

Notice
City of Traverse City and Charter Township of Garfield
Recreational Authority Board of Directors
Special Meeting

11:00 a.m.

Wednesday, March 25, 2015

Second Floor County Committee Room, Governmental Center
400 Boardman Avenue
Traverse City, MI 49684

Posted: 3-23-15

The Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Acting City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, 922-4440, TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

Recreational Authority Board of Directors
Matthew Cowall, Executive Director
324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696 TDD: (231) 922-4412
<http://www.traverscitymi.gov/recauthority.asp>
mcowall@liaa.org

Agenda

Roll Call.

1. Event Facility Management interviews. (Matt Cowall, Events North)
2. Reports. (Matt Cowall et al)
 - Any reports from Board members
 - Executive Director's report and possible verbal updates
3. Public Comment.
4. Adjournment.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF MARCH 25, 2015

DATE: MONDAY, MARCH 23, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: EVENT FACILITY MANAGEMENT INTERVIEWS

A special meeting has been scheduled to interview the three finalists for event facility management services as follows:

- 11:00 a.m. - 11:30 a.m. Jameson Creative LLC
- 11:30 a.m. - 12:00 p.m. Kirkbride Hall LLC
- 12:00 p.m. - 12:30 p.m. Brianna Bidwell

Each candidate will be asked a prepared list of questions that should leave some time for additional questions or follow-up as needed. Following the interviews, the Board could identify the firm with which it intends to enter a contract, subject to positive references and/or background check; or the board could elect to have further presentations or meet at a future date to discuss next steps (e.g., at the next meeting of the Board on April 9).

If so desired, the following motion would identify the preferred firm and authorize the appropriate due diligence:

That the Board identifies _____ as its preferred choice for event facility management services, subject to a review of references and criminal background check information.



PROPOSAL OF SERVICES

Event Facility Management Historic Barns Park

Meaghan Jameson • 231.944.9719 • mjameson1590@gmail.com
135 E. Ninth Street, Apt C • Traverse City, MI 49684

SECTION I: INFORMATION

Meaghan Jameson, owner of Jameson Creative, LLC., is a graduate of the University of Florida with a major in Recreation and Event Management. While in Florida, she worked with an award-winning wedding planner, participating in the execution of high-end weddings.

In 2012, she moved to Traverse City to work at Events North, a social, corporate and non-profit event planning company. While at Events North, Meaghan had the opportunity to manage numerous events, including the Traverse City Young Professional's Annual Conference, and Junior Achievement of Northwestern Michigan's Youth Summit for Future Entrepreneurs.

While working at Events North, Meaghan took on the title of Venue Rental Manager for ECCO event space and was responsible for rentals, site tours, on-site event management, and staff training. Meaghan also managed websites for both ECCO and Events North, while spearheading content creation and social media for both organizations as well as numerous clients.

Also during her time at Events North, Meaghan had the pleasure of serving as the Special Events Coordinator for The Father Fred Foundation., where she handled all aspects of event management. While collaborating with The Father Fred Foundation, Meaghan created the Family Fun Fest, a free family-friendly event that is now an annual occasion.

Meaghan was Events North's Wedding & Social Events Specialist and managed events from eco-friendly weddings at llama farms to high-end beachfront family reunions. She has an eye for unique and creative details and strives to exceed expectations while remaining budget friendly.

In late 2013, Meaghan founded the RAK (Random Acts of Kindness) Roadtrip, a cross-country drive with a mission of doing good deeds and spreading joy throughout the USA. Through crowdfunding, press releases, social media strategy, and TV interviews throughout the country, the RAK Roadtrip raised over \$6,500 in a four month period to be used to help others. Meaghan also blogged about the entire adventure and tracked all expenditures to share with donors and other interested readers.

Upon returning to Traverse City, Meaghan accepted a position as Marketing Coordinator at a local industrial company, where she has sharpened her marketing expertise and coordinated needs for over 40 tradeshow. Her role currently focuses on content management, event coordination, SEO strategy, data and expense reporting, and graphic design.

Meaghan is passionate about the arts and is currently the Primary Problem Captain for Michigan's Region 3 Odyssey of the Mind Competition and an active volunteer at Old Town Playhouse.

BACKGROUND

Jameson Creative, LLC. – Awaiting LLC Status from State of Michigan

Address: 135 E. Ninth Street, Traverse City, MI 49864

Number of employees: (1) One

No negative history to disclose.

MEAGHAN JAMESON

135 E. Ninth Street, Apt C • Traverse City, MD 49684 • 231.944.9719 • mjameson1590@gmail.com

EDUCATION

University of Florida, Gainesville, FL
Bachelor of Science in Recreation, Parks & Tourism; May 2012
Graduated Cum Laude
Concentration Areas: Recreation and Event Management

EXPERIENCE

RF System Lab, Traverse City, MI

Marketing Coordinator (February 2014-Present)

- Manage trade show coordination and vendor communication
- Create and disseminate content that supports the company's marketing message, SEO strategy and brand awareness
- Contribute to digital marketing needs including email marketing, Salesforce data entry, analytics reporting, and graphic design

Events North, Traverse City, MI

Event Manager (April 2012-October 2013)

- Managed events for corporate, social and non-profit clients
- Executed marketing, social media, and public relations functions for Events North and Client accounts
- Solicited sponsorships by creating sponsor benefits packages and drafting sponsorship applications
- Created proposals and project specific profit & loss spreadsheets

The Father Fred Foundation Events Coordinator (Events North Client)

- Raised awareness and funds through coordination of special events
- Created new events based on Foundation needs
- Finished projects at or under budget for all programs

ECCO Event Space Venue Rental Manager (Events North Client)

- Implemented a marketing plan to fit advertising needs and managed the production of all marketing materials
- Revamped and managed all social media and website content
- Oversaw venue operations including training, event flow, and creation

Traverse City Young Professionals (Events North Client)

- Planned and managed the 2012 annual all-day conference
- Instrumental in the creation of the TCYP Blog

Event Coordinator (January 2012-April 2012)

Coordinated events for corporate, social and non-profit clients

INTERNSHIPS

Masterpiece Weddings, Gainesville, FL

Events and Social Media Intern (August 2011-December 2011)

- Conducted wedding trends research to create up-to-date blog posts
- Planned procedures and execution of high-end weddings

Pasco Education Foundation, New Port Richey, FL

Events Intern (April 2011-June 2011)

Planned, implemented and executed an awards banquet

INVOLVEMENT & INTERESTS

Aerobics and Fitness Association of America

Group Exercise Certification (November 2014-Present)

WERQ Dance Fitness Instructor Certification

(November 2014-Present)

Cicccone Vineyards & Winery, Suttons Bay, MI

Tasting Room Attendant and Pourer (May 2014-Present)

Old Town Playhouse

Volunteer (March 2014-Present)

Random Acts of Kindness Road Trip

(October 2013-February 2014)

- Founder of a road trip circumnavigating the United States featuring social and charitable contributions en route
- Raised over \$6,000 in donations through social media awareness and crowdfunding
- Maintained a blog detailing travels and charitable contributions

Odyssey of the Mind, New Port Richey FL & Traverse City, MI

Primary Problem Captain (January 2009- Present)

- Train, lead and instruct a panel of judges
- Assemble a judge's training manual, awards, gift bags, signage, and scoring packets

Traverse City Young Professionals, Traverse City, MI

(January 2012-October 2013)

Rotary Chorus, Traverse City, MI

(February 2013-May 2013)

Foundation for Mental Health Fundraising Committee Traverse City, MI

(August 2012-February 2013)

Met bi-monthly to discuss strategic methods of raising funds for the non-profit organization

Grand Traverse Area Hospitality Association Traverse City, MI

(August 2012-August 2013)

Bonnaroo Music Festival, Manchester, TN

Administration Volunteer (June 2010)

*References Available
Upon Request*

SECTION 2: KEY PERSONNEL

Key Personnel: Meaghan Jameson

Phone: 231.944.9719

Email: mjameson1590@gmail.com

Additional On-site Event Staff TBD based on needs

Meaghan Jameson anticipates being the onsite event manager for all events, but in the occasion of a large scale event, additional onsite event staff will be trained and scheduled.

