2023 PEDA Fall Conference

Request for Proposals

Deadline for Responses: November 3, 2021

The Pennsylvania Economic Development Association (PEDA) is the statewide association of local, state, corporate and non-profit economic development professionals. PEDA's mission is to promote sound economic development policies, provide leading edge economic development education, and nurture an effective statewide economic development network to foster the economic growth of the Commonwealth.

General Information

PEDA provides opportunities at its two annual conferences for economic development professionals, partners and organizations in Pennsylvania to share best practices and experiences that enhance the professional dialogue. This active engagement ensures that Pennsylvania can continue to aggressively position itself to retain, grow and attract businesses and jobs to the Commonwealth.

Each year, PEDA holds its spring conference in Harrisburg, an ideal location due to the legislative nature of the agenda. PEDA's fall conferences are held in different Pennsylvania communities each year, with themes and agendas being determined through the collaboration of existing committee members and representatives of the host communities. Recent fall conferences have been held at King of Prussia's Valley Forge Casino Resort (2021), Indiana's Kovalchick Convention and Athletic Complex (2019) and Erie's Bayfront Convention Center (2018). The 2022 Fall Conference will be held at the Hyatt Place State College in State College, Pennsylvania. The location of the 2023 PEDA Fall Conference has not yet been determined and it is the purpose of this Request for Proposals (RFP) to assist in its identification.

Registration figures for fall conferences typically average between 130 and 170, though this is an estimated range and not a guarantee. Participants primarily come from within the Commonwealth, though a few may travel from neighboring states. The conference attracts participation from local, state, corporate and non-profit economic, community and workforce development professionals as well as from utilities, industry and allied professions. Selection of a conference theme, creation of the agenda and development of the requisite foundation of sponsorship is to be completed by a host committee, which works collaboratively with members of PEDA's standing conference committee with input by PEDA leadership.

If you are interested in having your community considered as a potential host, please respond to all sections of this RFP no later than **Wednesday, November 3rd**. Submissions should be made by

economic development professionals / organizations and should be no longer than 5 pages (not including venue floor plans, pricing information, etc.) scanned and delivered via email to jskopp@wannerassoc.com. Information not specifically requested - but pertinent to your proposal - may be included in your submission. All associated expense information should be detailed in the proposal, including - but not limited to - proposed minimum food and beverage requirements.

Program Details

Main Point of Contact for Host Community:

Please provide contact information (name, title, organization, address, email address, phone, etc.) for the individual who is proposed to serve as the primary point of contact and leader within the host community. Traditionally, the main point of contact has represented an EDC.

Economic Development "Story" of Proposed Host Community:

Please provide an overview describing the economic development story of the community (city, region, venues, etc.) being proposed as host of the conference. This could include significant projects accomplished, economic obstacles overcome, etc.

Dates:

PEDA is open to considering holding its conference either on a Monday / Tuesday / Wednesday pattern (with overnight rooms needed on Sunday, Monday and Tuesday nights) or a Wednesday / Thursday / Friday pattern (with overnight rooms needed on Tuesday, Wednesday and Thursday nights).

It is requested that proposals submitted provide all available sets of dates (as well as any differences in pricing, concessions, etc., that should be taken into consideration). Upon receipt of proposals, PEDA will review available sets of dates included in submissions and eliminate any that, at that time, present a conflict with competing events, honing in on dates that potentially work best. At present, and in no particular order of preference, the top three M / T / W or W / Th / F date sets that PEDA is currently in position to consider are as follows.

- Monday, October 16, 2023 through Wednesday, October 18, 2023
- Wednesday, October 18, 2023 through Friday, October 20, 2023
- Monday, October 23, 2023 through Wednesday, October 25, 2023

Venue(s):

Please provide an overview of the proposed venue(s) and how they would be utilized in your overall plan / vision. As you prepare your response, please ensure your proposal is as logistically efficient as possible. If proposed events are to be held at separate venues (*e.g.*, hotel for overnights, meetings and sessions at a convention center, reception or extracurricular event at a separate venue, etc.), please articulate this in your submission and include floor plans, menu information, etc., from each venue. Additional background information, details, maps and summaries of pertinence should be used where available. Venues utilized for conference sessions should provide free Wi-Fi access for attendees in all meeting spaces and common areas.

