



12-9-22

Wisconsin Waterfowl Association  
Attn: Bruce Ross  
P.O. Box 427  
Wales, WI 5313-0427

### **2022-2023 Statement of Work**

Statement of work: The following list of deliverables reflects the key services Bast-Durbin Inc. will provide to the Wisconsin Waterfowl Association, specific to the management of the 2023 Wisconsin Waterfowl Expo.

#### **November 2022**

1. Assist WWA in acquiring/building out their own ConventionForce (CF) account.
2. Transfer base map from BDA CF to WWA CF, then populate various issues in CF to make it workable.
3. Expand in additional building and outdoor spaces - map time.
4. Coordinate contract forms built by others - updated - install into new CF, build email templates for communication.

#### **December 2022**

1. Build baseline CF entries for all current vendors (91) @ 10 minutes each.
2. Begin buildout/coordinate work of others on a 1st draft vendor packet, akin to what is done for the fishing expos.

#### **January 2023**

1. Design and produce vendor packet. Install vendor packet into CF, updated, along with downloadable forms, etc.
2. Draft out initial vendor renewal communications - send 1st update regarding right of first refusal, etc., work responses as they come in for 2023.

### **February/March 2023**

1. Establish 3/1 as Right-of-First-Refusal day. Fall-back 4/1. Includes - communicate, corral, chase vendor payments & contracts using CF tool.

### **April/May/June 2023**

1. Work wait-list vendors (15 current)- April - add in additional vendors at 10 minutes each into the system.
2. Work new vendors into system, communicate updates to community - April, May, June - 5 hours per month.
3. Begin buildout/coordinate work of others on a 2nd draft vendor packet.
4. June 1st paid-in full date - communicate, corral, chase vendor payments & contracts using CF tool.

### **Miscellaneous 2022/2023**

1. Mapping updates - 1 hr/week, likely starting about 6/1, and continuing through event date.
2. New vendor entries - expected volume increase about 60 days out, based on previous 2 cycles
3. Map variation work for posting to web & printing work: August, 3 cycles
4. Vendor communications in July - 1 (after 6/30), August - 2 or 3
5. Participate in Zoom calls:  
Nov, Dec, January, April, May, June, July, Aug.
6. Staffing for set up: Thursday, Friday  
Staffing for event: Saturday – Sunday (Sunday as needed, not planned)

**Cumulative Proposed Time Estimate:** November - August 2023 (Approx. 161 hrs +/-)

Cumulative Proposal investment: \$14,500

BDA Sponsorship Discount: (\$2500)

FINAL: \$12,000 (\$1333 paid monthly from Dec '22 – Aug. '23)

**800.975.3474** | *BASTDURBIN.COM*

*101 KETTLE MORaine DR. S, SLINGER, WISCONSIN 53086*