SECTION 3: PAST EXPERIENCE & REFERENCES

Allison Beers; Events North

Address: 250 East Front Street, Suite 317

Traverse City, MI 49684

Phone: 231.883.2708

Email: allison@eventsnorth.com

Term: January 2012-October 2013

Position: Event Manager

Lead on the following events:

• Weddings & Social Events • The Father Fred Foundation
Special Events Coordinator • Junior Achievement
Seminar for Tomorrow's Leaders • ECCO Event Space
Venue Rental Manager

Emilee Syrewicze; Northwest Michigan Supportive Housing

Address: 250 East Front Street, Suite 320

Traverse City, MI 49684

Phone: 231.388.2610

Email: Emilee.nmsh@gmail.com

Position: Non-board Volunteer for Fundraising & Events

Jillian Sitterlet; The Ross/Sitterlet Wedding

Phone: 313.303.1016

Email: jross@lifecell.com

Term: September 2012-September 2013

Managed while employed at Events North

Position: Full Service Wedding Planner & Vendor Manager

"I have had the pleasure of working with Meaghan Jameson for two years while she was employed by my company, Events North.

Meaghan started at my company as an intern and I was so impressed with her work, organization and leadership, that I offered her a full time job. She gives 100% at all times. What I have been able to see even more in Meaghan is her natural ability to shine in the work place, do what she does with passion and commit herself to this community. Her strong connections with the business community made it very easy to do her job well. She quickly made Traverse City her home.

I have also had the pleasure of getting to know Meaghan on a personal level. She is an out-going individual that has a zest for life and a can-do attitude. She is a good friend and a caring person.

She is dependable, reliable and people enjoy her company. Anyone would be lucky to have her as part of their team."

-Allison Beers, Events North

SECTION 3: PAST EXPERIENCES & REFERENCE (CONT.)

Related past experiences:

Highlight: Wedding & Social Event Manager

As Event North's Wedding & Social Event Manager, I was responsible for the following:

- Full-service planning of numerous unique weddings taking place at a variety of venues
- On-site management
 - Set-up, day-of management and tear down of all weddings
 - Running rehearsals and coordinating ceremonies
- Vendor communication and coordination
 - Built lasting relationships with many vendors throughout Michigan
 - Handling timely payment of all vendors
 - Worked with venue managers to ensure that vendors had required needs (*power, ventilation, vendor parking and entrances, access prior to event day*)
- Training and oversight of interns and other event staff
- Suggest and Create event decor based on wedding themes
- Create room layouts and seating charts for weddings based on event location and needs
- Green event: *I worked with Bay Area Recycling for Charity and Houdeks Pumping Service to ensure that materials used were recyclable and trash cans were not utilized when possible*

Highlight: ECCO Event Space

As the Venue Rental Manager for ECCO Event Space, I was responsible for the following:

- Site tours – *many interested parties were from out of town, so many site tours were conducted on a walk-in basis, which I was happy to accommodate.*
- Event booking and payment tracking
- Room layout creation
- On-site Venue Management – *I was onsite during most events to set-up chairs and tables, manage vendor coordination, assist with needs that arose during events, and tear down events upon completion. I also led a pre and post walk through and coordinated cleaning.*
- On-site Venue Coordinator training – *I acted as the On-site venue coordinator for a majority of the events at ECCO, but for the times that I was unavailable, I hired, trained and scheduled alternative Venue Coordinators. This was done by the creation of a Venue Coordinator Training Guide and hands-on comprehensive training.*
- Website content creation and social media strategy

SECTION 4: SCOPE OF SERVICES

Jameson Creative, LLC's sole focus will be on the success of the Historic Barns Park, meaning that Meaghan Jameson will be invested in the Event Facility Manager position. This important factor will allow her to focus on the mission and goals for the venue.

Serve as the community relations representative & Network on behalf of Historic Barns Park

- Attend networking functions in the area: Business After Hours, Recess, Young Professionals, Grand Traverse Woman Network Nites; host these events when possible
- Coordinate with area Non-profits to book awareness-raising events
- Meet with local vendors and event planners and schedule site tours
 - Meaghan Jameson already has strong connections with many local vendors
- Research all possible directories and make sure that Historic Barns Park is listed as a venue

Manage all public relations for the park as it pertains to events

- Draft and circulate press releases
 - Work with scheduled events for opportunities to cross-promote
- Act as the face of the Historic Barns Park in public appearances when appropriate
- Become invested in events occurring at the Historic Barns Park
- Promptly respond to inquiries and questions about the venue
- Use social media for online promotion
- Maintain an up-to-date calendar of events and submit events to other local calendars to raise awareness of public happenings

Implement marketing strategy

- Create and continually update marketing calendar
- Social media strategy – use Facebook, Twitter, Instagram and other platforms to engage with community and promote events
- Content development
 - Blog – bridal, venue and event trends as well as local happenings
 - Encourage cross-promotion
 - Work with local publications to create relevant editorial pieces
- Press releases for all self-promoted events and sponsored events
- Graphic design – create graphics for social platforms as well as event promotional materials using Adobe Creative Suite
- Encourage testimonials & ratings on websites such as “theKnot” and “WeddingWire”
- Connect with clients, event managers, and photographers onsite for events to collect a gallery of photos to use for promotional materials

Coordinate and manage all event operations and all booked business

- With the Historic Barns Park as my sole client, I will be available as the onsite manager for events, which will allow me to work with clients from the time they tour and book to their post-event walk-through
- Event timelines and vendor contact information will be secured for all booked business
- Work with renters to make sure they are aware of rules and regulation with specific emphasis on zero-waste event space policy
- For events that require additional onsite staff, I will hire, train and schedule experienced venue staff
 - Create a training manual & coordinate hands-on training/event shadowing

SECTION 4: SCOPE OF SERVICES (CONT.)

Invoice and track rental payments

- Issue contracts and collect deposits from bookings at time of signing
- Use Excel to track payments and stay up-to-date on due dates
- Contact booked business when payment due dates are coming up and continue to follow-up until payments have been received

Track rentals and provide a monthly update to the Authority and report as necessary

- All rentals will be tracked in a shareable google calendar so that they are available for viewing by the Authority at any time
- Rentals will be presented in a monthly update, but may also be presented more frequently if needed (IE: Large scale events will be brought to the attention of the authority so that extra needs can be taken into consideration)
 - Monthly updates to include start & end time and any other necessary details to ensure that cleaning times and all other coordination is properly communicated
- Any events of which the Event Facility Manager is skeptical will be presented immediately to the Authority

Work with renters and fill out a banquet event order and timeline

- All renters will be provided a BEO and timeline to complete, which will be due prior to the event so that any foreseen issues may be fixed
 - Event Facility Manager will be available to walk through any questions and provide additional information whenever it is needed
- Renters will also be asked to provide a list of vendors and contact information

Work with vendors for each event

- Event Facility Manager already has a great relationship with many local vendors
 - All vendors will be treated with respect and will be assisted when needed. Building good vendor relationships is key to repeat business and venue promotion.
- Event Facility Manager's contact information will be provided to all vendors
 - Vendors will be provided with a facility usage guide to include site map and vendor parking
- Vendors will be provided site tours as requested
 - New caterers will be asked to complete a site tour to ensure that they are aware of space, ventilation, and zero-waste event space requirements

Develop room layout for clients

- Event Facility Manager will use Room Viewer software to create unique layouts based on client needs and specifications
 - Layouts will be adjusted based on any changes client provides
 - If Historic Barns Park purchases chairs & tables in the future, room layout software will be crucial for the set-up of events

Coordinate parking needs for each renter

- When signed contract and deposit is submitted, Event Facility Manager will coordinate with ISD building to coordinate parking services
- Clients will be made aware of parking restrictions and shuttle services will be encouraged
 - Event Facility Manager will provide contact information to local shuttle services so that clients can arrange as needed

SECTION 4: SCOPE OF SERVICES (CONT.)

