Introduction
The International Downtown Association (IDA) offers the premier annual conference program focused on downtown revitalization and management. To guarantee the highest quality, IDA looks to the best downtown development organizations to serve as the host for each event. In doing so, IDA seeks to make the operations and programs of our host organization a key part of the conference experience and to use the city to create a “learning laboratory” for the delegates of the conference. IDA conferences are well-known not only for this learning–laboratory experience, but also for their significant continuing education, peer-to-peer networking, and most recently Master Talk presentations from industry leaders.

There are many benefits to hosting an IDA conference. The economic impact of 600+ conference delegates has proven to exceed one million dollars, directly benefiting district businesses and the local economy. As a host organization, you can benefit greatly from the recognition and increased visibility that comes as a result of hundreds of downtown professionals visiting and learning from your successes. You have the opportunity to make use of the expertise of the delegates to help improve current programs or launch new initiatives for your city center. Many past host organizations have even created local media campaigns to aid in generating local visibility.

This Request for Proposal outlines the requirements for hosting the annual IDA Conference and Tradeshow and provides guidelines necessary for preparing the proposal.

Deadline for Submission:
A pre-proposal conference call will be held on May 8, 2014 from 12:00-1:00 PM EDT to answer any questions. If you are interested in participating, please contact Debbie Young, IDA Director of Marketing & Professional Development at dyoun@ida-downtown.org.

The deadline for submission of a proposal is May 30, 2014.

Section 1 - General Information
1.1 IDA conferences are typically held in cities with populations of 250,000 or more. However, any city that can fulfill the host requirements and has the support from the city and the downtown organization may submit a proposal. IDA’s history of meeting locations for its annual conferences is provided as Attachment A.

1.2 Below is general information for the conference:

Annual Conference & Trade Show
Expected Attendance: 600-900
Dates: Late Sept/Early Oct
Timeframe: 4 Days – Tues-Friday*

* Tuesday and Wednesday are traditionally scheduled with pre-conference workshops and tours. Opening reception is traditionally held on Wednesday night. Recent conference delegates have asked that IDA host its event during the work week, allowing delegates to visit the city over the weekend.
1.3 In selecting the dates for conferences, IDA makes every attempt to avoid all government holidays and religious observances.

1.4 Often, host cities will coordinate their IDA conference with regional, state or provincial conferences. This win-win tactic increases attendance and gives the partnering organizations a higher quality program.

Section 2 - Requirements of the Host Organization:
2.1 While other organizations may assist with meeting arrangements, the IDA member organization must submit the proposal and must serve as the host and primary conference coordinator within the host city.

2.2 The host organization must identify a staff person who will be the main contact person with the IDA staff. This person, or another identified by the host organization, will also serve on the IDA Program Committee for the event.

2.3 The proposal to host an IDA conference must be accompanied by a resolution of the host organization’s board of directors or chief executive indicating support and acknowledging the responsibilities of hosting the conference. If selected, the host organization and IDA will execute a memorandum of understanding containing the final terms of the partnership.

2.4 The host organization is responsible for raising funds, securing sponsors and/or securing in-kind contributions in support of the event to cover the cost of the functions listed below. The estimated costs are guidelines based on previous conference hosts. Final costs will vary based on actual attendance within the projected range and on local market prices.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental Breakfasts (3)</td>
<td>(600 x $20 x 3) $36,000</td>
</tr>
<tr>
<td>Coffee Breaks (6)</td>
<td>(600 x $12 x 6) $43,200</td>
</tr>
<tr>
<td>Wednesday Reception</td>
<td>(600 x $50) $30,000</td>
</tr>
<tr>
<td>Thursday or Friday Reception</td>
<td>(600 x $50) $30,000</td>
</tr>
<tr>
<td>Transportation/Mobile Workshops/Walking</td>
<td>$10,000 $10,000</td>
</tr>
<tr>
<td>Plenary Session Staging and Production (optional)</td>
<td>$30,000 $30,000</td>
</tr>
<tr>
<td>Pre-Conference Promotional Material</td>
<td>$8,000 $8,000</td>
</tr>
<tr>
<td>Conference Tote Bags/Briefcases</td>
<td>(700x$7) $4,900</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$15,000 $15,000</td>
</tr>
<tr>
<td><strong>Total Estimated Level of Sponsorship:</strong></td>
<td><strong>$207,100</strong></td>
</tr>
</tbody>
</table>

The Annual Conference attendance could range from between 600 to 900 people and on average between 87%-90% of the total attendees may attend any given food and beverage event. Please note, all figures are based upon the price of an average product; costs will vary according to purchased product. All figures are based on US currency.

