



## **2010 Georgia Downtown Conference Request for Proposal**

### **Conference Overview:**

The Georgia Downtown Conference and Annual Awards Ceremony, sponsored by the Georgia Downtown Association (GDA) in partnership with the Georgia Department of Community Affairs (DCA), is a four-day event designed to: educate on issues affecting downtown development on a national and statewide level; reinforce existing downtown development efforts; and help communities plan for future downtown revitalization initiatives. The conference provides educational workshops, panel discussions, exhibit hall, silent auction, networking receptions, and the Annual Georgia Downtown Awards Ceremony.

- Day One includes:
  1. GDA Downtown Development Professional Reviews
  2. Downtown Development Authority (DDA) Training
  
- Followed by three days of Conference:
  1. Educational Workshops
  2. Downtown Tours
  3. Networking Receptions
  4. Downtown Awards Ceremony

The conference draws approximately 200-250 participants from throughout the state. A general conference agenda is included to provide an example of how the conference flows.

### **Host City Expectations/Requirements:**

- Must have an organized downtown development program that has been in place for at least five years (i.e. Downtown Development Authority, Better Hometown, Main Street, Urban Main Street).
- Sponsoring organization must be the community's coordinating downtown revitalization program (i.e. Downtown Development Authority, Better Hometown, Main Street, Urban Georgia Network Program, Community/Economic Development Department).
- Must be a current member of GDA, and at a minimum, been a member of GDA for the last three years.

- Local governing body must provide a Resolution in Support of hosting the conference.
- Must have local downtown development success stories that offer opportunities for tours and onsite workshops related to the success stories.
- All conference facilities must be centered in the downtown area and at least one space must be capable of accommodating 200-250 attendees seated auditorium style. In addition, must be able to accommodate: three breakout sessions of approximately 50 persons each; GDA Reception (75 persons); Manager's Luncheon (75-100 persons); Seasoned Manager's Luncheon (35 persons); and the Annual Georgia Downtown Awards Ceremony (up to 250 persons for dinner or reception). If more than one meeting facility is used, the facilities must be within reasonable walking distance of one another.
- Host a Welcome/Opening reception at a historic site in the downtown area that will accommodate up to 250 persons and up to 20-30 sponsoring exhibitors.
- Attend and observe the 2009 Georgia Downtown Conference in Roswell.
- Participate in conference planning meetings with the Georgia Downtown Conference Planning Committee on a monthly basis beginning in February 2010 through the end of the 2010 conference.
- Provide five-minute PowerPoint presentation during the 2009 Georgia Downtown Awards Ceremony.
- Must agree to obtain a liability rider on the Host City's existing policy in the amount of \$1 million.

### **Sponsorship Requirements:**

The Georgia Downtown Conference Planning Committee will work along with the Host City to ensure an exceptional conference experience. To that end, the Host City shall take a lead role in gathering local sponsorships for the Conference. Recognizing that the cost of living differs greatly throughout the state, the minimum amount of fundraising is \$10,000.00, which may include cash and/or in-kind donations for the following:

- Opening/Welcome Reception—required (estimated cost \$3,500 to \$5,000)
- Remaining sponsorship dollars should go towards the following activities:
  - Refreshment Breaks (during Conference workshops)
  - Conference Facilities
  - Transportation

The Conference may generate a significant economic impact for the host community and region. The level of community or regional support for this event, including written commitments for financial sponsorship to help cover the costs of the conference, will be a significant factor in the site selection decision.

### **Conference Dates:**

The conference is generally held during late September or early October. The conference related activities take place over four days. Preferred days of the week are Tuesday through Friday.

**Hotel Requirements:**

One or more hotel facilities providing a minimum of 100 guestrooms for conference attendees must be within easy access of the conference facilities and preferably be located near the downtown district.

**Selection Process:**

The Host City will be chosen by the Georgia Downtown Conference Site Selection Committee, consisting of members of the GDA Board of Directors and DCA's Office of Downtown Development. Following the proposal deadline of August 7, 2009, members of the Conference Site Selection Committee may make an onsite visit to the proposed sites. During the visit, the city's ability to successfully fulfill the requirements will be evaluated and verified. These findings will be presented to the full Conference Site Selection Committee.

**Proposal Submission Requirements:**

The minimum requirements necessary for a community to be considered to host the Georgia Downtown Conference have been outlined above. All conference proposals should address each requirement. Please use the below checklist to structure and format your proposal. Feel free to provide additional support materials to help present your community and its ability to host a successful downtown conference.