Conduct site inspections and planning meetings with clients as necessary & create a professional work environment including proper attire, response time to inquiries and organized onsite management

- With an office that is under (3) three miles from the Historic Barns Park, I will be available for site tours and meetings at the convenience of the clients
- Site tours will take place for all new vendors as well as repeat vendors as requested
- Business casual attire and well-groomed appearance will be a standard of all venue staff while onsite for events, client meetings, and conducting site inspections/tours
- Meaghan Jameson will be available for meetings with clients and will respond to all phone calls and emails within 24 hours

Ensure that the room is ready for each event & that the room is clean after each event

- Event Facility Manager to conduct a site inspection before clients arrive to ensure that venue is clean and in working order
- A pre-event site tour will be conducted with client prior to set-up of their event
- Clients are expected to remove all items taken with them and do basic clean-up after events
 - Clients will be made aware of what is expected to receive deposit back in full and will be provided with a list of post-event expectations
 - Event Facility Manager will conduct a post-event walk-through with clients to ensure that all expectations are met for full deposit reimbursement

Coordinate cleaning services with the Authority

- Authority will be aware of all events & informed of any changes to start & end time so that cleaning can be arranged as soon as possible after the conclusion of an event
- Special attention will be paid to those events that occur back-to-back to ensure prompt cleaning services and a venue that is ready for all bookings at their scheduled set-up time
- Inventory of cleaning supplies will be tracked after each event so that supplies remain well stocked
- Any incidentals occurred during an event will be noted during post-event walk-through and will be provided to the Authority at the expense of the client

Build awareness and sales through business development practices

- Remain engaged in the community
 - Ongoing networking with local community members and businesses
 - Continually connect with non-profits to encourage venue usage
- Stay on top of industry trends to make sure best practices are in place and implement strategic change when necessary
- When funds & storage are available, invest in future purchases that make venue rental even more attractive to clients & provide ease of use for putting on own events. Preliminary ideas:
 - Chairs & Tables
 - Bars
 - Stage
 - A/V & Sounds System
- Follow up with clients in order to obtain feedback and generate positive reviews and testimonials
- Build lasting relationships with vendors and event managers

SECTION 4: SCOPE OF SERVICES (CONT.)

Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park

- Track and manage sales of the Cathedral Barn and Arena
- Work with the Botanic Garden and T.C. Community Garden to encourage events that utilize the entire park
- Stay up-to-date on the event calendar of the Botanic Garden and make sure they are current with events booked at the Barns to be aware of any overlap and collaborate when possible
- Stay up-to-date on the event calendar of the Grand Traverse Commons to note when parking may be sparse due to increased attendance (IE: Microbrew Fest, Wine & Arts Festival)

Create new events and manage the operations for additional revenue for Historic Barns Park

- First year emphasis on: awareness and building community relationships
 - Host networking nights
 - Collaborate with SEEDS for a crop swap event
 - Connect with other venues in the Commons to find projects on which we can collaborate
 - Work with local Non-profits and event planning companies to host their events in our space
When hosting at a non-profit rate, seek sponsorship for additional recognition
- Utilize weekday evenings to try to create ongoing programs:
 - Work with SEEDS for evening educational programs
 - Bike-in TC movie night – blankets in the lawn with a movie projected onto the side of the building
 - Local Yoga Instructors for weeknight “Yoga in the Barn”
 - Dance instructors for ballroom dance lessons
- **Maximize Green Events**
 - Work with Bay Area Recycling for Charity for event recycling and composting
BARC holds a liquor license, so events where they are utilized could benefit from that as well
 - Meet with SEEDS to discuss how the Historic Barns Park and the T.C. Community Garden can work together to use composted waste

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 2:00 p.m.

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Annual Flat Fee (not to exceed \$50,000): \$ 42,500

Submitted by:

mjameson
Signature

Jameson Creative, LLC.
Company Name

meaghan Jameson, owner
Name and Title (Print)

135 E Ninth St, apt C
Company Address

231-944-9719 _____
Phone Fax

Traverse City, MI
City State

mjameson159@gmail.com
Email

Circle one: Sole proprietorship / partnership / corporation

If corporation, state of corporation

PROPOSAL

EVENT FACILITY MANAGEMENT SERVICES HISTORIC BARNES PARK



3/11/2015

Kirkbride Hall LLC
a wholly-owned subsidiary of The Minervini Group LLC



KIRKBRIDE HALL
The Village at Grand Traverse Commons



Proposal

A. INFORMATION & BACKGROUND

Kirkbride Hall, LLC (“KHLIC”) is a visionary and community-minded company that has demonstrated professional expertise in the management, operation, administration, leasing, scheduling, and marketing of event facilities for events such as wedding ceremonies and wedding receptions, meetings and conferences, staged and theatrical performances, and community events.

In May 2014, The Minervini Group completed the renovation of the old Traverse City State Hospital Chapel now known as ‘Kirkbride Hall’. Built in 1885, the renovation was a \$3.1 million dollar project. Kirkbride Hall is a multi-use event room that has hosted a variety of events to include wedding ceremonies and wedding receptions, meetings and conferences, staged and theatrical performances, and community events. The space also includes utility services, restrooms, a catering space, and a new HVAC system.

To manage and operate Kirkbride Hall and other events at The Village at Grand Traverse Commons, The Minervini Group hired Meg Gutowski, Meeting and Event Manager (booking sales, marketing and promotion) and Jon Fiebing, Operations Manager (facility operations). Meg and Jon were recruited by Allison Beers of Events North, acting events consultant to The Minervini Group and Kirkbride Hall. Kirkbride Hall was an immediate success, and has already held numerous high profile events.

Over the years, The Minervini Group has successfully hosted many large scale community events such as the TC Microbrew Fest, TC Wine and Art Fest, The Traverse Symphony Orchestra Event, Colantha Walker Dairy Festival, Hagerty Insurance Annual Company Picnic, the Great Indoor Folk Festival and more.

CONTACT INFO

The Minervini Group, LLC
A Michigan Limited Liability Company Formed
11/2/2000
830 Cottageview Drive, Suite 1011
Traverse City, MI 49684
231-941-1900
Total number of employees: 20

Kirkbride Hall, LLC
A Michigan Limited Liability Company Formed
2/28/2013
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
Total number of employees to oversee The Cathedral Barn: 2+

Meg Gutowski, Meeting and Event Manager
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
meg@kirkbridehall.com

Jon Fiebing, Operations Manager
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
jon@kirkbridehall.com

No negative history to disclose.

B. KEY PERSONNEL & QUALIFICATIONS



MEG GUTOWSKI, MEETING AND EVENT MANAGER

Meg is a graduate of Grand Valley State University with a BA in Hospitality and Tourism Management with an emphasis in Event Planning. She has over ten years of professional experience in the service industry. Meg prides herself in delivering exceptional and personalized customer service.

In 2013, Meg was inducted into *Michigan Meetings + Events Magazine's* Hall of Fame as Up-and-Coming Special Events Planner.

As Meeting and Event Manager, Meg specializes in booking all events at Kirkbride Hall and The Village at Grand Traverse Commons. In addition to this, Meg oversees all marketing of Kirkbride Hall. Meg is also involved in several local activities and groups including Traverse City Young Professionals, Grand Traverse Area Hospitality Association, Co-Chairing the Silent Auction for the Remembrance Run benefiting the Local Women's Cancer Fund for two years, acting as Volunteer Manager for the Opening Night Party for the Traverse City Film Festival in 2014, and more.

Recently married in 2013, Meg and her Husband Phil, a Wisconsin native, enjoy all that the stunning region has to offer. Spending time at home with their three dogs Winston, Stella and Henry watching Northern Michigan sunsets on their back deck overlooking the cherry orchard is a favorite part of their day.

Please see attached resume.



JON FIEBING, OPERATIONS MANAGER

Jon began operating events in Southern California in the 1990's in the epicenter of skateboard culture, Carlsbad, CA. As the original inventor of the 'alterskate', Jon was busy coordinating all aspects of promotional events surrounding skateboard competitions. Wanting to raise his family in Northern Michigan, Jon's hometown, he moved back to the area in 2003.

Jon is a 5th generation Traverse City resident who knows how to make things happen. When Jon is not Operating Events, you can find him at one of the hot spots downtown with his wife, RaeAnn.

Please see attached resume.

