



# **National Fire and Emergency Services Symposium/Dinner**

**2019-2021 Contract for Hotel Venue**

# Selection Process



## ▶ Three initial options

- ▶ Washington Hilton
  - ▶ Host hotel for the past 24 years
- ▶ The Gaylord National Resort and Convention Center
  - ▶ Opened in 2008. Located in Prince George's County MD
- ▶ Marriott Marquis
  - ▶ Newest of the three properties located on Massachusetts Ave, NW.
  - ▶ Ruled-out because no space available during 2019-2021 timeframe

# Selection Process

- ▶ Conducted site visits with CFSI Board member Giff Swayne at both the Hilton and the Gaylord
- ▶ Both properties submitted proposals that included:
  - ▶ Food and beverage minimums
  - ▶ Room blocks and cost of rooms over three year period
  - ▶ Audio/Visual costs (estimates)
  - ▶ Nights of availability
  - ▶ Various concessions and benefits

# Selection Process



- ▶ CFSI Board wants input from all stakeholders during the selection process to understand how we can continue to deliver a quality event in future years.
- ▶ Sought input from current and past NAC Chairmen and various stakeholders – focusing on those that bring large delegations of guests to the event.
- ▶ Now seeking input from the National Advisory Committee members.
- ▶ Report back to the Board with recommendations from the NAC. With the compilation of information, the CFSI Board will make its decision.



# The Properties



Washington Hilton



The Gaylord at National  
Harbor

# Room Rates

Hotel	Single	Double	Notes
Gaylord 2019-2021	\$299	\$299	Excludes taxes
Hilton 2019	\$311	\$311	Excludes taxes
Hilton 2020	\$324	\$324	Excludes taxes
Hilton 2021	\$338	\$338	Excludes taxes

# Room Rebates



Hotel	Rebates ( <i>based on 900 room nights</i> )
Gaylord	\$15/Room night (2019-2021) -- \$13,500
Hilton	\$ 9.54 in 2019 (4% of the min room rate) \$10.00 in 2020 \$10.32 in 2021 Maximum Rebate in 2019 - \$8586

# Food and Beverage Minimums



Hotel	Amount
Gaylord 2019-2021	\$190,000
Hilton 2019	\$170,000
Hilton 2020	\$175,000
Hilton 2021	\$182,000



# AUDIO/VISUAL



Hotel	Estimate for 2019
Gaylord	\$49,835
Hilton	\$23,821

# Location

*Times and distances according to Mapquest*

## ▶ Gaylord

- ▶ Located 8.8 miles from Capitol Hill
- ▶ Drive time – 28 minutes

## ▶ Washington Hilton

- ▶ Located 4.5 miles from Capitol Hill
- ▶ Drive time – 23 minutes

## ▶ Accessibility

- ▶ Gaylord – Taxi, auto, and CFSI shuttle service
- ▶ Hilton – Taxi, auto, metro, and CFSI shuttle service

# Surrounding Attractions

## ▶ Gaylord

- ▶ Restaurants
- ▶ MGM Casino (2017 completion date)
- ▶ Shopping outlets

## ▶ Washington Hilton

- ▶ DuPont Circle – Boutique shops, restaurants and bars
- ▶ Georgetown and downtown attractions
- ▶ National Mall – monuments and Smithsonian Museums

# Other considerations beyond the numbers...

- ▶ Does a new venue change the brand of the event...and if so how will it benefit CFSI?
- ▶ President Obama has attended one event at the Gaylord; Vice President Biden has attended “a few” events. Should this be a concern?
- ▶ What venue offers the best opportunity to grow the program...and the revenue stream?
- ▶ Does perception matter in terms of marketing the event taking place in our Nation’s Capitol?



# FEEDBACK FROM NAC MEMBERS