# 2010 Georgia Downtown Conference Request for Proposal

## Outline for Proposal

*Please follow the format outline below in your proposal and include any materials necessary to support your proposal.*

### **Sponsoring Organization:**

- Name and address of sponsoring organization
- Name, address, telephone number and email address for the local coordinating person
- Number of staff members available to assist with conference
- Acknowledgement of \$1 Million liability waiver attached to the city's insurance policy
- Resolution in Support of hosting the conference from the local governing body

### **Proposed Conference Dates:**

- Dates your community is available to host the conference

### **Hotel Accommodations:**

- Name and address of hotel(s) with availability of at least 100 guestrooms
- Conference rate and reservation cutoff date to receive conference rate
- Regular rate for guestrooms per night
- Distance and estimated travel time to conference facilities from hotel (if different from hotel)

### **Meeting Facilities:**

- Name, description, and address for all potential meeting facilities (include site and floor plans if available):
  - Central area for registration
  - Facility to accommodate 200-250 participants seated auditorium style with unobstructed view
  - Breakout meeting rooms for three concurrent sessions accommodating up to 50 participants each seated classroom style
  - Meeting space to accommodate 65 participants seated classroom style for DDA Training (Day 1 only)
  - Two to three meeting spaces to accommodate 20 participants each for GDA's Downtown Development Professional Day (Day 1 only)
  - Area sufficient for continental breakfast and refreshment breaks (must be convenient to meeting rooms or located within each meeting room)
  - Available Parking

### **Reception/ Special Event Facilities:**

- Name, description, address, catering/beverage options, and available parking of potential facilities

for the following events:

- Welcome/Opening Reception- This is an opportunity for the Host City to promote itself. Preferably the event will be held in an historic and/or unique building within the downtown district. The site should be able to accommodate up to 250 persons and up to 20 to 30 sponsoring exhibitors.
- GDA New Manager's Reception (accommodate up to 75 persons).
- Annual Georgia Downtown Awards Ceremony (Dinner or Reception). The space should be located within the downtown district (preferably a historic site) and able to accommodate up to 250 persons.
- Manager's Luncheon (accommodate 75 to 100 persons seated for lunch).
- Seasoned Manager's Luncheon (accommodate 75 to 100 persons seated for lunch).

### **Transportation:**

- Transportation arrangements/options to all conference events if conference facilities are different from hotel

### **Budget:**

- Tentative budget outlining:
  - Committed and proposed local sponsorships
  - Anticipated expenses
    - Meeting Facilities
    - Reception/Special Event Facilities
    - Catering/Beverage
    - Audio-visual equipment
    - Entertainment
    - Transportation
    - Printing costs for signs, banners and programs (if printed locally)

### **Community Information:**

- List any local agencies/organizations/businesses and/or individuals that will provide in-kind services during the conference. Document commitments.
- Provide evidence of local sponsors who will assist with the costs associated with the conference.
- Include information on specific downtown success stories, projects and/or programs that might be of interest to the conference attendees and that could be included in the conference program.
- Outline specific ways that you will present your city and your downtown development program to conference participants.
- Provide average cost for breakfast, lunch and dinner at local downtown restaurants (provide list of available options).

**\*Any information contained in the proposal packet will be binding, including, but not limited to, price quotes, meeting/event locations, and community sponsorship commitment.**

**\*\*Please limit your proposal to 20 pages, including any support materials and checklist responses.**

- *The Georgia Downtown Conference Site Selection Committee may elect to conduct site visits with one or more or none of the proposed facilities.*
- *The Georgia Downtown Conference Site Selection Committee reserves the right to accept or reject any and all proposals which may be submitted in response to or as a result of this request for proposals.*
- *The Georgia Downtown Conference Planning Committee reserves the right to negotiate more specific terms with any potential service provider that may clarify, supplement or vary the terms of a service provider's original proposal.*
- *The Georgia Downtown Conference Planning Committee will determine all conference facilities.*
- *The Georgia Downtown Conference Planning Committee reserves the right to negotiate with the selected facilities concerning format and schedule changes.*
- *The Georgia Downtown Conference Planning Committee further reserves the right to enter into a contract for the year 2010, or to decline to enter into a contract.*

All proposals and support materials **must be received by 5:00 PM on Friday, August 7<sup>th</sup>, 2009** to be considered. The selected Host City will be notified no later than September 11, 2009. The 2010 Conference Host City will be publicly announced during the 2009 Georgia Downtown Conference in Roswell.

- Please limit proposal to **20 pages** including support materials and checklist responses.
- Please provide **six hard copies** of the proposal packet.

**Please submit your proposal to:**

*Georgia Downtown Conference Proposals  
c/o DCA-Downtown Development Office  
60 Executive Park South, NE  
Atlanta, Georgia 30329*

For additional information on GDA and DCA's Office of Downtown Development, please refer to the organizations web sites:

[www.georgiadowntownassociation.org](http://www.georgiadowntownassociation.org)

[www.mainstreetgeorgia.org](http://www.mainstreetgeorgia.org)

Should you have questions and/or concerns, please feel free to contact:

Cindy Eidson	404-679-3101 // email: <a href="mailto:cindy.eidson@dca.ga.gov">cindy.eidson@dca.ga.gov</a>
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