C. PEOPLE WHO THINK WE EXCEL – REFERENCES

WITHIN THE PAST 10 MONTHS, KHLCC HAS HOSTED A WIDE VARIETY OF EVENTS. FROM THESE EVENTS, WE HAVE RECEIVED AN OVERWHELMING AMOUNT OF POSITIVE FEEDBACK FROM SOME OF THE AREA'S TOP PROFESSIONALS. BELOW IS A PORTION OF OUR OUTSTANDING REFERENCES:

Wedding ceremonies/receptions

Jean Derenzy, Mother of the Bride
231-342-7849
jderenzy@grandtraverse.org

Katelyn Patterson, Bride
231-631-6300
pattekate@mail.gvsu.edu

Bruce Wiegand, Groom
309-253-1874
brwiegand@aol.com

Brandy Phillips, Bride
231-883-1302
brandyreneern2@yahoo.com

Meetings/Conferences

Doug Luciani, Chamber of Commerce
231-995-7108
luciani@tcchamber.org

Shauna Treter, Michigan Land Use Institute
231-651-9244
shauna@mlui.org

Brenda Rider, Generations Management
231-946-8772
BrendaR@generationsmgmt.com

Stage/Theatrical Performances

Jeff Cobb, NMC
231-995-1338
jecobb@nmc.edu

Dr. Matt Schlomer, Interlochen
414-507-1024
matthew.schlomer@interlochen.org

Community Events

Leah Bagdon-McCallum, Goodwill
517-944-0376
lmbagdon4@hotmail.com

Linda Solem – CAST
231-409-9057
lindak.hall5@gmail.com

Adair Correll – Folk Festival
231-883-8920
adaircorrell@gmail.com

Tamara DePonio, Zonta Club Fashion Show
231- 944-8334
Tamara_DePonio@cuone.org

D. SCOPE OF SERVICES

The vision of the Authority is for Historic Barns Park and the surrounding property to remain in public use and become economically self-sufficient as a *facility rental enterprise*.

KHLLC will provide professional guidance and expertise to the Authority in sales and operations for the use of The Cathedral Barn. KHLLC has the resources and abilities to schedule, manage, operate, staff, market and advertise event rental facilities in Historic Barns Park as needed, including night and weekend events. KHLLC will conduct facility operations and management, booking, sales and marketing, and event coordination as primary activities, including the ability to work with and coordinate other third-party providers (e.g., wedding planners, caterers, shuttle services, promoters).

KHLLC will work in amicable partnership with:

1. Botanic Garden at Historic Barns Park (BGHBP)
2. SEEDS agricultural and ecological programming
3. Traverse City Community Garden (TCCG)
4. The Village at Grand Traverse Commons
5. The City of Traverse City and Charter Township of Garfield Recreational Authority

DIVISION OF RESPONSIBILITIES FOR 2015:

PARTY	DETAILS OF RESPONSIBILITY
Authority	Landscaping, Groundskeeping and Snow removal up to Barn doors
Authority	Purchase of opening needs for The Cathedral Barn (see appendix A)
Authority	Online web fees excluding customized event management software
Authority	Legal services as it relates to Historic Barns Park
Authority	Temporary and permanent Signage for the Historic Barns Park
Authority	Hard dollar Historic Barns marketing campaigns
Authority	Cleaning and maintenance as needed including windows, mopping, restrooms, dusting, banquet kitchen
Event Mgr.	Manage all public relations for the park as it pertains to events
Event Mgr.	Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park
Event Mgr.	Networking on behalf of Historic Barns Park
Event Mgr.	Invoice and track rental payments
Event Mgr.	Track rentals and provide a monthly update to the Authority and report as necessary using customized event management software
Event Mgr., KHLLC staff	Build awareness and sales through business development practices
Event Mgr., KHLLC staff	Implement marketing strategy
Event Mgr., Operations Mgr.	Serve as the community relations representative(s) for Historic Barns Park
Event Mgr., Operations Mgr.	Conduct site inspections and planning meetings with clients as necessary

Event Mgr., Operations Mgr.	Create new events and manage the operations for additional revenue for Historic Barns Park
KBLLC	Customized event booking and management software
KHLLC	Insurance coverage for event services staff
Operations Mgr.	Coordinate and manage all event operations and all booked business
Operations Mgr.	Coordinate cleaning services with the Authority including restrooms, banquet kitchen, windows, mopping, etc.
Operations Mgr.	Work with Renters and fill out a banquet event order and timeline
Operations Mgr.	Develop room layout for clients
Operations Mgr.	Insure that the room is clean and ready for each event
Operations Mgr.	Management parking contracted services
Operations Mgr.	Monitor HVAC and Security system status
Operations Mgr., Event Mgr.	Coordinate with Renter’s vendors for each event
Operations Mgr., Event Mgr.	Create a professional work environment including proper attire, response time to inquiries and organized onsite management.
Operations Mgr., KHLLC staff	Management of onsite event staffing during each event
Renter	Shuttle and guest transportation fees
Renter	Parking attendants for events
Renter	All vendor coordination
Renter	Event Insurance
Renter	All necessary rentals such as tables, chairs, catering services, linen, decorations, AV equipment, tableware and all event related expenditures
Renter	General post event clean-up

FINANCIAL CONSIDERATIONS

1. Year 1: \$50,000 to The Minervini Group to cover manpower in the sales and operation of the Historic Barns Park, for the 27 events booked in 2015, plus all additional events that may book for 2015.
2. The investment of approximately \$10,000.00 by the Authority of all items listed in the attached draft, **Appendix A**, “Opening needs for The Cathedral Barn”.
3. Expenses not included in this proposal include those expenses typical of the landlord/property owner or other expenses that exceed what is reasonably and customarily covered by an event manager. See division of responsibilities section.

YEAR 2 AND BEYOND:

KHLLC is extremely optimistic that the above proposal will result in a year of successful events and satisfied rental clients for 2015.

There is strong likelihood that the number of events that will be hosted at Historic Barns Park in 2016 will be significantly higher. This will, of course, require a corresponding increase in the hours and expenses necessary to sell and manage the property. The fairest way to continue a high level of service will likely be a commission fee on top of a base management fee.

We propose that KHLLC and the RA revisit this topic in September 2015 to allow time to reach a mutually agreeable compensation structure.

SUMMARY

Selecting Kirkbride Hall LLC as the manager of events at Historic Barns Park presents a unique opportunity to create significant synergy between complementary event venues on The Commons. It enables the Authority to leverage an already existing management infrastructure in close proximity to support its high profile events property. In addition, the KHLLC demonstrated the ability to navigate the event venue startup process within the last year, with hands-on consulting by Allison Beers of Events North. We hope this to be the start of a long term collaboration.

E. BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 2:00 p.m.

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

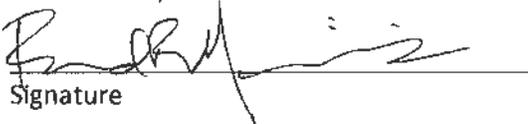
Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Annual Flat Fee (not to exceed \$50,000): \$50,000

Submitted by:


Signature

Kirkbride Hall, LLC
Company Name

Raymond Minervini, Company Manager
Name and Title (Print)

700 Cottageview Drive, Suite 200 Traverse City, MI 49684
Company Address

231-941-1900
Phone

231-941-9713
Fax

Traverse City
City

MI
State

raymond@thevillagetc.com
Email

Circle one: Sole proprietorship / partnership / corporation

Michigan
If corporation, state of corporation

Meghan Elyse Gutowski
11655 Topview Dr Williamsburg, MI 49690
meghan.e.gutowski@gmail.com • 231.313.9682