2.5 The estimated level of sponsorship listed above (Section 2.4) for each event is based on projected attendance and past expenditures for these events. The host organization is responsible for delivering a satisfactory experience in each event. The scale of the events is at the discretion of the local host as they have sole responsibility for covering the expenditures.
2.6 The host organization must provide appropriate staffing and logistical assistance. Staff time will be necessary to assist with the planning, coordination and implementation of the event. Any staff or other administrative costs are the responsibility of the host organization and are separate from the sponsorship funds raised to cover the cost of hosting the specific functions listed above. IDA will hire a local meeting planner to assist with IDA logistical support on the group and further support coordination with the local host activities.

2.7 Host organizations will be expected to provide significant volunteer support throughout the actual event. Depending on the programming this can account for 25+ volunteers.

2.7 The host organization will provide 1st and 2nd preference for conference dates and recommend two or more downtown hotel sites which meet IDA member needs for guestroom accommodations and meeting facilities. Sleeping room costs from $150 - $229 (US$) per night are preferred.

Section 3 - Hotel Requirements
3.1 Recommended hotel(s) must be able to provide the following minimum guestrooms, ideally under one roof:

<table>
<thead>
<tr>
<th></th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guestrooms:</td>
<td>10</td>
<td>125</td>
<td>350</td>
<td>350</td>
<td>275</td>
<td>40</td>
<td>1150</td>
</tr>
</tbody>
</table>

3.2 Reservations are made by IDA members directly with the hotel, and it is best to provide an online reservation system with IDA rates presented. Guest are responsible for all charges; room, tax and incidentals.

3.3 The hotel must be able to accommodate the following meeting space requirements. A detailed (draft) program outline for the traditional annual conference is enclosed as Attachment B and should be provided to hotels being considered for inclusion in the proposal.

Annual Conference & Trade Show
Meeting Space Requirements
- General Session/Banquet Room: 600 Banquet Style
- 3 Pre-Conf Workshop Rooms: 75 Classroom Style each
- 6 Breakout Rooms: 150 Theater Style each
- Exhibit Space: 50-80, 8x10 Booths

3.4 If a convention center is proposed, the cost of the facility should be covered by host sponsorship revenue or should be reflected in the proposal from the hotel(s). IDA will not pay separately for meeting facilities.

Section 4 - Criteria Used to Evaluate Proposals
4.1 The attractiveness and international marketability of the city.

4.2 The applicability of the city as a laboratory/learning experience relating to the downtown’s program initiatives. The host organization should suggest programmatic themes that are relevant to their community and should describe potential. Pre-conference and post-conference tours are strongly encouraged and those to be considered should be outlined in detail.

4.3 The strength of the host organization, including its programs, ability to assist with the planning of the conference, securing keynote speakers, and ability to secure strong funding sources.

4.4 IDA will take into consideration a range of other factors in making a final determination, including; accessibility of the destination by air and rail, the attractiveness of the destination to a regional
audience, the probability of favorable seasonal weather, and the quality of the hotel or conference facility likely to be considered for the event.

4.5 IDA will consider all applications for each of the four years being considered to provide for geographic and scale diversity.

**Section 5 - Preparing a Proposal**

5.1 The deadline for submission of a proposal is May 30, 2014.

5.2 The host organization is encouraged to work with supporting organizations involved in the downtown, such as the local city government and the local convention and visitor’s bureau to develop their proposal. Neighboring downtowns, neighborhoods, and business improvement organizations should be approached.

5.3 Submissions are expected to be clear and concise and must include the following:

a. A written proposal (10 pages maximum) that clearly describes:
   - The attractiveness and international marketability of the city
   - The applicability of the city as a laboratory/learning experience and an outline of the downtown’s program initiatives
   - Possible pre-conference and post-conference activities
   - Demonstrated strength of the IDA member host organization to deliver the event programmatically and financially
   - Supporting organizations and their proposed role in hosting the event
   - Preferred dates to host the conference. This can include preferred dates in each of the four year’s being considered (2015-2018)

b. A letter/resolution (one to two pages) by the host organization’s board of directors and/or chief executive indicating support and acknowledging the responsibilities of hosting the Annual Conference & Trade Show. For your reference, a sample resolution template is provided as Attachment C.

c. Confirmation from one or more hotel facilities indicating available dates, including:
   - Confirmation of available sleeping room block and percentage it represents of total sleeping rooms
   - Meeting space availability
   - Banquet event prices
   - Special features
   - Name(s) of other groups confirmed for the hotel during the dates, and one week before and after.

d. Concise support materials that reinforce the strength of the host organization and the city as a competitive site for the meeting (brochures, web links, photos, publications, videos etc.) You are also encouraged to provide digital images. The selected host city will be announced on the IDA website, and will be invited to link the host city and/or CVB websites to IDA’s.

