



The Milwaukee 2020 Host Committee

Request for Proposals:
Digital Services

October 16, 2019

Submission Deadline: October 25, 2019

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I. OVERVIEW

In July 2020, the City of Milwaukee will welcome over 50,000 guests to the 48th Democratic National Convention (the "Convention"). The 2020 Democratic National Convention Committee ("DNCC") and The Good Land Committee, Inc., both non-profit corporations, work together to plan and organize the 2020 Convention for the official nomination of the Democratic presidential and vice-presidential candidates. The Convention will be held the week of July 13, 2020, at the Fiserv Forum ("Forum"), The Wisconsin Center ("Convention Center") and potentially other locations in and around Milwaukee, WI.

The Good Land Committee, Inc. (the "Host Committee"), a Wisconsin nonprofit, nonstock corporation, serves as the host committee for the Convention. The Host Committee is responsible for funding, organizing, and hosting the Convention. The Host Committee values creating accessible, diverse, and intentionally inclusive spaces and experiences during the convention and throughout the months leading up to it.

Through this Request for Proposals ("RFP"), the Host Committee, which may also be called the "Buyer," seeks comprehensive proposals from suitably qualified individuals or companies ("Bidders") to be the provider of digital services ("Digital Services") for the 2020 Democratic National Convention (a "Digital Services Vendor"). The Buyer will select one or more Digital Services Vendors.

The Digital Services Vendor will fully manage and execute a robust digital program: from building the email calendar and developing projections, to all copywriting, production, and reporting. We expect any and all selected Digital Services Vendors to be proactive in identifying Committee-specific fundraising opportunities, as well as new tactics and best practices.

It is the policy of the Host Committee to provide equal opportunity to all business enterprises to participate in all aspects of the Buyer's contracting and purchasing programs without regard to race, color, ethnic identity, sex, creed, age, national origin, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected status. This RFP is an essential part of the Host Committee's effort to provide equal information and access to all segments of the community to participate in the contracting and purchasing opportunities for the Convention.

The Host Committee has agreed to follow the DNCC Diversity Policy attached to this RFP as Exhibit A. Therefore the Host Committee encourages the submission of proposals by Bidders that are MBEs, WBEs, DBEs, LGBTBEs, and VBEs, as each term is defined in the DNCC Diversity Policy and that provide inclusion opportunities for those enterprises in accordance with the Inclusion Requirements attached to this RFP as Exhibit B and that employ with persons who belong to an organized labor union.

II. INSTRUCTIONS

A. *Communications Regarding this RFP*

All communications regarding this RFP should be directed to:

Milwaukee 2020 Host Committee
111 E. Kilbourn Avenue
Milwaukee, WI 53202
Email: RFP@milwaukee2020.com

B. Schedule and Evaluation Process (Subject to Change)

Date	Event
October 16, 2019	RFP Issue Date
October 21, 2019 5:00 PM Central Time	Bidder Intent to Propose, Pre-Qualification Form and Questions about RFP Due
October 23, 2019	Host Committee Answers to Bidder Questions Issued
October 25, 2019 5:00 PM Central Time	Proposal Due Date
Week of October 28, 2019	Finalist Interviews if Necessary and Contract Development
November 4, 2019	Contract Initiation

C. Intent to Propose

Bidders must notify the Host Committee by email at RFP@milwaukee2020.com of their intent to submit a proposal by 5:00 PM Central Time on October 21, 2019.

D. RFP Inquiries

In the event that modifications or additions to this RFP become necessary, all Bidders will be notified of said changes by the Host Committee. If any information in this RFP is unclear, it is the Bidder's responsibility to request clarification. All inquiries regarding this RFP must be e-mailed to the Host Committee at RFP@milwaukee2020.com by 5:00 PM Central Time on October 21, 2019. All questions and answers will be sent to all Bidders by October 23, 2019.

E. Proposal Preparation Costs

Each Bidder will be solely responsible for all costs incurred in the preparation and presentation of its proposal.

F. Bidder Profiles and Pre-Qualification

Prior to submitting a proposal, Bidders must create a profile for themselves and/or their company in the 2020 Democratic National Convention Vendor Directory at milwaukee2020.myconnxion.com.

Bidders and any subcontractors must also complete the Pre-Qualification form at [Milwaukee 2020 Prequalification](#) no later than 5:00 PM Central Time on October 21, 2019.