- EDUCATION** **GRAND VALLEY STATE UNIVERSITY** **Allendale, MI**
The College of Liberal Arts and Sciences
Bachelor of Arts, April 2008
- Hospitality and Tourism Management with an emphasis in Event Planning
 - Member, Hospitality and Tourism Management Club
- AWARDS**
- 2013 “Up-and-Coming Special Events Planner” – Michigan Meetings + Events Magazine
 - August 2009 Performer of the Month, November 2011 & January 2009 Nominee
 - Certified Hospitality Supervisor
- EXPERIENCE** **GRAND TRAVERSE RESORT AND SPA** **Traverse City, MI**
- October 2011 – June 2014** **Event Design Manager**
- Managed over \$42,000 in single event décor budget for Farm Bureau Insurance from concept development to execution, managing the planning, people, and vendor logistics
 - Developed creative and locally curated events including tethered hot air balloon rides, winery tours, & themed décor to create unique experiences with a \$50,000 event budget
 - Projected and presented annual revenue, cost of sales, and gross profit margin accurately setting position budget for CFO, and exceeded projected goals seven of twelve months
 - Competed a \$20,000 proposal for décor design, winning the contract back in-house by meeting the planner’s prerequisites and exceeding expectations under proposed budget
 - Created trusting relationships with vendors, entertainment professionals, and local destination managers by building their business through group level concierge activities
- May 2010 – October 2011** **Executive Meeting Manager**
- Directed quarterly business development from prospecting to group event/meeting execution, creating over \$100k in revenue through resort room, space, and service contracts
 - Generated leads by booking all hotel groups between 25 and 75 room nights and all “Social” groups including weddings, managing event engineering, food & beverage, & transportation
 - Working knowledge of several 3rd party event management software programs including Starcite, Cvent, Knowland Group, HotelPlanner, Delphi, Delphi Diagrams and LMS
- May 2008 – April 2010** **Conference Services Coordinator**
- Managed all groups in conjunction with Center for Automotive Research’s Management Briefing Seminars in 2008 and 2009, generating over \$70,000 in additional revenue
 - Independently solicited over \$125,000 of wedding revenue for 2010, and a total of \$425,000 in 2009 revenue through partnership with the Special Events Manager
 - Promoted and serviced all Grand Traverse Resort and Spa Member Events, building on and generating new business through VIP clientele recognition, appreciation and care
- January 2008 – April 2008** **AMWAY GRAND PLAZA** **Grand Rapids, MI**
Food & Beverage Director Intern
- Worked closely with individual department managers to build knowledge of the intradepartmental relations that hold together a 4-star hotel food and beverage system
 - Developed new special events pricing by increasing food and beverage minimum requirements through analysis of restaurant menu pricing flaws, increasing hotel returns
 - Rotated through the complex food and beverage department structure in an effort to fully understand inclusive management and to guarantee complete guest satisfaction
- ADDITIONAL BACKGROUND**
- **Amway Grand Plaza, Head Bartender**– Managed Lumber Baron inventory and transactions in order to effectively work with cost control and Hotel’s financial requisition standards
 - **Amway Grand Plaza, Catering Department Intern**– Attended several V.I.P. and high-profile functions, gaining a valued reputation among upper management and clients
 - **Workplace Wellness Committee, President**– Coordinated monthly meetings, membership recruitment, and multiple health initiatives for the entire staff 2009 until 2012

Jon Fiebing

5393 Ravenhurst Dr. Traverse City, MI 49685, jonfiebing@gmail.com, 231-944-3192

Event Management, Crystal Mountain Resort, 2003-2014

Managed staff of 10 in all operational aspects of conferences, trade shows, weddings and other events. Provided troubleshooting and technology support during events. Daily operations included indoor/outdoor set-up, tear-down, and storage of: tables, chairs, linens, skirting, stages, dance floors, pipe and drape, tents, and A/V. My philosophy is to **make the guests happy!** by being well prepared, being present and involved, by nurturing those around you, while working within the given limitations of space and money.

Skills and Experiences:

- Highly functional with audio/visual equipment and software including: projectors, portable and permanent sound systems, live sound mixing, video conferencing and webcasting.
- Expert at troubleshooting technology problems in high pressure situations.
- Rapid and prolific creator of event diagrams (to scale) using PowerPoint or Visio.
- Have operated concurrent events totaling over 2,200 people.
- Maintained HVAC software for 33,000 sq. foot conference center.
- Comfortable interacting with bands, celebrities and politicians.
- Managed 3rd party vendors for equipment rental and asset storage.

Professional Technology Consultant, 1997-2003

Specialized in strategic projects that integrated databases and other sources of information into customized visualization tools for executive decision-making.

Client Deployments:

- Humana, Louisville KY, 1997-98. Implemented PeopleSoft ERP workflow module.
- Military Channel, Louisville KY, 1998. Visualized all company processes using Visio.
- Nortel Networks, Research Triangle Park NC, 1999. Custom Internal Mobility project.
- Tylie Jones, Burbank CA, 2000. Visualized all company processes using Visio.
- Lucent Technologies, Murray Hill NJ, 2000 – 2001. Executive Dashboard project.
- Foremost Solutions, Encinitas CA, 2002. Developed CornerOffice data visualization software.
- Confluent Technologies, Louisville KY, 2003. Integrated Squirrel System data with Confluent IQ data visualization software.

Skills and Experiences:

- Acted as liaison between corporate client and software development team.
- Gathered, documented and tracked custom software specifications.
- Designed, tested and implemented use cases for software under development.
- Created and implemented database integration schemas.
- Hardware and software troubleshooting and support.

Creative and Entrepreneurial, Carlsbad CA, 1995-1997

Invented and sold radically innovative skateboards, surfboards and snowboards. Awarded US patent 6,579,134. Developed expertise in product design, manufacturing, cost analysis, intellectual property, investor relations, market analysis, tool-making, graphic design, video production, publishing and woodworking. Supported by industry leaders such as Tony Hawk, Mike McGill, Christian Fletcher.

Hospitality Technology Sales, Squirrel Company, 1990-1995

Opened sales territories for Squirrel Company in San Diego, Orange County, Palm Springs and Las Vegas. Sold and implemented restaurant POS software, labor software, inventory software, credit card processing software, custom hardware, training, installation and maintenance. Sold to 2 Wolfgang Puck operations.

Education: Central Michigan University, Mt. Pleasant MI, 1983 – 1987

B.S. in Business Administration. Major: Marketing. Minor: Logistics. GPA: 3.42 taking honors courses.

APPENDIX A

Opening needs for Cathedral Barn		<i>unit price</i>	<i>subtotal</i>
4	xlr (mic) cords 25ft.	\$15	\$60
1	mic stand	\$25	\$25
2	25-ft ¼"-1/4" audio cables	\$20	\$40
1	50-ft ¼"-1/4" audio cable	\$25	\$25
1	50 ft. VGA cord	\$20	\$20
1	25ft. HDMI cord	\$15	\$15
1	AV-1 box	\$110	\$110
3	different Mac adapters	\$30	\$90
2	rolls gaffer tape	\$20	\$40
6	ext. cords 25ft.	\$15	\$90
2	cord covers	\$35	\$70
6	power strips	\$8	\$48
1	small variety AA, 9-volt, AAA batteries	\$15	\$15
4	large oval service trays	\$30	\$120
4	tray jacks	\$20	\$80
12	water pitchers	\$4	\$48
50	water glasses	\$1	\$50
50	coffee cups	\$1	\$50
50	cup plates	\$1	\$50
50	forks	\$1	\$25
50	knives	\$1	\$25
50	spoons	\$1	\$25
1	small variety cutting knives	\$20	\$20
4	small wastebaskets	\$5	\$20
2	high Chairs	\$40	\$80
4	booster chairs	\$25	\$100
3	squat plastic waste baskets for icing kegs	\$10	\$30
2	6-foot plastic banquet tables for kitchen	\$75	\$150
2	5-ft round tables	\$125	\$250
2	8-foot banquet tables	\$125	\$250
12	folding chairs	\$15	\$180
2	small tables	\$50	\$100
1	large kitchen cart	\$250	\$250
1	small kitchen cart	\$125	\$125
4	large round plastic wastebaskets	\$40	\$160
1	ladder	\$75	\$75
1	mop & bucket	\$75	\$75
1	cleaning supplies	\$100	\$100
50	bar towels	\$1	\$50

1	variety fasteners, string, bungee, zip ties	\$150	\$150
1	tool kit with bag	\$75	\$75
4	parking barricades	\$75	\$300
2	portable handicap parking signs	\$100	\$200
8	ivory skirts	\$35	\$280
1	(bag 250) skirt clips	\$80	\$80
4	standard easels	\$25	\$100
1	marquee	\$50	\$50
1	ice machine	\$1,500	\$1,500
1	portable screen		\$500
Total opening needs			<u>\$6,371</u>

Near term needs for event space (short term payback)

1	podium		\$500
1	projector		\$400
1	small audio system		\$600
4	sections pipe and drape		\$400
1	SM-58 Microphone		\$100
5	flip chart pads		\$100
2	collapsible flip chart holders		\$220
Total near-term needs			<u>\$2,320</u>

Response to Request for Proposal
Event Facility Management at Historic Barns Park

Brianna Bidwell
231.342.1526
brianna.bidwell@yahoo.com

March 10, 2015

Brianna Bidwell

231.342.1526 | brianna.bidwell@yahoo.com

March 10, 2015

Mr. Matt Cowell
Executive Director
City of Traverse City and Charter Township of Garfield Recreational Authority
c/o LIAA
324 Munson Ave
Traverse City, MI 49686

Dear Mr. Cowell:

What an exciting time this is for the Recreational Authority to be playing such a key role in the redevelopment and unveiling of the Historic Barns Park. The transformation of the Historic Barn and the Cathedral Barn into a public park and event venue is certainly a testament to the Recreational Authority's commitment to rehabilitate these historic structures.

