Transforming Local Government Conference
Host Communities

2020, 2021 and 2022

Request for Proposal

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Bid due: June 15, 2018
This document is designed to help potential bidders evaluate the commitments and major responsibilities involved in hosting the Transforming Local Government Conference (TLG). It also outlines the information to be included in proposals to host the conference.

Proposals to host TLG are submitted by prospective conference host committees that are usually formed by state associations, regional organizations, or provincial associations of local government managers/assistant managers. The prospective host committee should work closely with the convention and visitors bureau of the city they wish to propose for the conference to assemble a proposal package demonstrating the appeal of the city to Alliance members and their families. Please review the logistical requirements with the local convention and visitors bureau representative. The proposal should also give the details of a financial package in support of the conference that includes financial contributions and/or reduced rates or no-cost goods and services from the site city or host committee.

We are confident that your community will benefit from this opportunity to host TLG. Please review the content of this guide in its entirety. If your organization has the capabilities to perform the hosting commitments, please submit the following information per the instructions below:

1. Steering committee contact information
2. A letter of endorsement from the executive leadership of any co-hosting organizations
3. Preliminary list of local area companies that could be potential conference sponsors
4. Information on the attractiveness of the community as a desired travel destination
5. Information on the attractiveness of the community as an innovative city/county and include examples of innovative techniques used within the government that could act as the local innovation tours
6. Proposals or information from eligible conference venues and hotels (referred to starting on page 6)

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The Alliance for Innovation, in partnership with Arizona State University and the International City/County Management Association, is inspiring innovation to advance communities. It is a network of local governments, universities and partners who are committed to accelerating the adoption of emerging practices in the profession. As the premier resource for emerging practices in local government, the Alliance is building cultures of innovation and connecting thought leaders in the profession.

TLG is the flagship annual conference for The Alliance. TLG highlights the leaders of innovation in local government that have deliberately chosen to create new kinds of solutions.

TLG is a uniquely different learning experience. The format encourages team building; it allows for cross pollination of ideas and offers something for diverse members within a local government staff. Attendees will be exposed to new concepts and practices in teaming, leadership and technology to enhance operations and build stronger communities. Attendees from across the U.S. and Canada will gather to learn from each other, have new conversations, and be rejuvenated in the call to public service.

Who Will Attend

TLG will attract roughly 600 key professionals in local government from across the US and Canada. Decision makers such as City/County Managers, Assistant Managers, Department Heads, Support Staff and Elected/Appointed Officials typically attend this conference.

Host Community Benefit

Partnering with the Alliance for Innovation to host TLG will bring a national spotlight to your jurisdiction. Local government professionals from across the US and Canada will travel to attend TLG and experience your city/county during the conference. You will have the opportunity to display innovative programs during the daily Innovation Tours and present your jurisdiction as a progressive government.

Hosting TLG also brings significant financial benefit to your community. Close to 600 attendees (and their guests) will purchase hotel room nights, food, and shop in your jurisdiction over the course of the four day conference. Additionally, host communities in the past have utilized TLG to showcase their area as a future family vacation destination.

Host Committee Commitments

STEERING COMMITTEE

The Host: Should formulate a steering committee made up of 10-20 representatives, which will be considered the leadership of the host subcommittees. The steering committee should prepare and submit a hosting bid to Alliance for Innovation no later than the due date on the front cover. If selected, the steering committee will then take the lead on executing the host responsibilities.

Alliance for Innovation: Will assist the steering committee as necessary throughout the conference planning process.
FUNDRAISING

The Host: Will operate fundraising themselves or recommend at least 3 fundraisers to hire from the local area and take an active role in connecting the fundraiser with local companies and sponsorship opportunities. Additionally, this is an excellent way to connect local businesses to the economic gains of the conference. Exhibit and sponsorship funds of at least $150,000 will need to be raised, with at least $75,000 coming from host community contacts and at least $75,000 coming from Alliance for Innovation contacts. In the event at least $75,000 is not raised from host community contacts, the host community will fund the difference up to $75,000. In the event over $150,000 is raised, the Alliance will share sponsorship income (after Fund Raiser fees) at a 50/50 split. If a fund raiser is hired, the host committee will need to cover expenses.

