



Request for Proposals for Association Management Services

Anticipated Contract Start Date: July 1, 2019

Proposals Due By: ~~May 21, 2019~~ Deadline extended to June 5, 2019

Submit Proposals by mail or electronically in PDF format to: Bart Noll, President, OFA, 508 Kodiak St., Eugene, OR 97401 or aarpigs@gmail.com.

Questions may be directed to: Bart Noll at aarpigs@gmail.com or Kelly Ross at kelly@westernadvocates.com.

Oregon Fairs Association (OFA) is seeking proposals for part-time professional association management services, to include services listed under Proposed Scope of Services. Services are divided into 1) administrative and event planning, and 2) lobbying functions. Proposers may submit for either or both functions.

ABOUT OREGON FAIRS ASSOCIATION

A 501(c)6 non-profit corporation in Oregon, OFA is a statewide membership association of county fairs, the Oregon State Fair, and businesses providing goods and services to fairs such as performers, carnivals, security providers, equipment rentals, and others.

OFA has contracted for professional association management services for more than thirty years. The Association is in its 91st year of existence.

OFA's annual programs include one three-day convention with two dinners, two lunches, and oral and silent auctions; a two-day spring training workshop or conference, an annual membership meeting during the convention, and four board meetings (two during the convention, one during the spring training workshop, and one in August at the Oregon State Fair). Occasional services include issues advocacy coordination if relevant bills are proposed during a state legislative session. OFA's annual operating budget is approximately \$120,000 in total, including association management services.

The OFA Board of Directors consists of eleven voting members. The state is divided into six areas with one director elected from each area. Statewide elected officers include a president, vice-president, secretary, treasurer, and director-at-large (past president.) The association management contractor is contracted by, reports to, and is evaluated by the board of directors.

The Oregon Fairs Foundation (OFF) is a related organization, incorporated as a 501 (c) (3), that raises funds for student scholarships and fair-related education and development. OFA works closely with and shares significant membership with OFF. At convention OFF participates in the fund-raising auctions.

PROPOSALS

It is the desire of the OFA Board of Directors to contract for services over a two-year period, with two-year renewal options. An annual review of services will be conducted and documented.

Proposals will be reviewed by a representative committee of the OFA Board of Directors with a recommendation back to the full board. OFA anticipates a contractor being selected by June 1, 2019 to ensure a smooth transition from the current contractor, if necessary. OFA retains the right to reject any or all proposals. Proposals will be evaluated on the content of the proposal, experience, qualifications, references, and pricing.

Attachment A includes more data about OFA, its members, and events.

If interested in submitting a written proposal for consideration, please address the following items:

1. Address all items listed below under Proposed Scope of Services;
2. Respondent's history in providing professional contracted, 1) association management and 2) lobbying services;
3. Brief biographies of all professionals who will work under this contract;
4. Three client or business references;
5. A not-to-exceed annual fee to include professional services as described and all equipment and time required, unless otherwise noted;
6. Itemized list of expenses not included in the annual fee.

PROPOSED SCOPE OF SERVICES

Note that proposals should indicate whether you are submitting for 1) Administrative and Financial Services, 2) Lobbying Services, or both and respond to the instructions accordingly.

- 1) **Administrative and Financial** services to be performed by the contractor and staff are as follows:
 - a) Maintain OFA filing system and mailing and membership database.
 - b) Provide OFA office, telephone, meeting rooms, inventory of office supplies and communications materials.
 - c) In accordance with legal requirements and best practices, maintain all Association records, including articles of incorporation, by-laws, and meeting documents and file annual reports in accordance with legal requirements.
 - d) Prepare OFA correspondence, respond to inquiries, and distribute membership information to prospective members.
 - e) Promote member relations. Send membership renewal notices, collect dues, create and update membership data as necessary.
 - f) Collect the information for and produce the annual Oregon Fair Dates book, currently a 20-page 8½" X 11" book, which includes a membership directory and other information about the association. Produce membership cards. Distribute both to members once per year and to new members as they join.
 - g) Maintain reports necessary to keep the Association board and membership informed.
 - h) Develop other programs to benefit association members.
 - i) Interface with President, Board of Directors, Executive Committee and Committee Chairs. Meet with Association members as requested.
 - j) Arrange Board meetings, annual membership meeting, and any other gathering of members, send out timely notices, and prepare and distribute meeting materials. Produce a draft of minutes of the most recent meeting within two weeks of the meeting.
 - k) Oversee collection of formal annual reports from all fairs on summary data for activities and attendance at the fairgrounds, either hard copy or online. Compile the information from the reports into summary tables. Develop key fact for fairs to use in sponsorship marketing and lobbying activities.
 - l) Maintain OFA website and provide online enrollment, renewal, membership management, and event registration. Maintain as a private portal for collecting and distributing information such as Oregon statutes (ORS) regarding fairs, meeting and event calendar, meeting minutes, financial reports, annual fair reports, etc.
 - m) Publish a monthly email newsletter and distribute to current members. Attend conferences outside Oregon as requested by the Board of Directors.