Congratulations to the Recreational Authority in their visionary efforts over these past several years in developing avenues to fund this project. The collaboration with the community through the development of the Botanic Garden at Historic Barns Park, SEEDS, and the Traverse City Community Garden are tremendous accomplishments in fulfilling the goals of the Historic Barns Park. I can only imagine that this has been a huge undertaking, and I am sure the Recreational Authority has been working non-stop to make the Historic Barns Park become a reality.

As a Senior Conference Services Manager at Omni ChampionsGate, I work in an extremely fast paced environment with a team who is constantly challenged to perform at the highest level. It is with determination, flexibility, and willingness to react quickly that we are continually able to meet the demands of the hotel. I am now ready to take on the next challenge in my career, and I am excited to showcase my talents into the Historic Barns Park redevelopment project.

Historic Barns Park is an exciting opportunity that will allow me to demonstrate my skills and bring my passion as an Event Manager home to Traverse City.

Sincerely,



Brianna Bidwell

PART A: INFORMATION & BACKGROUND

Brianna Bidwell will be relocating back home to Traverse City, Michigan as an Independent Contractor offering event management services. Brianna will serve as the full time employee and primary point of contact. She can be reached at (231) 342-1526 or via email at brianna.bidwell@yahoo.com. There is no contract failure or negative history to disclose.

Brianna Bidwell, originally from Traverse City, Michigan, currently resides in Orlando, Florida. Having over eight years of hospitality experience in the event industry, she is returning home to pursue her dream of managing her own business.

As an independent contractor, Brianna will be able to devote 100% of her time and efforts into the Historic Barns Park project. She will have a vested interest to deliver direct results, which will enable growth, initiate community awareness, and produce overall park success. Her primary responsibility will be to focus on the business at hand without distraction. Each client and every facility operation will be treated as a top priority and, in turn, will receive Brianna's full and undivided attention.

As a hospitality professional that has spent the past four years in the heart of one of the world's largest convention based cities, Brianna has acquired a wealth of knowledge, a unique set of skills, and a wide range of event management experience due to Orlando's diverse background. She specializes in corporate, social, and nonprofit meetings and events.

Brianna graduated from Grand Valley State University with a Bachelor's Degree in Hospitality Tourism Management and a minor in Business. Upon graduation, Brianna relocated to Orlando, Florida to identify with the industry on a larger scale. Through an opportunity with Walt Disney World, Brianna gained invaluable hospitality experience in a forward-thinking and challenging environment surrounded by creativity and imagination.

Brianna joined the Omni ChampionsGate team in the summer of 2011 at an entry-level position allowing her to build upon her hospitality skills at a ground level. After one year, her take-charge attitude earned her a promotion into event management. After two years, her leadership skills earned her a promotion to senior level event management. She has planned over 120 events in her career at Omni, ranging from 10 people to over 1,000 people with contract values ranging from \$5,000 to over \$1 million.

Throughout her career, Brianna has earned a proven reputation of providing exemplary customer service and exceeding her client's expectations. Her attention to detail, ability to meet project deadlines, and "can do" attitude lays the foundation for producing successful events. Brianna's steadfast and cheerful personality creates a knack for building strong relationships with her clients. As a result, she repeatedly earns top ratings on the Omni's Group Medallia Customer Satisfaction Surveys. She is also frequently recognized in client testimonials praising her event management experience and skills.

Brianna Bidwell is the reason our meeting and stay was a success. She was incredible. She is the reason we are considering coming back again next year. She is a gem!! - Carl Fuqua, State Securities Corporation 8-30-13

Thank you and congratulations for helping us pull off one of the best summits ever! You stepped in with such short notice and worked hard to make this event spectacular in such a short time. We know how much time and planning goes in to this so thank you again for all of your hard work. Also – I can't tell you how much we enjoyed rock of ages last night. It was such fun and I really think there wasn't anyone there that didn't have a great experience. Well done!! – Leona Zahn, Krisam Group 11-10-13

I would like to commend Brianna Bidwell at your Omni Hotel. She does an outstanding job...in fact, I now request her and name her specifically in our contracts so that she will be our conference services manager. You have a very talented, caring and special person in Brianna! She even responded to my requests, questions and issues after hours and she always had a "Yes let me check into that or Yes we can do that!" response! - Leila Zschau, Ryland Homes 4-7-14

Brianna Bidwell - OVER the TOP! Every single issue resolved quickly. We ONLY want to have Brianna as our Conference Services Manager for our events in 2015. - Leila Zschau, Ryland Homes 6-15-14

Brianna Bidwell, our Convention Manager was amazing to work with. She treated my group as we were her top priority; made us feel that she was there to serve us the entire time. - Sue Spradlin, Fiserv 10-12-14

Brianna Bidwell - Amazing Awesome with her attention to detail. She is a proactive thinker who has solutions to problems and issues and makes things happen without attendees even knowing that there was a problem. We have written her name in our contract so that we will have her as our Conference Services Coordinator as she is excellent. - Leila Zschau, Ryland Homes 1-18-15

It is Brianna's ability to identify with her clients, work tirelessly to achieve their goals, and treat her clients as a top priority that has allowed her to advance her career so effortlessly. It is Brianna's experience, skill set, and natural attributes that will make her a valuable partner in the Historic Barns Park redevelopment project.

Part B: KEY PERSONNEL & QUALIFICATIONS

Brianna Bidwell will be the Project Manager for the Event Facility Management Contract at Historic Barns Park. She is passionate about reestablishing her roots in Traverse City and playing an active role in the community.

Working in one of the largest convention cities in the country, Brianna knows first-hand how to run a venue professionally and what it takes to offer top-notch service as a result of her widespread experience in working with corporate, social, and nonprofit meetings and events. By sharing her event management knowledge and experience, Brianna will contribute to the success of the Historic Barns Park as a sustainable event venue. Brianna's resume follows.

Brianna Bidwell

231.342.1526 | brianna.bidwell@yahoo.com

EVENT MANAGER

I have been managing events, meetings, conferences, exhibits and trade shows since 2009. I thrive in a fast paced, energetic environment where a balance of human interaction and processes join together to create successful experiences. I have managed events ranging from small meetings for 10 people to conferences for over 1,000 people. I'm equally focused on planning for future meetings, in the field overseeing current events, or coaching and training staff. I'm passionate about building successful relationships and providing extraordinary service levels. I am in search of my next challenge within the industry that will allow me to share my passion and talents.

EXPERIENCE

Senior Conference Services Manager – Omni Orlando Resort at ChampionsGate, ChampionsGate, Florida
August 2011 to Current

The Omni ChampionsGate is an award winning, AAA Four Diamond luxury resort and one of the nation's premier golf, meeting, and leisure retreats. I joined the Omni Orlando as an event coordinator and was immediately drawn to managerial responsibilities to prepare for advancement. When the resort's event space grew from 82,000 S.F. to 128,800 S.F., I made a seamless transition into management. As a manager, I volunteered for two task force assignments at Omni properties in Amelia Island, Florida and Nashville, Tennessee. In Amelia Island, I provided assistance during the final phase of their property renovation and grand reopening. In Nashville, I partnered with and supported the team during a city-wide conference which required high attention to detail. I advanced into a senior position at the Omni Orlando when the Omni Nashville vied for me to join their team.

