

REQUEST FOR PROPOSALS: CNU 29

Do you love your city? Is your city facing issues that reflect national trends? Do you have amazing streets, parks, and neighborhoods ready for exploration? Do you want to host a gathering of national and international thought leaders on all aspects of community design and development?

The Congress for the New Urbanism (CNU) is the leading organization promoting walkable, mixed-use neighborhood development, sustainable communities, and healthier living conditions. Our annual Congress, now approaching its 27th year, brings together leading national and international architects, urban designers, planners, engineers, public officials, nonprofit professionals, academics, researchers, environmentalists, and developers dedicated to reshaping the suburbs, restoring our urban centers, and creating places where people and businesses can thrive and prosper.

The annual Congress is an excellent opportunity for the Local Host Committee (LHC) and host city to raise awareness for the Chapter, address growth and development issues for the city and the region, and to bring considerable value to the host city and Chapter. For example:

- *Bring value to your local businesses.* The 1,200+ Congress attendees contribute \$2.5-3M to the local economy, on average. During CNU 22.Buffalo, the local Department of Commerce estimated CNU provided a \$2.8M to the local economy.
- *Show off your city and region to an international audience.* Congress attendees come from almost every state and dozens of counties. For example, CNU 24.Detroit participants came from 46 states and 28 countries and CNU 25.Seattle came from 43 states and 19 countries.
- *Receive assistance on pressing urbanism issues.* Through the Congress Legacy Projects, CNU partners with both national and local urban design experts to bring approximately \$100,000 in donated design assistance to each community. These multi-day design workshops incorporate extensive public engagement to generate community-driven visions and urban design plans, injecting a level of design expertise otherwise beyond the reach of these underserved communities. Selected in partnership with the LHC, the Legacy Projects are a mechanism for not only raising the profile of the local Chapter or organizing committee, but of also pressing development issues within the community.
- *Strengthen your Chapter.* Fundraising and communication efforts conducted by the LHC will serve to strengthen future efforts of the LHC/Chapter by creating a donation and communication network.

The purpose of the Congress is to connect New Urbanists and placemakers from around the world, to explore innovative solutions to local challenges with world-renowned experts, and to debate and discuss emerging trends and new technical solutions to new and existing challenges. The Congress has four general audiences:

- Core CNU members, who view the Congress as our annual family reunion.
- New participants who want to learn more about specific placemaking approaches, tools, and strategies,
- Local government elected officials and staff, interested in learning about and connecting with the most innovative new urbanist strategies, policies, and implementation trends, and
- Representatives from the broader placemaking movement seeking to deepen their skills and connect with national thought leaders.

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The primary characteristic of a great Congress is a great location: a place asking to be explored, with great examples of new and old urbanism, with character and context; a place where Congress participants can learn and teach.

The Congress ideally should be located in vibrant and walkable neighborhoods that are transit-accessible. The host cities should be a place for CNU members to learn. CNU has found the most success (participation, financial, and programmatic) in cities where our presence means something – these places are often mid-size cities where our presence has made an impact: on regional CNU members, the broader regional movement, and the city and region itself. However, enthusiasm by the place and people for the Congress will always trump city size.

An equally important characteristic of a great Congress is a deep and well-connected host committee. New Urbanists love exploring the nooks and crannies of a place—the Buffalo silos, Dallas’s Deep Ellum neighborhood, Detroit’s Eastern Market—and connecting with energetic local leaders and innovators. So where are the hidden treasures? In addition to CNU members, how connected are you to local groups interested in creating great places? Our annual Congress is an enormous effort and requires a broad-based host committee across a number of organizations and people that can help to mobilize and leverage an army of placemakers.

The most important characteristic of any successful LHC and Congress is your desire and ability to show off your city and region. CNU National relies 100% on the LHC for the tours, for identifying projects and neighborhoods for the Legacy Projects, putting together a coalition to host City As Platform sessions, and identifying speakers and sessions for “YOUR CITY Day,” which is 4-6 sessions dedicated to the history, development, and other New Urbanist trends in your city and region. YOU know the emerging places, the revitalized neighborhoods, the cool trends and the people who can help access the stories and information of these places. The LHC is responsible for helping CNU get boots on the ground.

