

# **REQUEST FOR PROPOSALS: CNU 27**

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 brings together the nation's leading architects, urban designers, planners, engineers, public officials, non-profit 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 purpose of the Congress is to connect with 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 existing or new challenges. The Congress has three 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,
- Representatives from the broader placemaking movement seeking to deepen their skills and connect with national thought leaders.

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. CNU has found the more successful Congresses have been in 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's 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, and putting together a coalition to host City as Platform sessions. 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.

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Does this describe you?

CNU seeks proposals from groups interested in forming a Local Host Committee and hosting the 2019 Congress (CNU 27). Interested groups should compile the information requested below and submit it to the Congress for the New Urbanism by January 15, 2017.

If you have 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 question. Finalists will be invited to to the March 9-10, 2017 Board meeting in Washington, DC to present their proposals to CNU's Board of Directors. Proposal submitters will be notified no later than the first week of February 2017, if their presence is requested. All proposal submitters will be notified of their proposal status by February 28, 2017. The selected proposal should be prepared to start planning immediately, which includes being prepared to sign the MOU with CNU, create a fundraising plan, and form the required committees.

Responses, and questions, should be emailed to:

Abigail Sheridan, Deputy Director  
Congress for the New Urbanism (CNU)  
[asheridan@cnu.org](mailto:asheridan@cnu.org) | P: 312-551-7300 x703  
PO Box A3104 | Chicago, IL 60690-3104

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## **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, 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 lead 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 tour will be lead 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

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- General Committee Members will average less than 5 hours per month in volunteer time (depending on how many committees (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.*

**FUNDRAISING:** An important component to a successful Congress is fundraising. CNU asks the Local Host Committees to assist in the fundraising efforts, targeting local partners and foundations with whom LHC members may have personal relationships. Working with CNU staff, the LHC is asked to raise \$300,000 in Congress sponsorship and grants.

*Please provide a list of proposed fundraising targets and commitments, along with the name of a contact, totaling at least \$125,000; 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.*

**COMMUNICATIONS.** Critical to the success to 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.*

**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 third 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 charrette outcomes;
  - Existence of a local project champion;
  - Support of the local governing body;
  - Degree to which the project supports historically underrepresented or underserved communities.

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- 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 final 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 a meeting planning 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 27 - 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, 2019, IN ORDER OF PREFERENCE:**

*Wednesday to Saturday (non-negotiable). Dates to Avoid: April 13 – 16, May 8-11, and June 8-10, 2019.*

**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 2019 Congress; you are encouraged to submit photos, videos, and articles in support of your case*)
  
- 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 (*please provide a list of fundraising targets, totaling at least \$125,000, include name, email, phone number, company/organization, target ask/commitment, and LHC connection*)
  
- 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*)
  
- Suggested neighborhoods with appropriate hotel, meeting, and event venues and reason for suggesting the neighborhoods.

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## **ADDENDUM I - CONGRESS HISTORY: DATE & LOCATION**

**CNU 26: TBD 2018**

TBA

**CNU XIII: 2005**

Pasadena, CA

**CNU 25: MAY 3-6, 2017**

Seattle, WA

**CNU XII: 2004**

Chicago, IL

**CNU 24: JUNE 8-11, 2016**

Detroit, MI

**CNU XI: 2003**

Washington, DC

**CNU 23: APRIL 28-MAY 2, 2015**

Dallas/Ft. Worth, TX

**CNU X: 2002**

Miami Beach, FL

**CNU 22: JUNE 4-7, 2014**

Buffalo, NY

**CNU IX: 2001**

New York, NY

**CNU 21: MAY 29-JUNE 1, 2013**

Salt Lake City, UT

**CNU VIII: 2000**

Portland, OR

**CNU 20: May 9-12, 2012**

West Palm Beach, FL

**CNU VII: 1999**

Milwaukee, WI

**CNU 19: June 1-4, 2011**

Madison, WI

**CNU VI: 1998**

Denver, CO

**CNU 18: May 19-22, 2010**

Atlanta GA

**CNU V: 1997**

Toronto, ON

**CNU 17: June 10-13, 2009**

Denver CO

**CNU IV: 1996**

Charleston, SC

**CNU XVI: April 3-6, 2008**

Austin, TX

**CNU III: 1995**

San Francisco, CA

**CNU XV: May 17-20, 2007**

Philadelphia, PA

**CNU II: 1994**

Los Angeles, CA

**CNU XIV: June 1-4, 2006**

Providence, RI

**CNU I: 1993**

Alexandria, VA