



Greetings!

Thank you for your interest in RevitalizeWA, Washington State’s annual preservation and downtown revitalization conference. RevitalizeWA is sponsored by the Washington Trust for Historic Preservation (WTHP) in partnership with the Washington State Main Street Program (WSMSP) and the Washington State Department of Archaeology and Historic Preservation (DAHP). Together, we are delighted to announce that we are seeking proposals from communities wishing to host our 2017 RevitalizeWA conference.

RevitalizeWA brings together leading scholars, practitioners, and volunteers dedicated to revitalizing Main Street, preserving historic properties, and protecting cultural resources. Because the content is place-based, by nature, the host community is much more than just a facility; your organization would be an integral partner in planning a rich and dynamic experience for conference-goers and visitors to your downtown!

As RevitalizeWA continues to draw more interest (we had over 250 attendees in 2016!), there are increasing opportunities to both grow the conference and offer more diverse and engaging experiences for attendees. Our vision for RevitalizeWA includes unique venues, interactive workshops, and many opportunities for attendees to network and engage in the local community. If any of these topics spark your creativity we certainly encourage you to share your ideas within this proposal.

All of the forms and templates you will need to submit a proposal to host the 2017 RevitalizeWA Conference are included in this packet:

- Conference Overview
- Requirements & Responsibilities
- Selection & Submission Process
- Host Community Proposal Form
- Budget Worksheet

We look forward to reviewing your proposal. Please feel free to contact us if you have any questions.

Breanne Durham & Julianne Patterson

Washington Trust for Historic Preservation
bdurham@preservewa.org
206-624-9449

For additional information about WTHP and DAHP, please refer to the web sites:
preservewa.org and dahp.wa.gov

2017 RevitalizeWA Conference REQUEST FOR PROPOSAL

Submissions accepted until: **September 14, 2016**

Please submit application electronically to: bdurham@preservewa.org

Please follow all submission guidelines. Incomplete applications will not be accepted.

CONFERENCE OVERVIEW

RevitalizeWA is Washington State's annual Preservation & Main Street Conference, designed to educate on issues affecting Main Street districts, preservation of historic places, and cultural resource protection practices; highlight existing preservation and revitalization efforts; and help communities plan for the future. The conference provides workshops, panel discussions, educational sessions, tours, silent auction, networking receptions, and the presentation of the annual Excellence on Main Awards. A proposed schedule for the 2017 conference includes:

Day One (Sunday PM)

- Tours
- Networking functions

Day Two (Monday)

- Pre-conference workshops & tours
- Educational Sessions
- Opening Plenary and keynote speaker
- This Place Matters* Reception (Washington Trust Affinity Event)

Day Three (Tuesday)

- Educational Sessions
- Silent Auction/Exhibits
- Excellence on Main Awards Reception

Day Four (Wednesday AM)

- Tours

The conference draws approximately 250 participants from throughout the Pacific Northwest. The 2016 conference program is available to download on the RevitalizeWA website to provide a general example of the conference flows. Visit: www.preservewa.org/revitalizewa.aspx.

The conference is generally held during the month of May, but April or early June would be acceptable. Priority consideration will be given those cities able to accommodate the preferred date patterns. Preferred conference dates for 2017 include: **April 23-25** or **May 21-23**.

REQUIREMENTS & RESPONSIBILITIES

Host Community:

- Must be a current member of Washington's Main Street Network.
- Appoint a primary point of contact to serve as a liaison between the WTHP and all local resources.
- **Secure local sponsorships for the conference.** Recognizing that the cost of living differs greatly throughout the state, **the host organization is held to a minimum fundraising amount of \$10,000**, which may include cash and/or in-kind donations for all conference activities, including the Excellence on Main Awards Reception, refreshment breaks (during conference workshops), and conference facilities.
- Appoint two representatives (preferably one staff and one board member) to serve on monthly conference planning committee calls.
- The community should have a strong historic preservation ethic. The city and region should be able to illustrate the Main Street approach at work, plus demonstrate an interest and commitment to preserving heritage resources, including challenges, successes and failures, and benefits to the community at large.
- Local governing body must provide a Letter of Support for hosting the conference. A pledged commitment in the form of sponsorship or in-kind donation by local governing body is not required, although favorable.
- Must have local downtown and/or neighborhood development success stories that offer opportunities for tours and on-site workshops.
- Provide list of local groups who could benefit from attendance at the conference and help promote the conference throughout the community and state in conjunction with WTHP, WSMSP, and DAHP.
- Secure silent auction items from local businesses and organizations.
- Assist with plans and logistics for tours of the community and region.
- Provide local promotional items and materials to go into a registration packet for conference attendees.
- Work closely with WTHP, WSMSP, and DAHP staff to ensure a successful conference.