Does this describe you?

CNU seeks proposals from groups interested in forming a Local Host Committee and hosting the 2021 Congress (CNU 29). Interested groups should compile the information requested below and submit it to the Congress for the New Urbanism by November 15, 2018.

If you applied in the past and are interested in submitting a proposal again, please contact CNU to discuss the strengths and weaknesses of your previous proposal before submitting. Additionally, all potential applicants are welcome to contact CNU for advice and general direction.

Proposals will be reviewed by CNU staff and CNU’s contract team, AHI, and applicants may be contacted with questions. All proposal submitters will be notified of their proposal status by January 7, 2019 and have two months to prepare a presentation for the CNU board spring board meeting. During this preparation period, finalists will be asked to complete a number of tasks, including securing a minimum of \$150,000 in sponsorship pledges. CNU’s spring board meeting will take place in Washington, DC on March 7-8, 2019. CNU will notify finalists of the Board’s decision no later than March 14, 2019. The selected finalists should be prepared to start planning immediately, which includes being prepared to sign an MOU with CNU, creating a fundraising plan for the remaining sponsorship dollars, and forming the required committees. Responses and questions should be emailed to: Angela Perry, Events Manager (congress@cnu.org, (312) 551-7300).

REQUIREMENTS

LOCAL HOST COMMITTEE: CNU seeks to hold its Annual Congress in a city with strong CNU connections and a diversity of perspectives. It is important that this committee include representation from a variety of professions and backgrounds.

The Local Host Committee (LHC) is comprised of CNU members, local placemaking NGOs, local government officials, allied organizations, key individuals, and major donors or underwriters of the event. The LHC will work closely with CNU staff and others to identify tours, select Legacy Project locations, identify City As Platform partners and locations, help identify local and regional speakers, identify venues, market locally, and raise funds.

The Local Host Committee will be led by a Chair, or Chairs, who will be responsible for leading all LHC efforts from selection through the Congress. Additionally, the LHC will be organized into committees (Program & Tours, Fundraising, Marketing & Outreach, and Volunteer) and each committee will be led by a Committee Chair.

- LHC Chairs will average 10 hours per month of volunteer time, with more likely in the months leading up to the Congress,
- Committee Chairs will average 5 hours per month in volunteer time, and
- General Committee Members will average less than 5 hours per month in volunteer time per committee that (s)he sits on.

Please provide a list of proposed Local Host Committee members, including local NGOs, and local and state government representatives, identifying committee chairs and LHC Chair(s) in your proposal.

TOURS: CNU 29 is an opportunity to show off your city. Please provide a list of the great places that will interest CNU members and other placemaking professionals. Please include a brief description of each location, potential tour leader, and learning objectives, e.g., why would this place be interesting to Congress participants?

HOST CITY DAY. If the Congress was going to dedicate a day of programming to your city, what major themes would be addressed? Who might be potential speakers and how do these speakers meet CNU's stated diversity and inclusion goals? For reference, please review CNU's 2016-2018 Strategic Plan, specifically Section III – Confronting Equity and Inclusion, as well as the excerpt below from the March 2016 board meeting notes:

The board of the CNU believes that increasing the diversity in its annual Congress and programs is important and, as an initial step, instructs the CEO to take steps to improve the gender and ethnic diversity of session panels and tours at future Congresses, including Detroit. To support this effort, the CEO is to solicit the names of potential speakers and tour guides from board members and other sources and utilize these in working with session and tour organizers.

FREE PROGRAMMING. CNU often has portions of the program that are free and open to the public. Are there particular topics you think might work well as a public forum (such as the Suburbanization of Poverty event held at CNU25.Seattle)? If so, what are the potential topics? Who might be good partners for such programming? Who might be the audience for the topics and how might we reach them?