In the event that Bidder intends to subcontract all or a portion of the Services requested in this RFP, Bidder must clearly indicate this intention (as well as the name and address of Bidder's proposed subcontractors) in Bidder's proposal in each place where an item would be subcontracted. Before any subcontracts are entered into, subcontractors must also create a profile for themselves or their company in the 2020 Democratic National Convention Vendor Directory at milwaukee2020.myconnxion.com.

No subcontract may be signed by the Digital Services Vendor unless both the Digital Services Vendor and subcontractor have registered through the 2020 Democratic National Convention Vendor Directory.

G. Proposal Requirements

After reading and assessing the requirements set forth in this RFP, any Bidder wishing to submit a proposal for the opportunity to provide Digital Services must prepare a clear, concise, and comprehensive proposal. If Bidder is a company, the proposal must be on company letterhead and bear the signature, name and title of an authorized officer of the company. Each proposal must (a) specifically address each numbered item of the Proposal Elements set forth in Section III of this RFP, (b) include as attachments all additional information and supporting materials necessary to fully respond to each item, and (c) include a price for each portion of the Digital Services Scope set forth in Section III.A separately so that Buyer has the option of removing any item without affecting the overall proposal.

The proposal should follow the structure specified in this RFP and should not exceed 40 pages in length, not including any specified attachments or addenda.

Bidder's response must state that (a) all furnished information, including prices, will remain valid and applicable through July 31, 2020 or such other date as may be set forth in the final contract, (b) the proposal constitutes an offer to do business on the terms and conditions stated in the final proposal, (ii) the Bidder waives, on behalf of themselves and their affiliates, officers, directors, employees, equity holders and agents, any and all claims against the Host Committee, and any of their respective affiliates, officers, directors, employees, and agents with respect to this RFP and the proposal process.

In addition to the other elements specified in this RFP, Bidder must address each of the following:

1. Examples of similarly-complex projects completed by Bidder
2. Client references (including name, title, organization, relationship to Bidder, phone and email)
3. Project timeline with major tasks and milestones
4. Project budget by line item
5. Plan for mobile/responsive design
6. Plan for accessibility to blind or limited vision users
7. Technology, security, and privacy protection plan
8. Training plan for all levels of users
9. Explanation of mobility optimization (do your capabilities require a separate mobile-optimized version of any websites?)

10. API capabilities
11. Ongoing software technical support options, including onsite support
12. Supplier Diversity Plan

H. Proposal Submission

Bidders shall submit an electronic version in PDF format of their proposal, including all attachments, to the Host Committee at RFP@milwaukee2020.com not later than 5:00 PM Central Time on October 25, 2019. Please do not mail hardcopies of proposals.

Failure to submit a proposal by 5:00 PM Central Time on October 25, 2019 may result in disqualification of a Bidder from the competitive process.

I. Selection Process

Buyer will review all submitted proposals and may make a decision based on those initial proposals. Buyer may also request interviews, clarifications, or adjustments to proposals before making a final determination. Buyer anticipates that an announcement of Buyer's decision, which may be a notice of intent to award the contract or a notice that no contract will be awarded based on this RFP process, will be issued by November 4, 2019.

J. Contract Negotiations

At the discretion of Buyer, contract negotiations may be undertaken based on the proposals and contract markups of one or more Bidders. Proposals may be included in the final contract, in whole, in part, or by reference.

Neither the issuance of this RFP, nor the submission of a proposal or its subsequent receipt and evaluation by Buyer, nor the invitation to submit or the submission of a final proposal commits the DNCC or the Host Committee to award a contract or any business to any Bidder. At no time prior to the execution by Buyer of a written agreement with the VMS Vendor, shall the DNCC or the Host Committee be considered to be under any obligation or commitment to contract or purchase any proposed service or equipment from any Bidder. Only execution of a written contract by an authorized signatory of the Host Committee will bind the Host Committee, and then only in accordance with the terms and conditions contained in such contract.

K. Background Check and Security Requirements

Bidder, all subcontractors and all employees and contractors of Bidder and subcontractors may be subject to background checks and other security screenings as a condition to award of the contract and periodically throughout the term of the contract. Bidder will be responsible for collecting all information from all subcontractors and from all employees and contractors of Bidder and subcontractors requested by the Host Committee or any other law enforcement agency in connection with any background check or other security screening.

