

2012 Kentucky Historic Preservation Conference

REQUEST FOR PROPOSALS

In even numbered years the Kentucky Heritage Council/State Historic Preservation Office (KHC) and Preservation Kentucky, Inc., (PK) the statewide historic preservation non-profit, co-sponsor the Kentucky Historic Preservation Conference. This statewide gathering provides opportunities to gather for informative educational sessions, hands-on presentations, site visits, tours, networking, and sharing best practices. Historic sites throughout the host community serve as case studies where conference attendees can learn and gain different perspectives on preservation outcomes.

The 2010 conference took place October 21-23 in Frankfort in conjunction with the International Preservation Trades Workshop, presented by the Preservation Trades Network. Previous state conferences have been hosted in Bardstown, Danville, Louisville, Lexington, Covington and Bowling Green, among other communities. Louisville hosted the 2004 National Preservation Conference along with the National Trust for Historic Preservation.

PK is currently seeking proposals to host the 2012 Kentucky Historic Preservation Conference. [NOTE: Preferential consideration will be given to proposals received from communities that participate in the Kentucky Main Street Program.] Please review the following information, and if interested, submit a detailed RFP to Preservation Kentucky **by no later than Friday, November 18.** See complete details, below.

CONFERENCE BASICS

- The conference typically begins with organizational and affinity group meetings on Thursday morning and runs through Saturday afternoon. An opening reception Thursday evening gives participants the chance to meet new friends, thank local and conference sponsors, get to know the host committee, and mingle with individuals from local businesses, partner organizations and stakeholder groups. In 2012, Preservation Kentucky will hold an awards dinner on Friday evening. (**Conference brochures and schedules from previous statewide meetings are available upon request.**)
- Conference attendance averages 300-500 participants over the course of the meeting. Keynote sessions are scheduled once each day and attract between 200 to 250 participants.
- Previous conferences have taken place in the Fall. Preferred dates in 2012 are September-October. Also, the dates must not conflict with the 2012 National Preservation Conference in Spokane, Washington that is held from October 30-November 3, 2012.

HOST CITY RESPONSIBILITIES

By submitting a proposal to host the 2012 Kentucky Historic Preservation Conference, you are pledging to:

- Assist with local logistics for lodging, meals and meeting space.
 - Lodging will be needed for 3 nights (though some participants may extend their stay). Historic venues are **preferred** but not required, and lodging within walking distance to meeting locations is also encouraged. Lodging facilities should be willing to

- negotiate reduced rates for a block of room dedicated for conference attendees with early reservation.
- Keynote sessions may be scheduled in conjunction with group meals, so venues able to accommodate 250 people could be necessary.
 - Multiple sessions will take place concurrently with short breaks between each session. Meeting spaces should be comfortable, have adequate restroom facilities, meet reasonable accommodations under the Americans with Disabilities Act and be able to accommodate audiovisual presentations. Again, historic buildings are **preferred**, and we encourage you to be creative in your thinking! Ideally, meeting locations should have easy access to outdoor spaces and to additional meeting spaces.
 - In addition to meeting and banquet spaces, convenient locations for registration, a bookstore and exhibit areas are also needed.
- Host and/or find sponsors to organize and cover the cost of the opening reception on Thursday evening.
 - Provide names (and job/organization titles, if appropriate) of those willing to serve on the local host committee, and volunteer for other activities as needed. This committee will be responsible to help find and coordinate with local venues as well as identify and help contact local sponsors. The committee will be expected to meet in person in the host community at least twice prior to the conference, and monthly via conference call.
 - Provide contact lists or web links to local groups who could benefit from attendance at the conference, and help promote the conference throughout the community and state in conjunction with KHC and PK.
 - 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 conference attendees.
 - Work closely with KHC and PK staff to ensure a successful meeting.
 - Assist with travel arrangements for KHC and PK staff throughout the planning process.

HERITAGE COUNCIL AND PRESERVATION KENTUCKY RESPONSIBILITIES

Working closely with the local host committee, KHC and PK will:

- Work with local residents and stakeholders to develop the conference theme, agenda and programming.
- Be responsible for conference planning, including scheduling speakers, panel discussions, educational content, meals and breaks (with the exception of the opening reception).
- Send out promotional and registration materials for the meeting.
- Provide agendas, name tags, handouts and other materials for the meeting.
- Operate registration, bookstore, exhibit hall and all other conference events.
- PK and KHC will handle all finances, excluding the opening reception, and make final

decisions and arrangements pertaining to hotels or lodging, caterers and other vendors. PK will work with the local host committee and stakeholder groups to identify potential conference sponsors and brainstorm fundraising ideas.

PROPOSAL INFORMATION

Each RFP must include the following:

1. Name of host community with key local partner organizations/stakeholders listed.
2. Name and title of primary contact responsible for local arrangements.
3. List of up to 15 people that should be included in a local host committee, including contact information.
4. Proposed conference meeting dates.
5. Proposed hotel(s) with projected room rates (preferably located downtown). Also, number of hotel rooms located downtown or directly adjacent.
6. Description and cost of potential meeting space(s).
7. Description and cost of potential banquet space(s).
8. Description and cost of potential registration, bookstore and exhibit hall spaces.
9. Description of existing bus or trolley availability or other local transportation options.
10. At least four local tour ideas.
11. A description of other attractions in the area.
12. Key preservation accomplishments that the host community can showcase.
13. At least four major sponsors for the conference and/or selected events (please indicate whether there has been actual commitment). A major sponsor gives at \$1,000 and above.

Note: *The location of the conference should provide opportunities to highlight historic places and successful preservation efforts in the host community. Conference events may be scheduled at multiple locations, but accessibility and transportation issues should be considered and addressed in the proposal.*

Please submit proposals to Rachel Kennedy, Preservation Kentucky Director, via email at director@preservationkentucky.org or by mailing the information to:

Preservation Kentucky
306 West Main Street, Suite 501
PO Box 5192
Frankfort, KY 40602

All materials **must be received by close of business Friday, November 18, 2011**. For questions, call Rachel Kennedy at 502-871-4570.