The Conference aims to generate a significant economic impact for the host community and region. A conservative estimate (based on known expenses and a minimum estimated spending per attendee) of the impact of RevitalizeWA 2016 on the host community is \$45,000. 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.

WTHP & WSMSP:

- Work with local stakeholders to develop the conference theme, agenda and programming.
- Responsible for conference planning and logistics, including management of the budget, overall conference schedule, workshops, tours, silent auction, receptions, breaks, catering, and registration.
- Send out promotional and registration materials for the conference.
- Provide programs, name tags, handouts and other materials for the conference.
- Operate registration, bookstore, silent auction and all other conference events.
- WTHP and WSMSP will handle all finances and make final decisions and arrangements pertaining to hotels or lodging, caterers and other vendors. WTHP and WSMSP will work with the local host and stakeholder groups to identify potential conference sponsors and brainstorm fundraising ideas.

Hotel Requirements:

- One or more hotel facilities providing a minimum of 125 guestrooms for three nights for conference attendees that must be within easy access of the conference facilities and preferably be located near the downtown district.
- Nightly room rates at the conference hotel should follow federal/state per diem rates.
- Hotel facilities should be available in close proximity to the conference facilities and be within walking distance to a downtown area with restaurants, shopping and sightseeing opportunities, including historic sites.

Conference Facilities:

- All conference facilities must be centered in the downtown area and at least one space must be capable of accommodating 275 attendees seated theater style.
 - In addition, the conference facilities must be able to accommodate three concurrent breakout sessions of approximately 75 persons each with short breaks in between and be able to accommodate audio-visual presentations. Seating layout for breakouts has typically been set in theater, classroom, or partial rounds, but new and dynamic arrangement suggestions are welcome. If more than one meeting facility is used, the facilities must be within reasonable walking distance of one another.
 - Host the Washington Trust’s *This Place Matters* reception at a historic site in the downtown area that will accommodate up to 150 persons for a cocktail hour and have space for a program with AV (projectors, screen, sound).
 - Host the Excellence on Main Reception at a historic site in the downtown area that will accommodate up to 175 persons for a cocktail hour and have space for a program with AV (projectors, screen, sound).
-

SELECTION & SUBMISSION

Selection Process:

The host city will be chosen by the RevitalizeWA Conference Site Selection Committee, consisting of members of the WTHP Board of Directors, WTHP staff, and DAHP staff.

- The RevitalizeWA Conference Site Selection Committee may elect to conduct site visits with one or more or none of the proposed cities/facilities.
- The RevitalizeWA 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 the request for proposals.
- The RevitalizeWA 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 the service provider’s original proposal.
- The RevitalizeWA Conference Planning Committee will determine all conference facilities.
- The RevitalizeWA Conference Planning Committee reserves the right to negotiate with the selected facilities concerning format and schedule changes.
- The RevitalizeWA Conference Planning Committee further reserves the right to enter into a contract for the year 2017, or to decline to enter into a contract.

Timeline:

Proposal Deadline	September 14, 2016, 5:00 PM
Site visits (as needed)	September 26 – October 4, 2016
Notification to applicants	No later than October 21, 2016

Submission Requirements:

All proposals and supporting materials must be received electronically by 5:00 PM on Wednesday, September 14, 2016 to be considered. Incomplete proposals will not be considered.