5.4 Please send One (1) Electronic Copy of your written proposal by email to: David Downey, President & CEO at ddowney@ida-downtown.org
Digital copies of all support materials are preferred. If necessary, hard copies of support material may be sent to:

International Downtown Association  
Attn: Annual Conference Proposal  
1025 Thomas Jefferson St NW  
Suite 500W  
Washington DC 20007

**ATTACHMENT A**

International Downtown Association  
Meeting History  

**Annual Conference Sites**

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Location</th>
<th>Date</th>
<th>Paid Attendance*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Winnipeg, MB (Canada)</td>
<td></td>
<td>Sept. 15 – 19</td>
<td>691</td>
</tr>
<tr>
<td>1996</td>
<td>Dallas, TX</td>
<td></td>
<td>Sept. 28 – Oct. 1</td>
<td>562</td>
</tr>
<tr>
<td>1998</td>
<td>Victoria, BC (Canada)</td>
<td>Empress Hotel</td>
<td>Sept. 25 – 29</td>
<td>524</td>
</tr>
<tr>
<td>2000</td>
<td>Los Angeles, CA</td>
<td>Los Angeles Biltmore</td>
<td>Sept. 16 – 19</td>
<td>534</td>
</tr>
<tr>
<td>2001</td>
<td>Pittsburgh, PA</td>
<td>Pittsburgh Hilton</td>
<td>Sept. 29 – Oct. 2</td>
<td>507</td>
</tr>
<tr>
<td>2002</td>
<td>Boston, MA</td>
<td>Boston Park Plaza Hotel</td>
<td>Sept. 28 – Oct. 1</td>
<td>672</td>
</tr>
<tr>
<td>2003</td>
<td>Cleveland, OH</td>
<td>Renaissance Cleveland</td>
<td>Sept. 28 – Oct. 1</td>
<td>418</td>
</tr>
<tr>
<td>2004</td>
<td>Vancouver, BC (Canada)</td>
<td>Sheraton Wall Center Hotel</td>
<td>Oct. 2-5</td>
<td>796</td>
</tr>
<tr>
<td>2005</td>
<td>Denver, CO</td>
<td>Hyatt Regency Denver</td>
<td>Sept. 10-13</td>
<td>618</td>
</tr>
<tr>
<td>2006</td>
<td>Portland, OR</td>
<td>Hilton Portland</td>
<td>Oct. 7-10</td>
<td>571</td>
</tr>
<tr>
<td>2007</td>
<td>New York, NY</td>
<td>Marriott Marquis</td>
<td>Sept. 14-18</td>
<td>899</td>
</tr>
<tr>
<td>2008</td>
<td>Calgary, AB (Canada)</td>
<td>Calgary Hilton &amp; Marriott</td>
<td>Sept. 11-14</td>
<td>518</td>
</tr>
<tr>
<td>2009</td>
<td>Milwaukee, WI</td>
<td>Hilton Milwaukee</td>
<td>Sept. 11-15</td>
<td>459</td>
</tr>
<tr>
<td>2010</td>
<td>Fort Worth, TX</td>
<td>Omni Fort Worth</td>
<td>Oct. 1-5</td>
<td>453</td>
</tr>
<tr>
<td>2011</td>
<td>Charlotte, NC</td>
<td>Westin Charlotte</td>
<td>Sept. 22-26</td>
<td>407</td>
</tr>
<tr>
<td>2012</td>
<td>Minneapolis, MN</td>
<td>Hilton Minneapolis</td>
<td>Sept. 21-24</td>
<td>463</td>
</tr>
<tr>
<td>2013</td>
<td>New York, NY</td>
<td>Millennium Broadway</td>
<td>Oct. 6-9</td>
<td>754</td>
</tr>
<tr>
<td>2014</td>
<td>Ottawa, ON (Canada)</td>
<td>Westin Hotel</td>
<td>Sept. 3-6</td>
<td>TBD</td>
</tr>
</tbody>
</table>

* Actual attendance includes additional 30-100+ attendees based on complimentary registrations
## Traditional Annual Conference - Space Requirements

### Monday
- **24 Hour Hold**
  - IDA Office
  - Host Organization Office
  - AV Storage
  - Volunteer Orientation/Bag Stuffing

### Tuesday
- **24 Hour Hold**
  - IDA Office
  - Host Organization Office
  - Registration Setup
  - AV Storage
- **9 am – 6 pm**
  - Committee/Task Force Meetings: 4 rooms (Hollow Sq = 25 each)
  - Volunteer Orientation/Bag Stuffing
- **1pm – 9 pm**
  - Meeting Room(s): 2 Rooms (Conference = 20 each)