L. Evaluation Criteria

The finalists will be chosen based on the proposals determined by Buyer, in its sole discretion, that best meet the requirements of the Host Committee. The Host Committee is not bound to accept the lowest offer or any tender submitted. The factors used in evaluating proposals:

- Ability to meet the requirements and perform the scope of services;
- Relevant expertise, reliability, experience and history of the Bidder and key personnel who will be directly assigned to the project;
- Demonstrated success managing event-oriented projects of a similar size and scope;
- Cost of services;
- Proposed solutions and processes for the specified business requirements;
- Relationships to Milwaukee, Wisconsin, and the surrounding region;
- Participation of union labor;
- Inclusion of minorities, women, persons with disabilities, persons who identify as lesbian, gay, bisexual or transgender, and veterans, both as owners of business enterprises and as part of Vendor's workforce, in the project;
- Use of local resources to support the project;
- Issues presented by contract markup; and,
- References.

These factors, as reflected in the final proposals, will also be used to award the contract.

Buyer reserves the right to accept or reject any or all proposals, or to award any and all contracts requested herein, either in part or whole.

III. PROPOSAL ELEMENTS

A. *Digital Services Scope*

Bidders may submit proposals with respect to all or one or more portions of this Services Scope. Bidders must state specifically which portions of this Services Scope are included in their proposals.

Scope of Work & Deliverables

The digital services being bid should include:

1. Full Scale Email Program

- a . Fully manage and execute a robust digital program: from building the email calendar and developing projections, to all copywriting, production, and reporting
- b . Proactive identification of Host Committee-specific fundraising opportunities, as well as new tactics and best practices.

2 . Social Media and Design

3 . Website Hosting and Development

- a . Hosting and providing ongoing web development support with the ability to take on larger projects as needed. Ongoing support may consist of things like design changes to the existing website or new templates and/or wrappers for the email program.

4 . Acquisition

We are looking for vendors to provide the above services as well as any other services particular to their software which are relevant to Buyer's mission. Proposal should articulate how Bidder's software meets Buyer's needs and provides the referenced services. Bidder shall ensure the proposal explains how it meets every specified need. Additionally, Bidder shall include responses to the following questions:

- What is your experience designing and implementing an email program?
- Provide a brief overview of your philosophy and approach to email fundraising and how it may differ from other firms. Please also clarify how often you'd propose sending emails to our list: both fundraising and non-fundraising.
- Provide an example of an innovative email you propose.
- Describe your approach to testing and identifying new best practices and how your insights would benefit the committee.
- Identify how you could help our committee with outreach and partnerships to boost fundraising potential.
- Provide your portfolio of design social media. .
- How does the email program tie into the social media campaign?
- How do you work with campaigns and organizations to develop consistent branding over time?
- Do you have experience creating image-based emails?
- What CMS do you typically use for web development? Are you able to host and support a WordPress site?
- What experience do you have working with Blue State Digital and have you onboarded them for other clients?
- Are there any other specific CMS/CRM platforms or other tools you require your clients to use when working with them on web development?
- If you work with any third-party vendors to provide web development services, please identify the types of vendors you use and their roles.

- Provide examples of your web development work. If possible, include at least one example that is a microsite or custom landing page rather than a candidate homepage.
- What is your standard response time in responding to support requests?
- What volume of web traffic can your hosting site support and at what price point?
- What is your recommended budget for starting list acquisition from scratch?
- Cite an example of a time you've worked for a business, organization, or committee and successfully executed an acquisition plan?

B. Pricing Information

For each portion of the Services Scope for which Bidder is submitting a proposal, Bidder should provide information regarding the manner in which fees will be calculated (e.g., fixed price, hourly rate, piece rate). Unless otherwise specified, travel and all other out-of-pocket expenses will be assumed to be included in the stated fees. Any expenses not included in fees must be billed at cost without markup.

C. Diversity

1. MBE, WBE, DBE, LGBTBE, or VBE Certification or Self-Identification

Indicate whether Bidder is an MBE, WBE, DBE, LGBTBE, or VBE, as each term is defined in the DNCC Diversity Policy. Indicate whether Bidder is certified by a federal, state or local governmental agency or by a third-party certifier, such as the Minority Supplier Diversity Council, National Women Business Owners Corporation, US Business Leadership Network, National LGBT Chamber of Commerce, etc.). Bidders may be asked to provide additional documentation to support their status.