Your final proposal should be emailed to bdurham@preservewa.org with one attachment (Host Community Proposal & Budget Worksheet) and a link to a Dropbox (or other free file-sharing service) folder with all supplemental application materials. All files should be clearly labeled (e.g. an image file labeled “Main Street Theater: Proposed site for Excellence on Main”). Your final proposal should include:

- _ Host Community Proposal & Budget Worksheet (PDF)
- _ Letter of support from local governing body (Dropbox)
- _ 2 letters of support from partner organizations (Dropbox)
- _ Map of district with all proposed conference sites noted (Dropbox)
- _ Conference facility floorplan(s) (Dropbox)
- _ 5 sponsor commitments (Dropbox)
- _ Up to 10 total images of facilities and other highlighted sites (Dropbox)
- _ Brochures/menus from proposed event venues (Dropbox)

Questions can be directed to bdurham@preservewa.org or by calling WTHP at 206.624.9449.

HOST COMMUNITY PROPOSAL

RevitalizeWA 2017

Submissions accepted until: **September 14, 2016**

Please submit application electronically to: **bdurham@preservewa.org**

Host Organization

Organization: _____

Primary contact name: _____

Address: _____

Phone: _____ Email: _____

Community Information

Partner Organizations

What partners (i.e. other non-profits, local government, businesses) will be involved in the conference, and how?

Local leaders

Please list the name and affiliation/experience (e.g. John Smith is a partner at Main Street Architects who has worked extensively on historic properties in our downtown) of 3-5 individuals who may be willing to be resources to the conference as a potential speaker or tour leader.

1. _____
2. _____
3. _____
4. _____
5. _____

Community Impact

How will this community benefit from hosting RevitalizeWA? How will your organization leverage the opportunity to host the conference for the benefit the local business and preservation communities?

Preservation Accomplishments

What are three key preservation accomplishments that the host community can showcase?

- 1.
- 2.
- 3.

Tours

Please propose one fully-packaged tour for conference attendees. Include sites the tour will visit, length of time needed, name and qualifications of tour leader, a description (that will be printed the conference program) and any associated costs.

Please list two additional tour ideas:

- 1.
- 2.

Description of local transportation options (Please include public transit and a recommendation for a bus rental company for tours):

Proposed Conference Dates _____

Hotel Accommodations

Hotel Name: _____

Address: _____

Primary Contact: _____

Direct Phone #: _____

Proposed room rate: _____

Number of rooms in block: _____

Distance to conference facilities: _____

Hotel Name: _____

Address: _____

Primary Contact: _____

Direct Phone #: _____

Proposed room rate: _____

Number of rooms in block: _____

Distance to conference facilities: _____

Conference Facilities

In this description, please detail how the proposed facilities will meet the following conference requirements:

- *Central area for registration*
- *Facility to accommodate 275 participants seated theater style with AV (including two screens)*
- *Breakout meeting rooms for three concurrent sessions accommodating up to 75 participants each*
- *Area sufficient for silent auction as well as continental breakfast and breaks*
- *Available parking*
- *Food and beverage for the following functions:*
 - *Monday continental breakfast, AM break, PM break for est. 250*
 - *Tuesday continental breakfast, AM break, PM break for est. 250*

If proposing multiple venues, please describe your plans to creatively utilize a less traditional event layout.

Facility Name(s): _____

Address: _____

Primary Contact: _____ Direct Phone #: _____

Description of facility:

Description of catering options available (food, beverage):

Is there a food and beverage minimum? _____

What permits does the venue require? (liquor, banquet, etc.) _____

Will linens, tables & chairs need to be rented separately? _____

What are the facility's audio-visual capabilities?

Is parking readily available at this venue? Is there a cost? Please describe.

Special Event Facilities

This Place Matters Opening Reception (WTHP Affinity Event)

The site should be an historic and/or unique building within the downtown district and able to accommodate up to 150 persons. Food and beverage requirements include heavy appetizers and a beer/wine/non-alcoholic beverage reception.

Facility Name(s): _____

Address: _____

Primary Contact: _____ Direct Phone #: _____

Distance from conference facility: _____ Capacity: _____

Description of facility:

Description of catering options available (food, beverage):

What permits does the venue require? (liquor, banquet, etc.) _____
Will linens, tables & chairs need to be rented separately? _____
What are the facility's audio-visual capabilities? _____

Is parking readily available at this venue? Is there a cost? Please describe.

Excellence on Main Awards Reception

The space should be located in the downtown district (preferably a historic site) or within the conference facility and able to accommodate up to 175 persons.