Alliance for Innovation: Will operate national fundraising for the conference and provide sponsor benefits and recognition at the conference. Tailored sponsorship packages that include exposure during special events, at the conference facility (banners, exhibit spaces for top dollar companies), recognition in the conference program, tickets to special events, etc. have been used in the past.

SPECIAL EVENTS

A. Conference Festival

The Host: Should host at least one large-scale dinner/festival/informal gala for conference attendees to highlight the local area. A per person fee (no more than $35 per person) can be applied to offset the expense of the event. The event should be scheduled offsite. If the event requires transportation, the host community should be prepared to provide transportation and secure any deposit requirements. Sponsorship and in-kind services should be pursued for the festival.

Alliance for Innovation: Will continuously promote the event throughout the conference marketing year. The Alliance will handle all reservations, invoicing, and collection of payment, as well as provide assistance per the host committee’s request.

B. Tours

The Host: Should provide up to 6 community tours scheduled throughout the conference dates. Community tours should be designed to showcase area innovation and community uniqueness. The committee should be prepared to provide transportation for each tour.

Alliance for Innovation: Will continuously promote the tours throughout the conference marketing year. The Alliance will handle all reservations as well as provide assistance per the host committee’s request.

PUBLICITY & COMMUNICATIONS

The Host: Should promote the conference both regionally and statewide. The target audience should include (but not limit to) regional and statewide cities, counties, townships, and associations. A successful TLG will have at least 250 attendees from the host region. The host community should also provide onsite video taping of keynote speakers and post production, as well as photography and post production for all conference events.
Alliance for Innovation: Will provide copies of the conference promotional pieces as necessary. Feature the host community on the promotional materials, the Alliance website and in the Alliance newsletter, as well as provide assistance per the host committee’s request.

VOLUNTEERS

The Host: Should provide a minimum of 50 volunteers for the conference festival, tours, transportation, and onsite duties to include bag stuffing, registration, presentation room monitoring, etc. The host is responsible for soliciting volunteers, coordinating volunteer appreciation efforts, and volunteer apparel.

Alliance for Innovation: Will work with the host on identifying the volume and roles of volunteers. Provide a volunteer break room (including meals) at the main conference venue. Conduct a volunteer orientation the week of the conference, as well as provide assistance per the host committee’s request.

CONFERENCE LOGISTICS

A. Meeting and Exhibit Space Requirements

Site selection is very important, as the venue will strongly influence conference participation. Your Convention & Visitors Bureau will require the following specifications in order to determine potential venue locations.

MEETING NAME
TLG

DATE
TLG is a 4 day conference, running Tues – Fri. Our preferred option is April, but we are open to May.

MEETING SPACE

Monday – Show management move in

Tuesday – Show management and exhibit hall move in
4 rooms for 50 set in rounds
Exhibit space for 60 10 x 10 booths (if possible in flow areas around meeting space, not in separate exhibit hall)
Afternoon break buffet/reception style
Staff room for 10 set in rounds
Volunteer room for 30 set in rounds
President meeting room for 10 or less

Wednesday – General session room for 600 set in rounds
6 rooms for 100 each set in rounds, chairs along the wall and AV set up
Exhibit space for 60 10 x 10 booths (if possible in flow areas around meeting space, not in separate exhibit hall)
Lunch served in exhibitor flow
Coffee service, mid-morning and mid-afternoon break served in exhibit hall buffet/reception style
Staff room for 10 set in rounds
Volunteer room for 30 set in rounds
President meeting room for 10 or less
Evening reception in exhibit hall