2. Previous Diverse Spending

Provide examples of Bidder's diverse spending to MBEs, WBEs, DBEs, LGBTBEs, and VBEs achieved on previous projects and how these spending goals were reached.

3. Proposed Diverse Spending Plan

Provide a proposed plan for diverse spending with MBEs, WBEs, DBEs, LGBTBEs, and VBEs applicable to the VMS Services, which should describe how diverse businesses shall be incorporated into your work, what percentage of the total contract dollars will be spent with diverse businesses, and when, over the course of the project, they will be paid.

Bidders who demonstrate that their proposed project approach will yield at least 35% revenue participation for a diverse lead vendor or diverse subcontractors shall be assumed to have made a good faith effort to achieve meaningful diversity on their proposals.

4. Proposed Workforce Diversity Plan

Provide a proposed plan for ensuring that Bidder's workforce will be reflective of the diversity of the Milwaukee community, including participation of minorities, women, persons with disabilities, persons who identify as lesbian, gay, bisexual or transgender, and veterans.

D. Background Information

If proposal is a joint submission from two or more persons or entities, each person or entity will be considered a Bidder and information must be provided by each person or entity.

1. Bidder Information

- a) Provide the full legal name, mailing address, main phone number and federal tax identification number of Bidder.
- b) [If an entity], provide Bidder's legal entity structure and state and date of formation.
- c) Provide the name, direct phone number, mobile phone number, email address, mailing address and resume for the Host Committee's primary contact for this RFP.
- d) Provide the name, direct phone number, mobile phone number, email address, mailing address and resume for the Host Committee's primary contact for the Digital Services.
- e) Provide the name, direct phone number, mobile phone number, email address and mailing address for the person authorized to negotiate a contract on behalf of Bidder.
- f) Provide the name, title, responsibilities, certifications and licenses, employment history, educational background, years with the Bidder's business and employment history of each proposed member of Bidder's team who will be involved in providing the Digital Services.

2. Business Background

- a) Provide a brief history of Bidder's business.
- b) State the number of years Bidder has been providing Digital Services.
- c) State the number of persons employed in the business in each year from 2015 through 2019.
- d) Provide annual reports or financial statements for the business for each fiscal year ending during 2016 through 2018.

e) Describe the current and projected workload of Bidder's business and explain how this project will be managed given Bidder's obligations to other clients.

f) Claims and Suits

(1) Describe any instance that your business failed to complete any work awarded to it.

(2) Provide the court, case number and status or disposition of any civil and criminal legal action relating to Bidder's business that is currently pending or initiated since 2015 in which Bidder or any principal of Bidder is or was a named party.

(3) Provide the court and case number of any bankruptcy, insolvency, reorganization, liquidation or dissolution proceeding in which Bidder or any principal of Bidder is or was in the last 7 years involved as a debtor.

(4) State whether Bidder or any principal in Bidder's business has been debarred from doing business with any federal, state or local government or quasi-governmental agency at any time since 2015 and, if so, describe the circumstances leading to the debarment.

3. Subcontractors and Other Alliances

a) Identify any subcontractors that Bidder intends to utilize in connection with the provision of the Digital Services and identify the services or portion of the Services Scope that each subcontractor will provide.

b) Describe any formal or informal alliances Bidder has with other providers of Digital Services, especially any such arrangements that may benefit the Host Committee or limit the Host Committee's options.

c) Provide any union designations and any relationships that Bidder has within the Milwaukee, Wisconsin area and surrounding region.

4. Clients and Events

a) Provide a detailed scope of services for each major event and client receiving Digital Services provided by Bidder since 2015.

b) Describe the philosophy and structure of Bidder's client support relationship and service support programs. Identify advantages Bidder has over competitors in this area.

- c) Provide a comprehensive list of events Bidder anticipates working on between November 4, 2019 and August 31, 2020.

5. Contract Conditions

Among other things, the contract will contain provisions relating to the following matters. Confirm Bidder's agreement in principle with the following provisions:

- a) Confidentiality

The Digital Services Vendor will agree on behalf of itself and its affiliates, officers, directors, employees, equity holders and agents not to directly or indirectly, at any time during the term of the contract or thereafter, and without regard to when or for what reason the contract terminates, divulge, furnish, make accessible, or permit the disclosure to anyone (other than Host Committee or other persons employed or designated by Host Committee) any Confidential Information, as such term is defined in the contract, without the express, written consent of the President of the Host Committee.