FUNDRAISING: An important component to a successful Congress is fundraising. The LHC assists CNU National in fundraising for the Congress by targeting local partners and foundations with whom LHC members may have a personal relationship. CNU will raise additional partnership funds from national and past Congress partners. CNU and the LHC will need to coordinate fundraising asks, to avoid overlap and potential conflict. Regardless of who solicits the funds, CNU staff will handle all partnership management logistics (e.g. contacting the partners regarding level selection, benefit fulfillment, thank you, and collecting payment, etc.).

The joint fundraising goal between the LHC and CNU national is \$450,000. The breakdown of these funds may occur differently from year to year, but a general guide is 1/3 from local sponsors, 1/3 from national sponsors, and 1/3 from foundations, which can be solicited solely by the LHC or jointly by local and national. The LHC generally raises local funds through:

- Chapter donations
- Local and regional government sponsorships, which are essentially bulk registration packages
- Local Host Committee donations
- Local corporate sponsorships
- Local and regional governments
- Local foundations
- Local nonprofit donations
- Local in-kind donations that offset a pre-approved Congress budget item

Please provide a list of proposed fundraising targets and commitments, along with the name of a contact, totaling at least \$150,000 – this can be a list of individuals, companies, local foundations, or other. Note: please provide a realistic list that includes the names of target companies and foundations, points of contact (POC), LHC connection or relationship to the POC, and target.

If you are selected as a semi-finalist to give a presentation to the CNU National Board, the proposed LHC will be asked to provide \$150,000 in commitments. Semi-finalists will have two months from notification to Board presentation to secure these commitments.

COMMUNICATIONS. Critical to the success of any Congress is the ability to get the word out locally, regionally, and in adjacent states. CNU National and the LHC work very closely on developing and getting out our message. CNU National writes the press releases, articles, and marketing pieces and handles national press placement. The LHC identifies key press contacts and outlets—local and regional newspapers, journals, websites, blogs, listservs, organizational newsletters, and other media—where we can place information to build excitement (and registration) for the Congress.

Please provide a list of possible contacts, newspapers, newsletters, like-minded organizations, and other media outlets that you feel have an audience interested in attending the Congress. Additionally, please describe any partnerships the LHC/Chapter has with other CNU Chapters or potential partners in your city, region, or adjacent states. For example, CNU 26.Savannah Local Host Committee has extensive relationships with CNU Chapters in Atlanta, North Carolina, and Florida. CNU New York has a strong relationship with Scenic Hudson. These type of partnerships and relationships are critical to helping to broadcast Congress activities and create momentum in the region.

CONGRESS LEGACY PROJECTS: Beginning with CNU 23 in Dallas/Fort Worth, CNU's Congress Legacy Projects were conceived to achieve several complementary goals:

1. Move the needle on crucial local or regional development issues;
2. Increase participation of historically underrepresented or underserved communities in the planning and design process and promote equity;
3. Bring a level of placemaking and urban design expertise often beyond the reach of local communities;
4. Overcome the barriers to building great places and advance implementation; and
5. Create replicable, sustainable, and model community solutions in urbanism.

Entering its sixth year, CNU continues to refine the Congress Legacy Projects and implementation process. However, there are several emerging requirements:

- The LHC will identify a select number of potential project site(s) and invite interested local government or stakeholder groups to apply.
- CNU staff and LHC will jointly review applications in accordance with the following criteria:
 - Degree of likely success and some form of implementation of the project outcomes
 - Existence of a local project champion
 - Support of the local governing body
 - Degree to which the project supports historically underrepresented or underserved communities.
- CNU staff and LHC will select a limited number of communities and match each to a custom team of CNU members (national and local) to conduct workshops to address the specific needs identified in each application.
- Workshops will be conducted pre-Congress, with work and results presented at the Congress.

Successful Legacy Projects require the LHC to identify local or regional issue(s) and one or more measurable statistics on attitudes or policies in the host city/region that are important to change.

Please provide 3 possible local partners that have experience in addressing place-based issues in your city and region.

LOGISTICS: CNU employs an events planner on staff and a meeting planning and registration consultant to assist with the annual Congress logistics. CNU will reserve hotel blocks, meeting space, and event venues, as needed, to accommodate Congress participants and activities. As local ambassadors, you know the best hotels and venues located in pedestrian-friendly, transit-accessible areas, located near restaurants and shops.

