



## Washington State MAIN STREET PROGRAM

Greetings!

Thank you for your interest in RevitalizeWA, Washington State's annual preservation and downtown revitalization conference. RevitalizeWA is hosted by the Washington Trust for Historic Preservation (WTHP) in partnership with the Washington State Department of Archaeology and Historic Preservation (DAHP). We are delighted to announce that we are seeking proposals from communities wishing to host our 2020 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!

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 2018 on the host community was nearly \$140,000.

As RevitalizeWA continues to draw more interest (we had over 320 attendees in 2018!), 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 2020 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, Main Street Director / Jennifer Mortensen, Outreach Director  
Washington Trust for Historic Preservation  
bdurham@preservewa.org / jmortensen@preservewa.org  
206-624-9449

# 2020 RevitalizeWA Conference

# REQUEST FOR PROPOSAL

*Submissions accepted until:*

**AUGUST 14, 2019**

Please submit application electronically to: **[bdurham@preservewa.org](mailto:bdurham@preservewa.org)**

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

## **CONFERENCE OVERVIEW**

RevitalizeWA is Washington State's annual preservation and downtown revitalization conference, designed to educate on issues affecting Main Street districts, the 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 educational sessions, tours, networking events, and the presentation of Washington's annual Excellence on Main Awards. A proposed schedule for the 2020 conference includes:

### **Tentative Pre-Conference** (Sunday PM)

Networking functions

### **Day One** (Monday)

Educational Sessions

Tours

Opening Plenary and Keynote Address

This Place Matters Reception

### **Day Two** (Tuesday)

Educational Sessions

Tours

Excellence on Main Awards Reception

### **Day Three** (Wednesday AM)

Educational Sessions

Tours

The conference draws approximately 300 participants from throughout the Pacific Northwest. The 2018 conference program is available to download on the RevitalizeWA website to provide a general example of the conference flows. Visit: [preservewa.org/revitalizewa](http://preservewa.org/revitalizewa)

The conference is generally held during April. Priority consideration will be given those cities able to accommodate the preferred date patterns. Preferred conference dates for 2020:

**April 12-15**

**April 19-22**

## **REQUIREMENTS & RESPONSIBILITIES**

### **Host Community Requirements & Responsibilities:**

- Must be a designated Washington's Main Street Community in good standing.
- Appoint a primary point of contact to serve as a liaison between the WTHP and all local resources.
- Secure local sponsorships for the conference; the host organization is held to a minimum fundraising amount of \$15,000. Recognizing that the cost of living differs greatly throughout the state, this amount may include cash and/or in-kind donations for all conference activities, including the Excellence on Main Awards Reception, refreshment breaks, and conference facilities. The level of local support for this event, including financial sponsorship, is an important factor in the site selection decision.
- 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 and demonstrate an interest and commitment to preserving heritage resources. This should include challenges, both 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.
- 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 attendees.
- Recruit 10-15 local volunteers to assist with tasks such as registration and tour dispatching.
- Work closely with WTHP staff to ensure a successful conference.

### **WTHP Responsibilities:**

- Work with local stakeholders to develop the conference theme, agenda, and programming.
- Manage conference planning and logistics, including management of the budget, overall conference schedule, workshops, tours, silent auction, receptions, catering, and registration.
- Send out promotional and registration materials for the conference.
- Provide programs, name tags, handouts and other materials for the conference.
- Handle all finances and make final decisions and arrangements pertaining to hotels or lodging, caterers, and other vendors.
- 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 225 guest rooms for three nights for conference attendees.
- Nightly room rates at the conference hotel should follow federal/state per diem rates.
- Hotel facilities should be within easy access of the conference facilities and preferably be located in or near the downtown district.

**Facility Requirements:**

All conference facilities must be centered in the downtown area. The following are the facilities needs:

- Central area to accommodate registration, silent auction, and coffee breaks
- Opening Plenary: Space must be capable of accommodating 300 attendees seated theater style.
- Concurrent breakout sessions: Three spaces capable of accommodating 100 persons each and 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 space is used, the facilities must be within reasonable walking distance (5 minutes) of one another.
- The Washington Trust's This Place Matters reception: A historic site in the downtown area that will accommodate up to 250 persons for a cocktail hour and have space for a program.
- The Excellence on Main Awards reception: A site in the downtown area that will accommodate up to 200 persons for a cocktail hour and have space for a program.

## SELECTION & SUBMISSION

### Selection Process:

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

- The RevitalizeWA Planning Committee may elect to conduct site visits, or elect not to conduct site visits, with any of the proposed cities.
- The RevitalizeWA Planning 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 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 Planning Committee will determine all conference facilities.
- The RevitalizeWA Planning Committee reserves the right to negotiate with the selected facilities concerning format and schedule changes.
- The RevitalizeWA Planning Committee further reserves the right to enter into a contract for the year 2020, or to decline to enter into a contract.

