



Request for Proposals

2011 International Hispanic Network Annual Conference Host

**Issued: July 1, 2010
Proposal Submission Deadline: July 30, 2010**

Background

The International Hispanic Network (IHN) is a local government professional organization dedicated to serving and managing communities by promoting professional excellence among Hispanic executives and public managers in local government. Further, the IHN works to assist all managers of communities with Latino residents to enhance the quality of life of their Latino populations.

Purpose and Objectives of the International Hispanic Network

The purpose of the IHN is to encourage professional excellence among Hispanic local government administrators, to improve the management of local government, to provide unique resources to Hispanic local government executives and public managers, and to advance the goals of professional, effective and ethical local government administration.

The objectives of IHN are:

- a. Assisting communities to enhance the quality of life of their Hispanic populations.
- b. Increasing Hispanic participation in local governance by improving their access to local governments.
- c. Promoting the local government profession within the Hispanic community.
- d. Sharing knowledge, information, and experience among the members of the IHN.
- e. Encouraging continued education and training in local government administration.
- f. Developing and maintaining professional associations with organizations such as the International City/County Management Association (ICMA) in order to assist IHN and those organizations achieve their common goals and objectives.
- g. Soliciting and receiving funds from the private sector, foundations or federal, state and local governments to promote and implement the IHN's general goals and objectives.
- h. The IHN contemplates the opportunity to form alliances (formal and informal) with other Hispanic professional organizations and corporate and foundation partners as well as actively developing and maintaining a professional association with Affiliated Groups and Partners in order to assist the IHN to achieve their overall goals and objectives.

One method by which the IHN accomplishes this purpose and these objectives is by providing an annual professional development conference. The annual conference has become the IHN's signature event. The conference ranges from two to three full and partial days in length. Previous Host communities include San Antonio, TX; Phoenix, AZ; Oxnard, CA; Taos, NM; Laredo, TX; Burlingame, CA; and Miami Beach, FL. The 2010 conference was hosted by the City of Austin, Texas. Attendance at previous conferences ranged between 150 and 250 participants. Previous keynote speakers include a former housing and urban development secretary, a former governor of New Mexico, former and current members of the United States Congress, national media correspondents, and university presidents.

Scope of Work and Timeline

The IHN seeks proposals from communities interested in hosting the 2011 annual conference, to be held approximately during the month of May. The Host community will be responsible for planning, coordinating, implementing, and funding for all aspects of the 2011 conference from the time of award to completion of wrap-up including:

	Scope	Timeline
1	Development of a proposed budget for the conference and submission to the IHN Board of Directors for approval; as well as provision of monthly reports of budget actuals to the IHN Board of Directors.	Sept. 24 , 2010
2	Establishment and staffing of a 2011 Conference Planning and Host Committee (CPHC).	Sept. 24 , 2010
3	Development of a conference logo, theme and proposed schedule, and submission to the IHN Board of Directors for approval.	Sept. 24, 2010
4	Negotiation of all conference-related contracts, including but not limited to hotel, event facilities, caterers, transportation, entertainment, etc., in coordination with IHN staff.	Sept. 24 , 2010, and ongoing
5	Recruitment of volunteers to assist with: planning; fundraising; and duties during the conference and post conference.	October 2010
6	Responsibility for raising sufficient revenue to cover all conference expenses, including IHN expenses, plus a minimum of \$10,000 in profit. Duties include: <ul style="list-style-type: none"> a. Develop and implement a fundraising strategy, in coordination with IHN staff. This will specifically include development of a sponsorship brochure or packet b. Revenues above cost of conference will be split 50/50 between IHN and the host organization c. Identification, solicitation and tracking of potential sponsors d. Sponsor relations, including all follow through with sponsors to ensure that they receive all benefits they are entitled to receive as a result of their sponsorship 	<p>October 11, 2011</p> <p>October 11, 2011</p> <p>October 15, 2011</p> <p>October 15, 2011, and ongoing</p>
7	Development of all conference promotional material, which may include, but is not limited to: <ul style="list-style-type: none"> a. save-the-date post cards b. write ups for conference website, upcoming IHN monthly newsletters and for promotional email blasts c. registration brochure d. housing form <p>All materials to be converted to electronic format for display on Conference website.</p>	<p>October 11, 2011</p> <p>October 1, 2011 and ongoing</p> <p>February 25, 2011</p> <p>February 25, 2011</p>