My proudest accomplishment at the Omni Orlando was collaborating on a National Sales Meeting for a Pharmaceutical company who occupied 100% of the guestrooms and meeting space, generating over \$1 million in total revenue for the resort. Despite failure to receive event specifications timely and accurately, my team joined together by working tirelessly around the clock to produce a flawless event which earned us the highest customer satisfaction rating within the company. In this position, I've learned a great deal about the difference between being a manager and becoming a leader. I am still working at the Omni Orlando, but I am in the process of transitioning back to Traverse City, Michigan where I call "home."

Front Desk Agent – The Villas of Grand Cypress, Lake Buena Vista, Florida
May 2011 to August 2011

The Villas of Grand Cypress is an AAA Four Diamond luxury golf resort offering villa-style accommodations. In this job I dealt first hand via face-to-face guest interaction and quickly learned the importance of strong communication and being "hospitable" within the industry. I left to join the Omni Orlando team to pursue my dream of planning and managing events.

Brianna Bidwell – continued

Front Desk Agent – Walt Disney World Company, Orlando, Florida
August 2010 to January 2011

Walt Disney World Company is one of Orlando's largest employers offering themed accommodations, theme parks, shopping, entertainment, recreational facilities, and conferences. Following college, I joined the team under an internship program where I received an amazing on-the-job education in hospitality services. I eagerly began learning the ropes of providing exemplary guest services in a large-scale environment. After completion of the program, I left to begin my next adventure at a luxury brand hotel in the Orlando area.

Catering & Events Intern – Van Andel Arena, Grand Rapids, Michigan
October 2009 to January 2010

Van Andel Arena is a 12,000 seat capacity arena with the versatility to host a range of venues to include sporting events, concerts, and family shows. A terrific internship opportunity where I learned the ground floor processes of event planning through suite bookings, event orders, billing and expenses, and working with supervisory personnel.

Special Events Intern – Grand Volute Ballrooms, Lowell, Michigan
April 2009 to August 2009

Grand Volute Ballrooms offers space in an elegant venue for hosting weddings, corporate events, and family celebrations. As an intern, I served as the assistant to a wedding planner for day of ceremonies and receptions. I also helped execute rehearsal parties and wedding tastings.

EDUCATION

Grand Valley State University - Allendale, Michigan
September 2006 to May 2010

Bachelor of Science in Hospitality, Tourism and Management and a minor in Business Management

PART C: PAST EXPERIENCE & REFERENCES

As I am currently employed with Omni ChampionsGate, I would greatly appreciate your discretion in contacting my employer.

1. Maritz Travel

Shana Lieberman
Sr. Meeting Planner
2525 Dupont Drive
Irvine, CA, 92612
714-246-5074
lieberman_shana@allergan.com

Company/Event: Allergan, LLC – 2015 Medical National Sales Meeting
Contract Term: October 2014 – January 2015
Contract Value: \$1,061,558
Staff Assigned: Brianna Bidwell, Primary Point of Contact

Scope of work for contract: 8 day conference, 100% occupied – 720 guestrooms and 128,800 square feet of meeting space, 650+ attendees, 3 main general sessions and registration areas, 3 final awards dinners, 50 breakout sessions, and usage of guestroom floor as meeting space (30+ guestrooms).

Bri, How many 10's in a row? You continue to impress. – Robert Stanfield, General Manager, Omni Orlando Resort at ChampionsGate 1-26-15

The Group Medallia Customer Satisfactory Survey follows.

Ms. Shana Lieberman

Account Name	Allergan, LLC	Property name	Orlando Resort at ChampionsGate
Group Name	2015 Medical NSM	Booking Arrival Date	1/1/15
Contact Name	Ms. Shana Lieberman	Booking Departure Date	1/12/15
Phone	(714) 246-5074	Booked By	Jill Sanders
Email	lieberman_shana@allergan.com	Service Mgr.	Brianna Bidwell
Address	2525 Dupont Drive, Irvine, CA, 92612	Pick Up	2549
Influence Value for price paid	Room rate	Peak Rooms	0
		Avg. Rate	\$182.12
		Total Revenue	\$1061558.06
		Market Segment	Group Corporate

StandardReport

	EXTREMELY DISSATISFIED									EXTREMELY SATISFIED										
OVERALL SCORES																				
Overall Experience	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Sales Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Planning Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Event Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
VALUE FOR PRICE PAID																				
Value for price paid	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
LOYALTY																				
Recommend	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Return to property	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
SALES PHASE																				
Overall Hotel Sales Contact	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Availability when needed	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Responsiveness to requests	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Understand event needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Professional & courteous in negotiations	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Proactively offering solutions	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Knowledge of facilities and services	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Partnering to achieve successful event	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Smooth transition to planning phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
PLANNING PHASE																				
Overall Conv. Serv./Omni Expr. Mgr.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Thorough understanding of event needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Proactive anticipating needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Flexibility dealing with changes	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

Knowledge of facilities and services	1	2	3	4	5	6	7	8	9	10
Creativity in offering choices	1	2	3	4	5	6	7	8	9	10
Partnering to achieve successful meeting	1	2	3	4	5	6	7	8	9	10

ROOM RESERVATIONS

Overall Room Reservations Process	1	2	3	4	5	6	7	8	9	10
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EVENT PHASE - SERVICE

Overall Group/Catering Contact	1	2	3	4	5	6	7	8	9	10
Availability when needed	1	2	3	4	5	6	7	8	9	10
Visibility of mgmt. team	1	2	3	4	5	6	7	8	9	10
Visibility of salesperson	1	2	3	4	5	6	7	8	9	10
Proper staffing to handle group	1	2	3	4	5	6	7	8	9	10
Making group feel welcome	1	2	3	4	5	6	7	8	9	10
Accommodate last minute requests	1	2	3	4	5	6	7	8	9	10
Service of staff and mgmt.	1	2	3	4	5	6	7	8	9	10
Service of banquet food & beverage staff	1	2	3	4	5	6	7	8	9	10
Service of front desk staff	1	2	3	4	5	6	7	8	9	10
Service of bell staff	1	2	3	4	5	6	7	8	9	10
Materials delivered promptly/correctly	1	2	3	4	5	6	7	8	9	10

EVENT PHASE - FACILITIES

Overall Hotel Facilities	1	2	3	4	5	6	7	8	9	10
Accuracy of room set-ups	1	2	3	4	5	6	7	8	9	10
Timeliness of room set-ups	1	2	3	4	5	6	7	8	9	10
Business center equipment and services	1	2	3	4	5	6	7	8	9	10
Accuracy food & beverage order	1	2	3	4	5	6	7	8	9	10
Quality food & beverage order	1	2	3	4	5	6	7	8	9	10
Creativity of food presentation	1	2	3	4	5	6	7	8	9	10
Cleanliness of meeting rooms	1	2	3	4	5	6	7	8	9	10
Comfort of meeting rooms	1	2	3	4	5	6	7	8	9	10
Lighting in meeting rooms	1	2	3	4	5	6	7	8	9	10
Cleanliness of guestrooms	1	2	3	4	5	6	7	8	9	10
Quality of guestrooms	1	2	3	4	5	6	7	8	9	10

EVENT PHASE - AV

Service of audio-visual staff	1	2	3	4	5	6	7	8	9	10
AV sales contract negotiations and follow-up	1	2	3	4	5	6	7	8	9	10
Overall Knowledge of on-site AV staff	1	2	3	4	5	6	7	8	9	10
AV equipment quality	1	2	3	4	5	6	7	8	9	10
AV appropriate solution	1	2	3	4	5	6	7	8	9	10
Responsiveness of AV staff	1	2	3	4	5	6	7	8	9	10
AV staff profession	1	2	3	4	5	6	7	8	9	10
AV follow-up call	1	2	3	4	5	6	7	8	9	10
AV service value	1	2	3	4	5	6	7	8	9	10

SERVICES OVERALL

Front desk	1	2	3	4	5	6	7	8	9	10
Housekeeping	1	2	3	4	5	6	7	8	9	10
Parking	1	2	3	4	5	6	7	8	9	10
Bell staff	1	2	3	4	5	6	7	8	9	10
Restaurants	1	2	3	4	5	6	7	8	9	10
Security	1	2	3	4	5	6	7	8	9	10

BILLING PHASE

Ease of credit application process	1	2	3	4	5	6	7	8	9	10
Accuracy of final bill	1	2	3	4	5	6	7	8	9	10
Timeliness of final bill	1	2	3	4	5	6	7	8	9	10

Specific Issues

Overall Problem Incidence

Yes

Comments

Additional comments

Brianna Bidwell (and the rest of the team) went above and beyond for us and this meeting! This was an event with MANY moving parts and they made it seamless. My client said that this was the smoothest meeting that they've ever had, and I could not have done it without the entire staff of the Omni!