The Digital Services Vendor will agree on behalf of itself and its affiliates, officers, directors, employees, equity holders and agents not to, directly or indirectly, at any time during the term of the contract and thereafter, and without regard to the reason the contract terminates, communicate with the press on any matter whatsoever related to the Convention, the Host Committee without the express, written consent of the Press Secretary of the Host Committee.

- b) Compliance with Laws, Regulations and Codes

All work performed must meet the requirements of all federal, state and local laws, regulations and codes.

- c) Insurance and Bonds

Digital Services Vendor will agree to maintain for the term of the agreement (1) workers' compensation insurance; (2) commercial general liability insurance covering all operations, including completed operations; (3) automobile liability insurance including coverage for all owned, hired and non-owned vehicles and (4) other policies of insurance, such as errors and omissions, media or cyber liability, as may be deemed appropriate by the Host Committee given the nature and scope of the Digital Services. All policies shall be in an amount required by the contract and all liability policies shall name the Host Committee as named insureds.

- d) Non-Discrimination

Digital Services Vendor will adopt and disseminate to all subcontractors, and to all employees and contractors of Digital Services Vendor and subcontractors a policy that neither Digital Services Vendor nor any subcontractor, in employment, recruitment, selection, compensation, benefits, promotion, demotion, layoff, termination, or any other terms or conditions of employment or engagement will not discriminate on the basis of race, color, ethnic identity, sex, creed, age, national origin, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected status.

- e) Inclusion Requirement

Digital Services Vendor shall comply with the Inclusion Requirements set forth in Exhibit A and any additional documentation requested by Buyer.

f) Diverse Spending

Digital Services Vendor shall submit to the Host Committee a written report on or before the 10th day of each month, indicating in respect of the prior month, for each month occurring during the term of the contract: (1) the name and contact information for each business qualifying as an MBE, WBE, DBE, LGBTBE, or VBE with which Digital Services Vendor has subcontracted, issued any purchase order or made any payment in performance of the contract(s); (2) the category(ies) into which the business falls; (3) the nature and value of such subcontract, purchase order or payment; and (4) the amount paid to the business during the prior month.

EXHIBIT A DNCC DIVERSITY POLICY

It is the practice of the DNCC to provide equal opportunity to all business enterprises to participate in all aspects of the DNCC's contracting and purchasing programs without regard to race, creed, age, sex, national origin, ethnic identity, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected basis. The DNCC will conduct outreach and informational programs with constituent groups, businesses, and trade associations to prevent discrimination against any person or business enterprise on the basis of any of these factors.

Recognizing that some individuals, groups and business enterprises, including Minority Business Enterprises, Women Business Enterprises, Disability-Owned Business Enterprises, LGBT-Owned Business Enterprises and Veteran-Owned Businesses, have not historically received opportunities to participate equally in contracting opportunities and to ensure and reaffirm the DNCC's continuing commitment to progress and success in achieving the goal of equal opportunity, the DNCC adopts the following diversity policy:

"Owned and Operated" means (1) the business enterprise is at least 51% owned by a person or persons within one of the respective diversity groups, or in the case of any corporations, limited liability companies or partnerships, at least 51% of the voting stock or interests, as applicable, is owned by a person or persons within one of the respective diversity groups and (2) the management and daily business operations of the business enterprise are controlled by a person or persons within one of the respective diversity groups.

"Disability-Owned Business Enterprise" or "DBE" means a business enterprise which is Owned and Operated by one or more persons with disabilities.

"LGBT-Owned Business" means a business enterprise which is Owned and Operated by one or more gay, lesbian, bisexual or transgender ("LGBT") persons.

"Minority Business Enterprise" or "MBE" means a business enterprise which is Owned and Operated by one or more of the following ethnic minority groups: Asian, American Indian or Alaska Native, Black or African American, Native Hawaiian or Other Pacific Islander, Hispanic or Latinx.

"Women Business Enterprise" or "WBE" means a business enterprise which is Owned and Operated by one or more women.

"Veteran-Owned Business" means a business enterprise which is Owned and Operated by one or more veterans.