- n) Assist Treasurer and Budget Committee in creating the annual budget. Invoice, collect and deposit all association revenue and pay all expenses within the budget. Reconcile all bank statements and prepare monthly Profit & Loss Statement and Balance Sheet through the most recent month as early in the following month as possible. Submit reports to Treasurer for distribution to Board members.
- o) Advise Board of Directors on financial status of organization and alert the Board to any potential or anticipated problems or opportunities. Assist the Board in developing strategies to increase revenue.
- p) Work with a CPA to ensure that annual taxes are prepared and submitted, with appropriate Board review and oversight.
- q) Prepare and administer RFPs for future conventions and conferences as directed by the Board and prepare comparative reports for Board decisions.
- r) Administer convention- and conference-related contracts, acting as the Association's single point of contact. Assure contract compliance by both parties.
- s) In close consultation with the Convention Committee provide staff support for producing the annual convention. Substantial volunteer support is offered in the planning and execution of the convention. Staff support includes:
 - i) Participate in all Convention Committee meetings and conference calls during the year, providing information, reminders, and deadlines for actions. Convention Committee Chair will schedule, announce, and conduct meetings and initiate conference calls.
 - ii) Assist in speaker selection. Suggest speakers, execute contracts, arrange travel and lodging, arrange A/V needs.
 - iii) Assist Showcase application and selection process. Announce application opening via website and newsletter, verify membership of applicants, collect application materials and distribute to selection committee members, notify and invoice successful applicants, forward successful applicant information to showcase producer.
 - iv) Negotiate any available and allowed trade-outs such as pipe and drape, security, sound and lights, stage management, beverages, etc.
 - v) Produce tradeshow. Advertise show through website and newsletter, receive applications and fees, coordinate set up, and assign spaces. Service Member Director will oversee load-in and load-out, mark spaces, and enforce rules.
 - vi) Invoice sponsors and collect fees as provided by Convention Committee. Ensure sponsor benefits are provided (table signs, convention signs, logo placement, email and newsletter advertising,
 - vii) Receive Awards submissions, review for completeness and timeliness, forward to Awards Committee members for evaluation. Identify professionals to judge marketing awards. Order, proof, and secure all awards.
 - viii) Publish convention schedule on the website and in the newsletter as determined by Convention Committee.
 - ix) Produce scripts and PowerPoint slides for main ballroom events, including general sessions, awards presentations, auctions, showcases, etc.

- x) Assist Convention Committee in producing silent and oral auctions. Arrange for display area, collect payments, distribute payments to Association and Foundation as appropriate.
 - xi) Manage online and paper advance registration.
 - xii) Produce delegate packets, including name badges, agendas, program schedule, and other hardcopy folder contents.
 - xiii) Operate and staff convention office. Check in delegates, distribute delegate packets, accept new memberships and renewals, collect fees, answer questions.
 - xiv) Assist Area Directors and Committee Chairs in preparing agendas and print agendas for those meetings.
 - xv) Design and distribute post-convention survey.
- t) Assist the host fairgrounds in producing the two-day annual Spring Conference. This conference rotates to a different location each year. Provide suggested schedules and content, assisting host with contracts, hotel discount negotiations, website and newsletter announcements and information, online and on-site registration, auction support, and other applicable items as done at the annual convention.
 - u) Coordinate OFA publicity and media relations activities.
 - v) Assist with the bi-annual Day at the Capitol as requested.

2) **Lobbying** services to be performed by the contractor are as follows:

- a) Monitor all legislation and administrative rules that could affect the Association and inform the Board.
- b) Assist in preparing legislation for the Association.
- c) Lobby on specific bills as directed by the Association.
- d) Lobby in support of and increases in existing lottery fund payments to fairs.
- e) Plan OFA's Day at the Capitol each full session of the state legislature. Coordinate with the Executive Secretary to produce displays or presentations planned for the day, and to communicate with OFA members the message to be carried to legislators and the importance of scheduling meetings with legislators and legislative staff.

Attachment A

Oregon Fairs Association Data

Oregon Fairs are provided for under Oregon State law. You may find related statutes at this link: https://www.oregonlegislature.gov/bills_laws/ors/ors565.html

Current members: 37 fairs (county and state); 82 service members (performers, carnivals, talent agents, sound and light providers, consultants)

Average number of convention attendees: 235

Average number of convention trade show booths: 45

Number of Spring Workshop Attendees: 60

Number of State Fair Board Meeting Attendees: 40