Thursday –
General session room for 600 set in rounds
6 rooms for 100 each set in rounds, chairs along the wall and AV set up
Exhibit space for 60 10 x 10 booths (if possible in flow areas around meeting space, not in separate exhibit hall)
Breakfast, lunch, mid-morning and mid-afternoon break served in exhibit hall buffet/reception style
Plated lunch served in general session room
Staff room for 10 set in rounds
Volunteer room for 30 set in rounds
President meeting room for 10 or less

Friday AM --
General session room for 500 set in rounds
5 rooms for 100 each set in rounds, chairs along the wall and AV set up
Breakfast and mid-morning break served in exhibit hall buffet/reception style
Staff room for 10 set in rounds
Volunteer room for 30 set in rounds
President meeting room for 10 or less

Friday PM –
Move out
Board Meeting for 40 (can be at hotel)

Saturday AM –
Board Meeting for 40 (can be at hotel)

FOOD AND BEVERAGE EXPECTATION

We provide coffee, lunch and two breaks on Wednesday and Thursday and breakfast on Friday. We also hold a welcome reception in the exhibit hall. Historical F&B expense is $70,000 plus service fees.

HOTEL SLEEPING ROOM BLOCK

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A minimum of 300 sleeping rooms (peak night) available located adjacent to the meeting space. Preferred: at least 50% of the total room block housed at one hotel.

Our attendees are eligible for the government rate, however it is not required for the group.

OVERFLOW HOTELS (no more than 50% of the total room block)
Located within a 5 mile radius of the meeting space. If overflow hotels are used over .25 miles from the meeting venue, the host community is expected to provide transportation between the hotel and meeting space.

Contract Provisions:
- Complimentary wi-fi for all conference attendees in sleeping rooms and throughout meeting space
- Complimentary meeting space
- Discount on food and beverage fees
- Discount on AV fees
- Food and beverage in the staff and volunteer rooms be provided on a complimentary basis by meeting venue
- 6 Suite upgrades at group rate at headquarters property
- 20 VIP level upgrades with lounge access (where applicable) at group rate
- 1 complimentary room per 40 utilized on a cumulative basis including early arrivals and stay overs
- 10 rooms for staff and speakers at 50% off of the group rate (includes VIP floor level upgrades)
- 2 rooms for 2 nights for 3 planning meetings (total of 12 room nights) to be complimentary prior to the conference based on availability. These can be spread out throughout the hotels.
- 70% attrition rate
- 2 week cut-off for room reservations
- Group rate to apply three days before and after the days shown in the room block above
- Group rate to apply after the cut-off date based on availability up to the group block
- No penalty for reservations cancelled 72 hours prior to arrival
- No deposit for master account items
- Individual guest room guarantees by major credit card.
- Complimentary parking for meeting attendees

Note: The suites, VIP level upgrades, and staff rooms must be at the headquarters hotel.

HISTORY OF VENUES

2018 – Greater Tacoma Convention Center, Tacoma, WA
2017 – Cox Center, Tulsa, OK
2016 – River Center, Saint Paul, MN
2015 – Sheraton Downtown Phoenix, Phoenix, AZ
2014 – Sheraton Downtown Denver, Denver, CO
2013 – Marriott Marquis, Atlanta, GA

AIRPORT AND TRANSPORTATION
The main conference hotel should have easy access to a major airport and centrally located overflow hotels. A full range of air and ground transportation options should be available including budget travel.

How the TLG Host Community will be selected
A committee of Alliance Staff and Board Members will review bids and select the host community on the following criteria:

1. Ability to raise at least $75,000 in conference sponsorships via hired fund raiser or by committee.
2. Commitment level of host community leadership and staff availability to support TLG
3. Attractiveness of the conference location as a desired travel destination
4. Attractiveness of the conference location as an innovative city/county
5. Meeting and hotel venues:
   a. Proximity of host hotel to the meeting space
   b. Hotel and meeting space accommodations for the business traveler
6. Bonus points will be given to host communities partnering with:
   a. Local government state associations to sponsor or co-host
   b. Multiple jurisdictions or local institutions (universities, foundations, business partners, etc.)