Facility Name(s): _____
Address: _____
Primary Contact: _____ Direct Phone #: _____
Distance from conference facility: _____
Capacity (reception style with additional seating available during awards ceremony): _____
Description of facility:

Description of catering options available (food, beverage):

What permits does the venue require? (liquor, banquet, etc.) _____
Will linens, tables & chairs need to be rented separately? _____
What are the facility's audio-visual capabilities? _____

Is parking readily available at this venue? Is there a cost? Please describe.

Sponsorship

The host organization is held to a minimum fundraising amount of \$10,000, which may include cash and/or in-kind donations. Please list sponsors and indicate whether they are committed or proposed, and whether the donation will be cash or in-kind. If more space is needed please save a file to Dropbox with additional information. A minimum of five sponsor commitments documented in writing (letter/email) with contact information are required as part of your proposal.

Sponsor: _____ Amount: \$ _____
 Committed (letter attached) Proposed Cash In-Kind

Sponsor: _____ Amount: \$ _____
 Committed (letter attached) Proposed Cash In-Kind

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 Committed (letter attached) Proposed Cash In-Kind

Sponsor: _____ Amount: \$ _____
 Committed (letter attached) Proposed Cash In-Kind

TOTAL: \$ _____

BUDGET WORKSHEET

Please fill in amounts (gray cells) for each area listed below to give us a rough understanding of estimated costs associated with hosting RevitalizeWA in your community.

		Total Amount
Income		
Committed In-Kind Sponsorship Total	=	
<i>Listed on page 9, commitment letter attached to proposal.</i>		
Committed Cash Sponsorship Total	=	
<i>Listed on page 9, commitment letter attached to proposal.</i>		
Proposed In-Kind Sponsorship Total	=	
<i>Listed on page 9.</i>		
Proposed Cash Sponsorship Total	=	
<i>Listed on page 9.</i>		
Total Estimated Income from Sponsorships	=	
<i>(Must be at least \$10,000)</i>		
Expenses		
Estimated Facility Rental Costs		
Conference Space	=	
<i>Including auditorium space, 5 break out rooms, an additional break out space for silent auction, and small private office</i>		
This Place Matters Reception	=	
<i>Must be able to accommodate at least 150 people standing</i>		
Excellence on Main Awards Reception	=	
<i>Must be able to accommodate at least 75 people siting and 75 standing</i>		
Estimated Catering Costs		
Conference	=	
<i>Including light breakfast, afternoon snacks and 3 coffee breaks for two days @ 250 people</i>		
This Place Matters Reception	=	
<i>Light appetizers and cocktails @ 150 people</i>		
Excellence on Main Awards Reception	=	
<i>Light appetizers and cocktails @ 175 people</i>		
Estimated A/V Costs		
Conference	=	
<i>Projector, screen, house sound with mic for 3-5 spaces over two days</i>		
This Place Matters Reception	=	
<i>Projector, screen, house sound with mic</i>		
Excellence on Main Awards Reception	=	
<i>Podium, projector, screen, house sound with mic</i>		
Additional estimates		
Entertainment at Excellence on Main Awards (band)	=	
Transportation (if necessary) from hotels to conference facility	=	
Total Estimated Expenses	=	

Application Checklist:

Before submitting your proposal to host RevitalizeWA 2017, please ensure that the following documents are completed:

- Host Community Proposal & Budget Worksheet (PDF)
- Letter of support from local governing body (Dropbox)
- 2 letters of support from partner organizations (Dropbox)
- Map of district with all proposed conference sites noted (Dropbox)
- Conference Facility floorplan (Dropbox)
- 5 sponsor commitments documented in writing (Dropbox)
- Up to 10 total images of facilities and other highlighted sites (Dropbox)
- Brochures/menus from proposed event venues (Dropbox)

Link to Dropbox folder (for all supplemental materials): _____

By signing and submitting this proposal I acknowledge that I have read and agree to the Requirements & Responsibilities as they relate to _____ (name of sponsoring organization) should we be selected as the 2017 host community for RevitalizeWA:

Executive Director Signature: _____ Date: _____
 I understand that typing my name and filling in the date serves as an electronic signature.

Board President Signature: _____ Date: _____
 I understand that typing my name and filling in the date serves as an electronic signature.

For any questions about RevitalizeWA 2017 or the content of this form, please contact the Washington Trust at bdurham@preservewa.org or 206-624-9449.