8	Identification and confirmation of all keynote speakers.	February 15, 2011
9	Coordination of all educational sessions, field demos and special events.	February 15, 2011
10	Publishing Conference Schedule on website.	March 1, 2011
11	Open Conference Registration.	March 1, 2011
12	Coordination of all meals, technology support, transportation and other logistics leading up to and during event, including the conference printed schedule.	April 15, 2011
13	Preparing, administering, and compiling results of individual evaluations for each conference session, site visit, and special event; as well as a comprehensive, online, post-conference evaluation to include questions on the same topics and on conference logistics; to be completed by attendees.	May 2011
14	Commitment to a one month post conference wrap-up, including but not limited to: final expense and revenue budget; final listing of all attendees, sponsors, presenters, including name, address, telephone, and email address; write-up for post-conference website; photos and conference presentation power points for posting on the post-conference website.	July 1, 2011
15	Other General Requirements:	
	A. Members of the selected 2011 Conference Planning and Host Committee will be required to present Scope Items 1-7a at the IHN's Annual Meeting held in conjunction with the 2010 ICMA Conference in San Jose, CA; therefore, be prepared to attend. The 2011 Conference Planning and Host Committee may also be required to staff the IHN booth at the 2010 ICMA Conference in San Jose, CA.	
	B. Attendee recruitment, with expected attendance of at least 200.	
	C. Provide staffing for all conference functions i.e. information technology, use of facilities, check-in/registration table, events and receptions.	
	D. 2011 Conference Planning and Host Committee Chair/Co-Chairs must provide immediate access via both email and cell phone throughout the last month prior to the date of the conference for time-sensitive decisions and issues that may arise.	
	E. Monthly progress reports to the IHN Board of Directors to include budget and program updates.	
	F. Conference call capability to allow IHN Board Members to participate in planning meetings via telephone.	
	G. Coordination of all meals, transportation and other logistics for any site visits by the IHN Board and staff.	

Proposal Requirements

Submissions should be limited to five single-spaced pages and should effectively communicate the following:

1. A description of the community's experience hosting similar events.
2. A statement of why the community is interested in hosting this particular event.
3. A history of the community's previous engagement with the IHN, including: whether the community is a past and current IHN Local Government member; the number of current IHN members that work for the community; plans for using the conference to build local IHN membership.
4. A list of the unique features or strategies implemented within the community to be highlighted during the conference.
5. Letters of support and collaboration for hosting commitment from community organizations, and from the community's organizational leadership, including the chief appointed executive and the elected body, indicating support and commitment to allocate resources.
6. A listing of names and duties for each member of the 2011 Conference Planning and Host Committee (CPHC), including the Committee Chair/Co-Chairs. Identify who would be responsible for managing the work of the Committee.
7. A description of resource commitment on behalf of the community to ensure the success of the conference, including in-kind services to be provided by the community.
8. The approximate hotel room rate and proximity to airport, including airlines servicing that airport, and some indication of airfares.
9. Suggestions for potential keynote speakers, educational sessions and site visits.
10. Approximate fundraising goal.

Supporting documents including letters of support, sample materials and videos will be accepted.

Proposal providing the following will be given additional consideration:

1. Marketing ideas to promote conference to local governments and their managers that serve Latino populations, not solely to Latino professionals.
2. Specify if there is an employee organization that can provide support for the effort.
3. An adopted resolution by the elected body of the community that identifies support and/or sponsorship of the conference, as well as a listing of staffing support and in-kind donations that will be provided by the community.
4. Is there a local Latino public policy organization or group that could partner with IHN?
5. Does the community have a history of promoting diversity, especially Latino diversity?
6. Does the community have a university or community college with Latino faculty (educational resources)?
7. Will the local Convention and Visitors Bureau help facilitate or provide support with (negotiate) hotel rates and review properties with an IHN scouting team?

Evaluation Criteria

All submissions will be reviewed by the IHN Board of Directors. The following criteria will be used to evaluate submissions:

- Demonstration of clear understanding of and commitment to responsibilities –30%
- Leadership support and resource commitment– 30%
- Previous engagement with IHN or plans for using the IHN conference to build local IHN membership or both – 20%
- Benefit to membership in visiting this community – 10%
- Location and logistics – 10%

Submission Procedures and Schedule

Completed proposals should be submitted as PDF documents to Julie C.T. Hernandez, IHN Executive Director, via email to jcthernandez@ihnonline.org no later than 5:00 PM Pacific Time on July 30, 2010. Five (5) copies of any supporting documents that cannot be sent via email should be mailed to:

Julie C.T. Hernandez
International Hispanic Network
2107 North First Street, Suite 470
San Jose, CA 95131

Supporting documentation must also be received by 5:00 PM Pacific Time on July 30, 2010.

Any cost or expense incurred by the respondent associated with the preparation of their submission will be the sole responsibility of the respondent.

Schedule and Award

The Board of Directors of the International Hispanic Network will evaluate all submissions during their August 9, 2010, meeting. Respondents may be asked to present their proposals during this meeting; therefore, be prepared to attend via conference call. Respondents will be notified of the outcome of this request for proposals by August 20, 2010. The IHN reserves the right to accept one, more than one, or none of the proposals received.