Please provide a suggested list of neighborhoods (with appropriate venues and hotels) where the Congress might be located.

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CNU 29 - PROPOSAL COVER PAGE (PLEASE INCLUDE THIS PAGE AND ATTACHMENTS IN ONE EMAIL)

PROPOSED CITY & STATE: _____

POINT OF CONTACT

NAME: _____

EMAIL: _____

PHONE: _____

ADDRESS: _____

COMPANY: _____

PREFERRED DATES BETWEEN APRIL 15 AND JUNE 30 IN ORDER OF PREFERENCE.

Wednesday to Saturday (non-negotiable). CNU's preferred dates include: May 18-22, June 8-12, or June 15-19

1. _____

2. _____

3. _____

ATTACHMENTS

- The Pitch, including 3-5 bullets on why CNU should come to your city (*please explain why CNU should consider your city for the 2021 Congress; you are encouraged to submit photos, videos, and articles in support of your case*).
- Proposed Tours List (*please provide a list of the great places that will interest CNU members and other placemaking professionals, along with a brief description of each location, potential tour leader, and learning objectives*).
- Proposed Host City Day (*please describe what major themes would be addressed, who might speak, and how the proposed speakers meet CNU's stated diversity and inclusion goals*).
- Proposed Free Programming (*please identify specific topics or themes you think might work well as a public forum and who might be good partners for such programming. Please also identify who the audience for each topic would be and how we might engage them*).
- Proposed Local Host Committee List (*please include name, email, phone number, company/organization, CNU member status, and committee interest. Please identify the LHC chair(s) and those committed to chairing a sub-committee: fundraising, programs & tours, marketing & outreach, and volunteers*).
- Proposed Fundraising Targets and Commitments (*please provide a list of fundraising targets, totaling at least \$150,000, include name, email, phone number, company/organization, target ask/commitment, and LHC connection*).

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- Proposed Local Media Targets (*please provide a list of possible news and media outlets for targeted Congress marketing and communications.*)
- Proposed Congress Legacy Project Partners (*please provide a list of at least 3 local partners that have experience in addressing place-based issues in your city and region.*)
- Proposed Location (*please provide suggestions of neighborhoods with appropriate hotel, meeting, and event venues and reason for suggesting the neighborhoods.*)

ADDENDUM I - CONGRESS HISTORY: DATE & LOCATION

CNU 28: TBD 2020
Twin Cities, MN

CNU XIV: June 1-4, 2006
Providence, RI

CNU 27: June 12-15 2019
Louisville, KY

CNU XIII: 2005
Pasadena, CA

CNU 26: MAY 16-19 2018
Savannah, GA

CNU XII: 2004
Chicago, IL

CNU 25: MAY 3-6, 2017
Seattle, WA

CNU XI: 2003
Washington, DC

CNU 24: JUNE 8-11, 2016
Detroit, MI

CNU X: 2002
Miami Beach, FL

CNU 23: APRIL 28-MAY 2, 2015
Dallas/Ft. Worth, TX

CNU IX: 2001
New York, NY

CNU 22: JUNE 4-7, 2014
Buffalo, NY

CNU VIII: 2000
Portland, OR

CNU 21: MAY 29-JUNE 1, 2013
Salt Lake City, UT

CNU VII: 1999
Milwaukee, WI

CNU 20: May 9-12, 2012
West Palm Beach, FL

CNU VI: 1998
Denver, CO

CNU 19: June 1-4, 2011
Madison, WI

CNU V: 1997
Toronto, ON

CNU 18: May 19-22, 2010
Atlanta GA

CNU IV: 1996
Charleston, SC

CNU 17: June 10-13, 2009
Denver CO

CNU III: 1995
San Francisco, CA

CNU XVI: April 3-6, 2008
Austin, TX

CNU II: 1994
Los Angeles, CA

CNU XV: May 17-20, 2007
Philadelphia, PA

CNU I: 1993
Alexandria, VA