### Timeline:

<i>Proposal Deadline:</i>	August 14, 2019, 5:00 PM
<i>Site visits (as needed):</i>	August 19 - September 6, 2019
<i>Notification to applicants:</i>	By September 27, 2019

### Submission Requirements:

All proposals and supporting materials must be received electronically by *5:00 PM on Wednesday, August 14, 2019* to be considered. Incomplete proposals will not be considered.

Your final proposal should be emailed to [bdurham@preservewa.org](mailto: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 (attachment)
- Cover letter from Main Street board president outlining organization's commitment to hosting a successful RevitalizeWA conference (Dropbox)
- 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)
- 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)

*Questions should be directed to Breanne Durham or Jennifer Mortensen at 206-624-9449.*

# HOST COMMUNITY PROPOSAL

## RevitalizeWA 2020

Submissions accepted until **August 14, 2019**

Please submit application electronically to [bdurham@preservewa.org](mailto:bdurham@preservewa.org)

### HOST ORGANIZATION

Organization: \_\_\_\_\_

Primary contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Proposed Conference Dates: \_\_\_\_\_

### 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 local 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 (as it would be printed the conference program) and any associated costs.

Please list two additional tour ideas:

1.

2.

## HOTEL ACCOMMODATIONS

Please list one or more hotel facilities providing a minimum of 225 total guestrooms for three nights.

Hotel Name: \_\_\_\_\_

Address: \_\_\_\_\_ Distance to conference facilities: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Proposed room rate: \_\_\_\_\_ Number of rooms in block: \_\_\_\_\_

Hotel Name: \_\_\_\_\_

Address: \_\_\_\_\_ Distance to conference facilities: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Proposed room rate: \_\_\_\_\_ Number of rooms in block: \_\_\_\_\_

Hotel Name: \_\_\_\_\_

Address: \_\_\_\_\_ Distance to conference facilities: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Proposed room rate: \_\_\_\_\_ Number of rooms in block: \_\_\_\_\_

Hotel Name: \_\_\_\_\_

Address: \_\_\_\_\_ Distance to conference facilities: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Proposed room rate: \_\_\_\_\_ Number of rooms in block: \_\_\_\_\_

*(If more than four hotels are needed, please provide complete list as an attachment in Dropbox.)*

## Transportation

Please provide descriptions of local transportation options, including public transit and a recommendation for a bus rental company for tours. If proposed hotels are not located within the downtown district, please propose a logistical plan, including service provider and estimated costs, for a shuttle service to and from downtown and hotels.

## CONFERENCE FACILITIES

Please detail how the proposed facilities will meet the following conference requirements: central area, opening plenary, three concurrent breakout sessions. One venue (such as a convention center) may accommodate all conference requirements, or multiple venues may be used.

### Central area for registration, silent auction, and coffee breaks:

Facility Name: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility:

Description of catering options available for 2 daily coffee/snack breaks for 275 people, Monday-Wednesday (please attach menus):

Is there a food and beverage minimum? If yes, how much? \_\_\_\_\_

Will linens, tables, and chairs need to be rented separately? If so, please indicate the host community's plan for renting/borrowing linens, tables, and chairs:

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

**Opening Plenary:** *(300 attendees, seated)*

Facility Name: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility: (type of space, unique details, etc.):

Will chairs and podium need to be rented separately? If so, please indicate the host community's plan for renting/borrowing chairs and a podium:

What are the facility's A/V capabilities? If not provided, indicate host community's plan for renting/borrowing and setting-up necessary A/V equipment (laptop, projector, screen, speakers, microphones):

**Three concurrent breakout sessions:** *(100 attendees each)*

Less traditional event layouts (i.e. multiple facilities) are welcome, but be sure to indicate on the district map where each breakout session facility is located (should be within a 5 minute walk from all other facilities).

Facility Name 1: \_\_\_\_\_ Capacity: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility (type of space, unique details, etc.):

Will chairs, tables, and podium need to be rented separately? If so, please indicate the host community's plan for renting/borrowing chairs, tables, and a podium:

What are the facility's A/V capabilities? If not provided, indicate host community's plan for renting/borrowing and setting-up necessary A/V equipment (laptop, projector, screen, speakers, microphones):

Facility Name 2: \_\_\_\_\_ Capacity: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility (type of space, unique details, etc.):

Will chairs, tables, and podium need to be rented separately? If so, please indicate the host community's plan for renting/borrowing chairs, tables, and a podium:

What are the facility's A/V capabilities? If not provided, indicate host community's plan for renting/borrowing and setting-up necessary A/V equipment (laptop, projector, screen, speakers, microphones):

Facility Name 3: \_\_\_\_\_ Capacity: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility (type of space, unique details, etc.):

Will chairs, tables, and podium need to be rented separately? If so, please indicate the host community's plan for renting/borrowing chairs, tables, and a podium:

What are the facility's A/V capabilities? If not provided, indicate host community's plan for renting/borrowing and setting-up necessary A/V equipment (laptop, projector, screen, speakers, microphones):

## SPECIAL EVENT FACILITIES

### This Place Matters Opening Reception

The site should be a historic and/or unique building within the downtown district and able to accommodate up to 250 persons. Food and beverage requirements include heavy appetizers and a beer/wine/non-alcoholic beverage reception.

