

Waterfowl Hunters Expo/WWA \

2025 MANAGEMENT PROPOSAL

Scope: 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 2025 Waterfowl Hunters Expo, in Oshkosh, WI.

TIMELINE:

September 15/November 2024

1. Update CF maps to reflect changes to space planning (already started in July)
2. Coordinate updates to contract/forms (begun in July), install into CF, update email templates, etc.
3. Build out custom invoices for 155 current vendors in current spaces (10 minutes each) in preparation for initial announcement for renewals
4. Participate/respond to strategic direction from Zoom calls – regarding event duration/pricing/plans.
5. Send out initial '25 updates to vendor community with new timelines, share contracts, vendor packet, etc.
6. Continue vendor updates/communications as needed (on-going).

December 2023

1. Begin communication on adding vendors from wait-list, into available space while “right of first refusal” (on-going)
2. Address questions/forward information from vendors current/new as needed
3. Participate in Zoom calls as scheduled

January 2025

1. Respond to vendor inquiries – new & old, in a timely manner
2. Secondary vendor renewal communications - send 1st update regarding right of first refusal/paid in full deadline, (3/1) etc., work responses as they come in for 2025. (contract affirmations, early payments)
3. Participate in Zoom calls as scheduled

February/March 2025

1. Reinforce 3/1 as right-of-first-refusal day, paid-in-full date of 3/1/25, “no refunds” date of 6/1/25.
Includes - communicate, corral, chase vendor payments & contracts using CF tool. Begin dunning process.
2. Participate in Zoom calls as scheduled

April/May/June 2025

1. Work dunning notes/personal inquiries on right-of refusal spaces.
2. Work new vendors into system, communicate updates to community - April, May, June
3. Provide steering leadership reporting on as-needed basis quickly using CF tool
4. Enforce/follow up with vendor community on 3/1/25 paid-in-full date
5. June 1st no refunds date - communicate, corral, chase vendor payments & contracts using CF tool.
6. Begin reminder process for vendor rentals schedule – due by week 1 of August
7. Begin pricing/space/dates discussions for 2026 process with select steering team members - June
8. Participate in Zoom calls as scheduled

July 2025

1. Work dunning notes/personal inquiries on unpaid invoices/missing contracts, etc.
2. Work new vendors into system, communicate updates to community, answer inquiries
3. Provide steering leadership reporting on as-needed basis quickly using CF tool
4. Work on rental program submissions, build invoices, track payments vs. requests, communicate with vendors
5. Begin building out draft 2026 contracts, vendor packet, and site map draft for review
6. Expect at least one “countdown” update draft/send to the vendor community this month, via the portal.
7. Participate in Zoom calls as scheduled

August 2025

1. Work dunning notes/personal inquiries on unpaid invoices/missing contracts, etc.
2. Work “late” new vendors into system, communicate countdown updates to community, answer inquiries
3. Provide steering leadership reporting on as-needed basis quickly using CF tool
4. Work on rental program submissions, build invoices, track payments vs. requests, communicate with vendors
5. Build out final vendor maps/lists w/ last minute adjustments for print & other applications
6. Adjust post-review draft 2026 contracts, vendor packet, and site map for renewal application
7. Site prep (indoor & outdoor) with assistance, at venue, on Wednesday 8/20/25
8. Vendor check-in for set-up day 1, with assistance, at venue, on Thursday 8/21/25
9. Vendor check in for set-up day 2, with assistance at venue, Friday morning 8/22/25
10. Assist event administration day 1 – Friday 8/22/25
11. Assist event administration day 2 – Saturday 8/23/25
12. Post-event vendor messaging, invoicing, dunning notes & reporting by request to steering leadership, 8/24-8/29/25
13. Participate in Zoom calls as scheduled

Miscellaneous 2023/2024

1. Mapping updates - 1 hr/week minimum, likely starting about 3/1, and continuing through event date.
2. New vendor entries - expected volume increase about 90 days out, based on previous 4 cycles
3. Map variation work for posting to web & printing work: August, 3 cycles min.
4. Vendor community communications in Sept/Oct/Nov/Jan/Feb/Mar-2/Apr-2/May/June/July-2/August-3+
5. Zoom calls: Sep, Oct, Nov, Dec, Jan, Feb, Mar, April, May, June, July, Aug. (5-7 day advance scheduling appreciated)
6. On site for event: Wednesday, Thursday, Friday, Saturday (set-up, vendor check-in, event administration)

Cumulative Proposed Time Estimate: September 15, 2024 – August 30, 2025.

Cumulative Proposal investment: \$19,800

BDA Sponsorship Discount: (\$3000)

FINAL: \$16,800 (\$1400 paid monthly from Oct. 1, 2024 – Sept. 1, 2025)