

**REVISED SALES LEAD**

☒ Williamsburg Tourism Council  
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**Created:** 02/25/2021  
**Response Due Date:** **02/26/2021**  
**Decision Date:** 06/30/2021  
**From:** Julia Smyth-Young, Sales Director -- (757) 253-2313,  
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**Lead ID:** **3930**  
**Organization:** HelmsBriscoe - Master Account  
**Meeting:** R & DA's 2022 Spring Meeting & Exhibition  
**Contact:** Debbie O'Reilly  
 Director, Global Accounts  
**Company:** HelmsBriscoe - Master Account  
**Address:** 21614 Rio Comal

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**MEETING REQUIREMENTS**

**Requested Dates:** 04/21/2022 to 04/30/2022  
**Meeting Dates:** 04/22/2022 to 04/30/2022  
**Alternate Dates:** 04/29/2022 to 05/07/2022  
 04/15/2022 to 04/23/2022

**ROOMS FORECAST**

**Room Attendance:** 200  
**Requested Rooms:** 682  
**Requested Peak:** 200

	Thu, 04/21/22	Fri, 04/22/22	Sat, 04/23/22	Sun, 04/24/22	Mon, 04/25/22	Tue, 04/26/22	Wed, 04/27/22
<b>Requested Rooms</b>	3	7	15	35	200	200	179
	Thu, 04/28/22	Fri, 04/29/22	Sat, 04/30/22	Sun, 05/01/22	Mon, 05/02/22	Tue, 05/03/22	Wed, 05/04/22
<b>Requested Rooms</b>	33	10					

**NOTES**

## Meeting Requirements:

### AV Requirements: REQUESTED CONCESSIONS:

- COMP space with F&B min.
- 3 COMP rooms for Preplanning (2-night stays); if the 3rd room is not used, then a 3-night stay for 2 rooms may be necessary.
- Reimbursed for 2 coach fares if the hotel is contracted - not to exceed \$1,000 each for Site Visit,
- 6 Exec Suites at the group rate, 1 Luxury Ste at the group rate, 1 COMP Presidential Ste (Thurs-Fri)
- 10 Exec room upgrades at the group rate for Board
- 2 COMP rooms for Staff
- 2 COMP Valet passes, COMP Self-Parking and COMP gate entrance
- 1 round-trip COMP airport run for Planner
- 35% of room block at PREVAILING FED PER DIEM. Many attendees and speakers are from the govt, so we'd be unable to host a meeting where essential personnel cannot obtain lodging at the per diem rate. \*Offer what you can - the closer you can get, the better chance you'll win their business.
- Industry room rate \$189-\$199 range, depends on location, don't TDOWN due to low rate request.
- Venue must be within 35 minutes from a major airport - we may be flexible.
- F&B minimum not to exceed \$55K
- 15% F&B discount & 30% AV discount - MUST have in-house AV onsite
- COMP easel (6)
- COMP laundry bins (4-5) used to transport goody bags will be released back to HSKP once emptied.
- COMP Wi-Fi in Staff workrooms, Exec Board Room (John's office), 2 in REG area, and all other meeting rooms and Expo.
- Staff workrooms and John's office MUST have the ability to be locked with no hotel staff access except hotel security (3 keys for each at no charge)
- Staff workroom Fri-Fri (1,200 sq. ft.)
- Office for Exec. - 400-500 sq. ft. conference style
- GS 275-300 classroom, if it doesn't fit, then back rows can be theater (at least 7,000 sq. ft.)
- 1 small one-on-one room (rounds for 10-20ppl need 300-500 sq. ft.) Mon.
- 2 small one-one rooms (rounds for 10-20ppl 300-500 sq. ft.) Tue-Wed
- B/O (classroom for 75-100ppl.need1800-2000 sq. ft.) Mon-Wed
- B/O (classroom for 30ppl 750-800 sq. ft.) Tue-Wed
- One-on-one MTG Forum - Reverse Tradeshow ( near GS room -12 tabletops w/4 chairs each - need 1200+ sq. ft.)
- (40) 10x10 or 10x12 booths, with 2 bars and 2 food station areas (at least 7,000 sq. ft.). Need room for 300ppl to walk through the aisles.
- HOSP & Sustaining Members Receptions, CAN'T be next to each other
- 2-wk Cut-off, we'll have late govt registrants
- BEO's/Agenda/Menus due 14 days out
- Final info due to 2-days before Pre-Con

Additional Information: Kitchen usage needs to be available for vendors to prep their samples or warm-up sample items. A chef can oversee the vendors for this. A list can be provided of the vendors needing this ahead of time for scheduling, and any fees associated with storage or kitchen use will be taken care of by each exhibitor.

2022 Meeting and F&B needs are attached for review along with our MUST HAVE Concessions/Special considerations.

## Billing Information

Concessions or Contractual Requirements: \*\*\*Client is interested in conducting Sites if your hotel has availability.

Group's requested Concessions were noted earlier in the RFP but also included:

- COMP basic WIFI in all group guest rooms
- Group rate available 3 days pre/post group dates, based upon availability
- Four (4) comp Self-parking passes for the duration of the event
- Waived meeting rental based on \$55,000 F&B minimum
- 80% Attrition calculated on a cumulative basis
- Request to have negotiated room rates be provided if rooms are available after the cut-off period.
- Contracted industry rate must not EXCEED any "hotel specials" before our hotel cut-off date

**Schedule of Events:**

See attached

**Comments:**

Room rates are vital to the decision-making process; however, the property's total value is clearly recognized and considered.

**HOT BUTTON:**

-No more than 35 minutes travel time from the airport to the hotel.

-Numerous Concessions are requested, but they typically get all of them necessary to make the program a success.

-They REQUIRE 35% of the room block at the PREVAILING GOVERNMENT PER DIEM RATE. We have many attendees/speakers from the government. We will be unable to host a meeting at any location where essential personnel cannot obtain lodging at the per diem rate.

F&B Budget: \$55,000

**Action Requested:**

Quote rates commissionable at 10% to Debbie O'Reilly at Helms Briscoe. Golf on-site/within the grounds a requirement. A golf tournament is a key component in this annual meeting.