Facility Name: \_\_\_\_\_ Capacity: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility:

Name of proposed caterer (please attach menu): \_\_\_\_\_

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

Will linens, tables, and chairs need to be rented separately? If so, please indicate the host community's plan for renting/borrowing linens, tables, and chairs:

### 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 200 persons. Food and beverage requirements include heavy appetizers and a beer/wine/non-alcoholic beverage reception.

Facility Name: \_\_\_\_\_ Capacity: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Direct Phone #: \_\_\_\_\_

Description of facility:

Name of proposed caterer (please attach menu): \_\_\_\_\_

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

Will linens, tables, and chairs need to be rented separately? If so, please indicate the host community's plan for renting/borrowing linens, tables, and chairs:

## SPONSORSHIP

The host organization is held to a **minimum fundraising amount of \$15,000**, which may include cash and/or in-kind donations. Proposals that include 50% (\$7,500) cash sponsorships will be viewed more favorably.

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.

While the WTHP will work alongside the selected host community to continue developing sponsorship opportunities throughout the planning process, a **minimum \$10,000 in commitments documented in writing** (letter/email) with contact information are required as part of your proposal.

Sponsor 1: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 2: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 3: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 4: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 5: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 6: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 7: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 8: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 9: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

Sponsor 10: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Committed (letter attached)  Proposed  Cash  In-Kind

**Total:** \$ \_\_\_\_\_

## BUDGET WORKSHEET

Please fill in amounts on the right for each area listed below to give us a rough understanding of estimated costs associated with hosting RevitalizeWA in your community.

		<b>Total Amounts:</b>
<b>Income</b>		
Committed In-Kind Sponsorship Total:		\$
Committed Cash Sponsorship Total:		\$
Proposed In-Kind Sponsorship Total:		\$
Proposed Cash Sponsorship Total:		\$
<b>Total Estimated Income from Sponsorships:</b>		<b>\$</b>
<i>(Must be at least \$15,000)</i>		
<b>Expenses</b>		
<b>Estimated Facility Rental Costs</b>		
Conference Facilities		\$
<i>Including central area, space for the opening plenary (300 people), and space for three concurrent breakout sessions (100 people each)</i>		
This Place Matters Reception		\$
<i>Must be able to accommodate 250 people</i>		
Excellence on Main Awards Reception		\$
<i>Must be able to accommodate 200 people</i>		
<b>Estimated Catering Costs</b>		
Conference		\$
<i>Two coffee breaks (beverages &amp; light snacks) per day (Mon-Wed) for 275 people</i>		
This Place Matters Reception		\$
<i>Heavy appetizers and beverages for 250 people</i>		
Excellence on Main Awards Reception		\$
<i>Heavy appetizers and beverages for 200 people</i>		
<b>Additional estimates</b>		
A/V Costs (if not included with facility rentals)		\$
<i>Laptops, projectors, screens, speakers, microphones, and podiums for three spaces over three days (A/V for the two special events will be provided by WTHP)</i>		
Entertainment at Excellence on Main Awards (band)		\$
Transportation (if necessary) from hotels to conference facilities		\$
<b>Total Estimated Expenses:</b>		<b>\$</b>

## APPLICATION CHECKLIST

Before submitting your proposal to host RevitalizeWA 2020, please ensure that the following documents are completed:

- Host Community Proposal and Budget Worksheet (attachment)
- Cover letter from Main Street board president outlining organization's commitment to hosting a successful RevitalizeWA conference (Dropbox)
- 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, if applicable (Dropbox)
- Sponsor commitments documented in writing (Dropbox)
- Up to 10 total images of facilities and other highlighted sites (Dropbox)
- Brochures/menus from proposed event venues/caterers (Dropbox)

Link to Dropbox folder (for all supplemental materials):

## COMMITMENT TO REQUIREMENTS & RESPONSIBILITIES

By signing and submitting this proposal I acknowledge that I have read and agree to the Requirements and Responsibilities as they relate to \_\_\_\_\_ (name of host organization) should we be selected as the 2020 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 2020 or the content of this form, please contact  
Breanne Durham or Jennifer Mortensen at 206-624-9449.*