility/Accommodations:

I. Sleeping Room Needs

- 50% of rooms are doubles
- Rates are confirmed at time of proposal submission
- Rates are to be run-of-the-house. Single/double will be the same.
- Rates apply to all conference attendees from three days before the start of the conference to three days after the conference concludes
- **No penalty assessed to CTO for not filling the complete room block**
- Beginning nine weeks before the start of the conference, provide a weekly report of room reservations made by conference participants

II. Complimentary Room Policy

- Provide a minimum of one complimentary room per thirty occupied, to be applied against the Master Account
- Provide ten staff/speaker rooms at a discount of the tourism conference group rate
- Provide one complimentary presidential suite, over and above the one per thirty
- 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

- All sleeping room, tax and incidental charges will be billed on an individual basis, payable upon departure
- Any cost not disclosed and approved upfront will not be paid upon receipt of the final bill
- 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. Please note that the CTO is exempt from sales taxes.
- 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
- **The CTO will not be billed or pay for corkage fees or for any alcohol served or consumed**

- V. Meeting Room Needs
- Meeting rooms must be set up a minimum of 30 minutes before the start of the function
 - No remodeling of any meeting or public space is permissible during the conference
 - 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
 - Meeting facility will be notified of final schedule two months prior to the meeting
 - A schedule of events based on the 2009 conference is attached for your reference
- VI. Food and Beverage
- Hotel/Conference Center and community partners will host a complimentary two hour reception with open bar and heave hors d' oeuvres
 - All food and beverage prices are to be guaranteed in writing by the hotel/conference center at least three months before the conference date
 - All food and beverage functions will be billed to appropriate entity
 - No service charges, in addition to standard gratuity charges, for catered functions for less than twenty-five persons
 - Final guarantees will be provided 48 hours in advance
 - Each set-up will be overset by up to 5%
 - Hotel/conference center will allow for donations of alcoholic beverages to be served during conference
 - **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. Post Meeting Report
- Hotel/conference center will provide a post-meeting report including a breakdown of the number of room nights used, including number of rooms and types of rooms used each night, and number of arrivals and departures each day, within four weeks of conference completion
 - Hotel/conference center will provide a report on all catering sales, as well as used of the hotel/conference center outlets, within four weeks of conference completion
- IX. Additional Information Needed
- Floor Plans of hotel/conference center
 - Current menus
 - In-house A/V company price list
 - Current rack brochure

Evaluation Process

Host entities are requested to submit, in writing, responses to the Host Entity Questionnaire and Hotel Questionnaire. The CTO planning committee will review all proposals and make a recommendation to the CTO Board of Directors. The CTO Board of Directors has final approval.

Submit four copies of your proposal to:

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Proposals are due: Wednesday, July 27, 2011 at 4:00 PM

Site Selection Schedule:

<i>Event</i>	<i>Date</i>
Site Selection Criteria Released	May 20,2011
Questions Received Deadline	July 13, 2011
Proposal Submission Deadline	July 27, 2011 by 4:00 p.m.
Notification	August 24, 2011
Announcement of 2011 Conference Site*	September 23, 2011 (during closing lunch for 2011 conference)

**Selected host entities must have at least one representative at the Governor's 2011 Colorado Tourism Conference to assist with the announcement of the 2012 site. The announcement should include a visual presentation with and an invitation to attend the 2012 conference.*

Host Entity Questionnaire

To be completed and submitted with proposal by host entity

Proposals will be evaluated on the submitting host entity's capability to provide assistance with organizing the Governor's 2012 Colorado Tourism Conference.

Proposed Conference Dates: _____

Host Entity Name: _____

Contact Name: _____

Contact Address: _____

Contact Phone: _____

Contact Email: _____

Conference Site name and location: _____

Hotel name and location: (if different than conference site) _____

Conference Site/Hotel Contact Name: _____

Conference Site/Hotel Contact Phone: _____

Conference Site/Hotel Contact Email: _____

Partnerships formed for hosting 2011 conference:

Hotel Questionnaire

To be completed by each hotel and submitted with the host entity's proposal.

Hotel Name: _____

Hotel Address: _____

Cost of guest room per night \$ _____ single/double occupancy

1. When was the property built? _____
2. What was the completion date of your last sleeping room renovation? _____
3. What was the completion date of your last public space renovation? _____
4. Are any renovations or construction projects scheduled during the conference time? Yes No
5. Is your hotel a union property? Yes No

a. If yes, list all union rules that might affect the following functions:

Meeting set-up: _____

Food service: _____

Electrical equipment: _____

A/V equipment: _____

Other: _____

b. List all unions representing your employees, expiration dates of their contracts and duration of contracts (i.e., 1 year, 2 year)

6. What is the distance of the hotel from an airport? _____ miles
7. Average travel time from airport: _____ rush hour _____ not rush hour
8. Are the conference facilities located in the same building as the hotel? Yes No
 - a. If no, what is the distance between the hotel and the conference facility?
9. Are all of the meeting rooms in close proximity to each other? Please provide details

10. List the credit cards accepted: _____

11. Check-in Time: _____ Check-out Time: _____

12. Please list all in-room amenities: _____

13. Is there an on-property health club? Yes No
 a. If yes, is there a charge to use the health club? Yes No

14. Is there a fee for parking? Yes No
 a. If yes, what are the rates? _____

15. Is there a spa on property? Yes No

16. Is there a resort fee? Yes No
 a. If yes, what is the fee? _____

17. Is there internet access in the conference area? Yes No
 a. If yes, is there a charge? _____

18. Nightly turndown service provided to: All Rooms Selected Rooms Not at all

19. What are the hours of operation for room service? _____

20. Does the property have a sprinkler system and/or smoke detectors in public spaces, meeting rooms and sleeping rooms? Yes No

21. Does the property meet ADA requirements? Yes No

22. List other groups scheduled to meet at the hotel during the proposed conference time?

23. References: List three meeting planners who have held comparable conferences at this property in the past six to twelve months:

Name	Organization	Phone#