2. University of South Florida Byrd Alzheimer's Institute

Kara Allen

Communications and Marketing Specialist

4401 E. Fletcher Avenue

Tampa, Florida 33613

813-396-0659

karalallen@health.usf.edu

Company/Event: University of South Florida Byrd Alzheimer's Institute – Clinical Trial Bus

Contract Term: October 2014 – December 2014

Contract Value: \$12,617

Staff Assigned: Brianna Bidwell, Primary Point of Contact

Scope of work for contract: 3 day conference, 50 total guestrooms, 25+ attendees, 1 main general session, breakfast and lunch, 1 awards dinner.

I would like to take the time to let you know what a wonderful experience my group had at the Omni Orlando Resort at Champions Gate. We held a three day meeting December 5-7, 2014.

Brianna was patient and understanding when I made last minute changes or complete overhauls to menus! Brianna and her team worked like a well-oiled machine. Throughout the weekend, Brianna was constantly touching base with us and making sure we had everything we needed- and when we did have a need (like snacks and coffee for a break I forgot to schedule)-the need was immediately met without any interruption to our meeting.

We were relatively small groups with a relatively small budget-especially compared to groups you normally handle. The level of service was impeccable, regardless of the amount of money we were spending. Several of our guests, including our CEO, commented on how impressed they were with the level of service received at your resort. I commend Brianna and her team for receiving such high accolades from our guests. Everyone had a wonderful experience and we hope to do business at Champions Gate in the future.

Sincerely,

Kara Allen

Marketing and Communications Specialist

University of South Florida Byrd Alzheimer's Institute

3. Inspire Excellence, LLC

Brenda Ames, CMP
Director of Operations
657 N. West Avenue
Elmhurst, IL 60126
630-632-5606
bames@inspireexcellence.com

Company/Event: Peterbilt Motors Company
Contract Term: June 2013 – September 2013
Contract Value: \$224,500
Staff Assigned: Brianna Bidwell, Primary Point of Contact

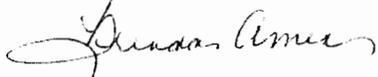
Scope of work for contract: 4 day conference, 500 total guestrooms, 250+ attendees, 1 main general session, tradeshow, 2 awards dinners.

March 5, 2015

It is with great pleasure that I find myself writing this letter of recommendation for Brianna Bidwell. We had the pleasure of partnering in September of 2013 for one of my clients and their incentive award program. Brianna is an outstanding conference manager who on a daily basis goes "above and beyond" in her administrative support to CSM's and meeting planners. She continuously exceeded the performance standards for her position. Brianna willingly accepted new challenges faced on-site by my client and me to help wherever she could and work through to offer a solution. Conference Services is a frenetic environment that presents many competing demands on the staff at any hotel or venue. Brianna remained steadfast in her cheerfulness, calmness, and dependability. She is a vital member of her current team and an asset to any future company she may have the opportunity to work with. Brianna has demonstrated excellent managerial and decision making skills. She is attentive to tasks and works tirelessly to achieve the goals of her client. She is an extremely positive and dependable, punctual and performs her duties in an extremely timely and conscientious manner. She handled pressure well, and voluntarily worked overtime to complete the task at hand.

Brianna is an invaluable asset to any department, and I highly recommend hiring her as your new Facility Event Manager. If you'd like to discuss her attributes in more detail, please do not hesitate to contact me.

Sincerely,



Brenda Ames, CMP
Director of Operations
INSPIRE Excellence, LLC
Phone: 630-632-5606

PART D: UNDERSTANDING OF SCOPE OF SERVICES

Community Awareness and Marketing

- Understand and demonstrate knowledge of the property and the surrounding areas
- Communicate the facilities offerings in an effective and professional manner
- Attend local networking events and functions in an effort to promote awareness
- Create opportunities to maximize exposure and allow the public to view the event space
- Utilize social media sites to advertise the venue
- Manage and update the park website to ensure the data and information provided is current and user friendly
- Expand upon the park's culture and identify with the properties "sense of style"
- Implement production of marketing materials as needed
- Partner with local community groups in an effort to build strong relationships park-wide

Sales

- Manage and organize inquiries and sales of The Cathedral Barn and park-wide rentals of Historic Barns Park
- Forecast sales revenue on a monthly and annual basis while maintaining forecasting accuracy
- Prioritize and follow through with business leads on a timely basis
- Conduct site inspections and pre-planning visits as necessary
- Create a professional sales kit to include property details, rental rates, space layouts, capacity sheets, etc.
- Negotiate with clients based on individual business needs and their budgetary constraints
- Contract and conduct business with clients in a professional manner at all times
- Submit invoices to clients, collect rental payments, and provide updates to the Recreational Authority as needed
- Adapt to change in plans within or outside of the original scope and provide alternative solutions to clients
- Document and create a visual portfolio of current events to present to new business opportunities in an effort to produce additional revenue for the park

Facility Management

- Enforce the rental structure as it pertains to peak intervals, seasonal periods, weekly and weekend rates
- Provide all labor and support services to perform the duties at hand to meet and/or exceed client expectations
- Deliver guidelines and policies to clients
- Execute administrative responsibilities by completing necessary event forms and paperwork
- Create an organized filing system
- Maintain partnerships with local vendors that fall within the interest of the property
- Coordinate and work with third parties (e.g., wedding planners, photographers, caterers)
- Promote waste management minimization goals through the use of prominent zero waste event signage
- Coordinate and oversee cleaning services with the Recreational Authority in an effort to maintain the highest level of cleanliness

Operations

- Manage a calendar of current events
- Coordinate and manage all event operations and booked business
- Determine appropriate turn around times when hosting multiple events
- Request a timeline and detailed event specifications from clients for purposes of translating details onto standardized banquet event orders
- Create banquet events orders for all events
- Develop event and room layouts for clients
- Communicate deadlines and guidelines as it pertains to final changes or guarantees
- Secure signed copies of banquet event orders which will serve as confirmation of event needs
- Based on the scope of the event, determine staffing requirements, provide and schedule additional labor as needed
- Communicate standard setup and tear down hours as it coincides with the length of service based on specific event needs
- Ensure a clean and clear event space before and after each event
- Coordinate all parking and shuttle arrangements on and off site as needed

Business Development

- Measure the needs of the facility for the clients
- Maintain working relationships with local vendors for continued business and establish a preferred and exclusive vendor list
- Provide monthly updates to the Recreational Authority
- Create a tool for tracking customer feedback and satisfaction ratings in effort to improve, recognize, and return business
- Assess forecasted sales revenue on a monthly basis to ensure it matches and challenges park goals and commitments
- Commit to a professional work environment by demonstrating proper attire, timeliness, leadership abilities, and operational organization
- Build reputable customer service levels for the park by exceeding client expectations through passion and commitment to the work

Brianna's values and beliefs have transformed her into the trustworthy, dependable, and passionate individual she is today. Matched with her industry knowledge and experience, she possesses the desire and focus required to impress an audience of interested clients looking to host their next event at the Historic Barns Park. These attributes have positioned her perfectly for this opportunity and will allow her to showcase her talents in Northern Michigan, even more so, the Grand Traverse Area.

PART E: BID FORMS

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 2:00 p.m.

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Annual Flat Fee (not to exceed \$50,000): \$50,000.00

Submitted by:

Brianna Bidwell
Signature

Independent Contractor
Company Name

Brianna Bidwell, Independent Contractor
Name and Title (Print)

TBD
Company Address

(231) 342-1526 None
Phone Fax

Traverse City MI
City State

brianna.bidwell@yahoo.com
Email

Circle one: Sole proprietorship/partnership/corporation

N/A
If corporation, state of corporation