An MBE, WBE, Disability-Owned Business, LGBT-Owned Business or Veteran-Owned Business may establish its qualification by providing to the DNC:

- Its certification status from a federal, state or local governmental agency; or

- Its certification from a third-party certifier (e.g., the National Minority Supplier Development Council, National Women’s Business Owners Council, US Business Leadership Network, National LGBT Chamber of Commerce, etc.); or
- Documentation that would enable the Chief of Staff of the DNC to verify that the vendor qualifies. This third method is designed to cover those vendors who are easily verifiable, such as sole proprietorships, small partnerships, closely-held corporations and small company that do not engage in significant government business or do not have the resources to seek a governmental or third-party certification.

It is the policy of the DNC and The Host Committee to provide minorities, women, persons with disabilities, LGBT persons and veterans equal opportunity to participate in all aspects of contracting and purchasing programs, including but not limited to participation in procurement contracts for materials, supplies and equipment, and contracts for construction.

It is further the policy of the DNC and The Host Committee to prohibit discrimination against any person or business enterprise on the basis of race, color, ethnic identity, sex, creed, age, national origin, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected status, and to conduct its contracting and purchasing programs so as to prevent such discrimination.

It is the policy of the DNC – in concert with the Host Committee or other local, state and federal agencies and with the assistance of minority, women, persons with disabilities, LGBT and veteran groups and agencies – to actively seek and identify qualified MBEs, WBEs, Disability-Owned Businesses, LGBT-Owned Businesses (LGBTBE), and Veteran-Owned Businesses, and to offer them the opportunity to participate, and to encourage them to participate, in contracting and purchasing programs.

It is not the policy of the DNC to provide information or other opportunities to MBEs, WBEs, Disability-Owned Businesses, LGBT-Owned Businesses (LGBTBE), or Veteran-Owned Businesses that will not be available to all other business enterprises. It is the intent of this policy to establish procedures designed to assure MBEs, WBEs, Disability-Owned Businesses, LGBT-Owned Businesses, and Veteran-Owned Businesses access to information and opportunities available to other business enterprises. It is the intent of this policy to widen opportunities for participation and to increase competition.

The DNC and The Host Committee will award contracts without regard to race, religion, color, ethnic identity, creed, national origin, sex, age, physical or mental disability, veteran status, marital status, economic status, sexual orientation, gender identity or expression, or any other legally protected status. The DNC will award contracts to the bid that best meets the requirements of the DNC. Neither the DNC nor the Host Committee is bound to accept the lowest offer or any tender submitted.

EXHIBIT B

Diverse Inclusion in Construction & Purchase Contracts – Contracting and Subcontracting Opportunity Requirements

It is the policy of the DNCC and the Host Committee to provide minorities, women, persons with disabilities, LGBT persons and veterans equal opportunity to participate in all aspects of contracting and purchasing programs, including but not limited to participation in procurement contracts for materials, supplies and equipment, and contracts for construction.

It is further the policy of the DNCC and the Host Committee to prohibit discrimination against any person or business enterprise on the basis of race, color, ethnic identity, sex, creed, age, national origin, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected status, and to conduct its contracting and purchasing programs so as to prevent such discrimination.

It is the policy of the DNCC -- in concert with the Host Committee or other local, state and federal agencies and with the assistance of minority, women, persons with disabilities, LGBT and veteran groups and agencies -- to actively seek and identify qualified MBEs, WBEs, DBEs, LGBTBEs, and VBEs, and to offer them the opportunity to participate, and to encourage them to participate, in contracting and purchasing programs.

It is not the policy of the DNCC to provide information or other opportunities to MBEs, WBEs, DBEs, LGBTBEs, and VBEs that will not be available to all other business enterprises. It is the intent of this policy to establish procedures designed to assure MBEs, WBEs, DBEs, LGBTBEs, and VBEs access to information and opportunities available to other business enterprises. It is the intent of this policy to widen opportunities for participation and to increase competition.

The DNCC and the Host Committee will award contracts without regard to race, religion, color, ethnic identity, creed, national origin, sex, age, physical or mental disability, veteran status, marital status, economic status, sexual orientation, gender identity or expression, or any other legally protected status. The DNCC will award contracts to the bid that best meets the requirements of the DNCC. Neither the DNCC nor the Host Committee is bound to accept the lowest offer or any tender submitted.