### Wednesday
- **24 Hour Hold**
  - IDA Office
  - Host Organization
  - Registration
  - AV Storage
  - Speaker Ready Room/Press Room
  - Exhibit Hall (Drayage/Setup): 50-80 – 8x10 booths
- **9 am – 4 pm**
  - Pre-Conference Workshops: 3 Rooms (Classroom = 75 each)
- **3 pm – 6 pm**
  - Board of Directors Meeting (Hollow Sq = 60)
  - 1-Hour New Member Reception (Reception = 100)
- **6 pm – 8:30 pm**
  - Opening Reception: Off-Site
- **24 Hour Hold**
  - Meeting Room(s): 2 Rooms (Conference = 25 each)

### Thursday
- **24 Hour Hold**
  - IDA Office
  - Host Organization
  - Registration
  - AV Storage
  - Speaker Ready Room/Press Room
  - Exhibit Room: 50-80 – 8x10 booths
- **12 noon – 2p.m.**
  - Luncheon in the Exhibit Hall (Theater = 150 each)
- **7 am – 5 pm**
  - Breakout Sessions: 6 Rooms (Theater = 600)
- **8:30 am – 10:00 am**
  - General Session (Theater = 600)
- **2 pm – 3 pm**
  - General Session (Theater = 600)
- **24 Hour Hold**
  - Meeting Room(s): 2 Rooms (Conference = 25 each)
- **6 pm – 8:30 pm**
  - Reception: Off-Site

### Friday
- **24 Hour Hold**
  - IDA Office
  - Host Organization
  - Registration
  - AV Storage
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Rooms</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 Hour Hold</td>
<td>Speaker Ready Room/Press Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Exhibit Hall (Exhibits &amp; Dismantle)</td>
<td></td>
<td>50-80 – 8x10 booths</td>
</tr>
<tr>
<td>12 noon – 2p.m.</td>
<td>Luncheon in the Exhibit Hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 am – 5 pm</td>
<td>Breakout Sessions</td>
<td>6</td>
<td>Theater = 150 each</td>
</tr>
<tr>
<td>8:30 am – 10:00 am</td>
<td>General Session</td>
<td></td>
<td>Theater = 600</td>
</tr>
<tr>
<td>2 pm – 3 pm</td>
<td>General Session</td>
<td></td>
<td>Theater = 600</td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Meeting Room(s)</td>
<td>2</td>
<td>Conference = 25 each</td>
</tr>
<tr>
<td>6 pm – 8:30 pm</td>
<td>Reception</td>
<td></td>
<td>Off-Site</td>
</tr>
<tr>
<td></td>
<td><strong>Saturday – Tentative Option on Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>IDA Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Host Organization Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>AV Storage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Speaker Ready Room/Press Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Continental Breakfast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 am – 11:30 am</td>
<td>General Session – Closing Event</td>
<td></td>
<td>Theater = 600</td>
</tr>
<tr>
<td>24 Hour Hold</td>
<td>Meeting Room(s)</td>
<td>2</td>
<td>Conference = 25 each</td>
</tr>
</tbody>
</table>
Resolution to Host
The International Downtown Association
20__ Annual Conference and Trade Show
(to be submitted on official letterhead)

WHEREAS, the International Downtown Association (IDA) is a world wide alliance of organizations, government agencies, businesses and individuals dedicated to the revitalization of downtowns and their adjacent neighborhoods; and

WHEREAS, the International Downtown Association aims to help its members achieve the goals of (1) improving their downtown neighborhoods as attractive places to live, work, and be entertained; (2) shaping appropriate public and private sector policies for their cities; and (3) communicating downtown’s importance to the public as the hub of economic activity for their cities and their regions; and

WHEREAS, The __________________________(name of organization) is a member of the International Downtown Association; and

WHEREAS, downtown _____________________ (name of city) would serve as an excellent learning laboratory for the delegates of the IDA 20__ Annual Conference & Trade Show; and

WHEREAS, the officers of the ____________________________ (name of organization) acknowledge their responsibility to provide staffing, financial resources estimated at a minimum $100,000 and maximum $250,000 along with providing logistical assistance for the planning, coordination and implementation of the IDA 20__ Annual Conference & Trade Show;

THEREFORE, BE IT RESOLVED, that the officers of the _______________ ____________________________ (name of organization) commit to hosting and serving as sole local fiduciary agent for the IDA 20__ Annual Conference & Trade show on the dates proposed if awarded the conference.

Adopted ____________________________ (date)

By: ________________________________
    (name)