Extracurricular Activities:

Recent conferences have typically included an extracurricular tour or activity on Day 1 of the conference (Monday if M / T / W pattern; Wednesday if W / Th / F pattern). Please provide a brief

overview of any activity / activities you propose along with general information available (*e.g.*, need for transportation, costs to be covered, etc.).

Room Block Reservations:

PEDA aims to keep its attendees' conference-related travel expenses manageable and discounted overnight accommodations of recent fall conferences have fallen between $99 / night and $179 / night - with an average of approximately $149 / night over the past several years - depending on the community in which the event has been located. Parking has been provided complimentary or at a discounted cost, depending on the community in which the event has been located.

Though further details regarding overnight accommodations would be discussed directly with the selected hotel, it may be helpful to know that the typical number of overnight rooms utilized over a three-day period has recently fallen within the following ranges, depending upon the community in which the event has been located.

- Overnight 1 (Sunday if M / T / W pattern; Tuesday if W / Th / F pattern):   15 to 35
- Overnight 2 (Monday if M / T / W pattern; Wednesday if W / Th / F pattern): 50 to 80
- Overnight 3 (Tuesday if M / T / W pattern; Thursday if W / Th / F pattern):   50 to 80

Meeting Room / Exhibit Space / AV Requirements:

The following is a high-level summary of estimated space needs over the course of the conference. Times and figures are approximate, at this point, and may be changed as needed. Venues which can meet space needs through alternative means (*e.g.*, classroom / theater combo vs. classroom setup, etc.) may also be considered.

- Conference Day 1 (Monday if M / T / W pattern; Wednesday if W / Th / F pattern)
    - Registration / Exhibit Area: 3-4 (6-foot or 8-foot) tables for registration with access to electric; space for ≤12 (6-foot or 8-foot) tabletop exhibit displays, each with two chairs, a small trash can and an option to access electric [Note: To the extent possible, refreshment breaks and breakfast buffet setups will be set up in this area to ensure foot traffic for exhibitors.]
    - Preconference Session; classroom or rounds; as many as 50; 7:00 am - 12:30 pm; podium and speaker table(s); projection screen on riser (or at highest setting, if adequate), AV to be determined
    - Meeting / Board Room (multiple meetings held consecutively); hollow square; 40; 12:00 pm - 6:00 pm
    - Reception; cocktail setup (high and low tables); 70-100; 5:30 pm - 8:00 pm (a 1 ½ - 2-hour time slot TBD within this block) [Note: One of the two evening receptions mentioned in this section may be held off-site.]

- Conference Day 2 (Tuesday if M / T / W pattern; Thursday if W / Th / F pattern)
    - Registration / Exhibit Area: 3-4 (6-foot or 8-foot) tables for registration with access to electric; space for ≤12 (6-foot or 8-foot) tabletop exhibit displays, each with two chairs, a small trash can and an option to access electric [Note: To the extent possible, refreshment breaks and breakfast buffet setups will be set up in this area to ensure foot traffic for exhibitors.]
    - Lunch (in separate space from General Session); rounds of 8 or crescent rounds of 6 (depending upon space); 130-170; 11:00 am - 2:00 pm; podium and speaker table(s) on riser, 2 projection screens on risers (or at highest setting, if adequate), AV to be determined

- o Breakfast and General Session; rounds of 8 or crescent rounds of 6 (depending upon space); 130-170; 6:30 am - 5:30 pm; podium and speaker table(s) on riser, 2 projection screens on risers (or at highest setting, if adequate), AV to be determined
- o Breakout Sessions: rounds or crescent rounds or classroom; 75; 11:00 am - 5:30 pm; podium and speaker table(s), 1-2 projection screens, AV to be determined
- o Reception; cocktail setup (high and low tables); 70-100; 5:30 pm - 8:00 pm (a 1 ½ - 2-hour time slot TBD within this block) [Note: One of the two evening receptions mentioned in this section may be held off-site.]

- Conference Day 3 (Wednesday if M / T / W pattern; Friday if W / Th / F pattern)
    - o Registration / Exhibit Area: 3-4 (6-foot or 8-foot) tables for registration with access to electric; space for ≤12 (6-foot or 8-foot) tabletop exhibit displays, each with two chairs, a small trash can and an option to access electric [Note: To the extent possible, refreshment breaks and breakfast buffet setups will be set up in this area to ensure foot traffic for exhibitors.]
    - o Breakfast and General Session; rounds of 8 or crescent rounds of 6 (depending upon space); as many as 130; 7:00 am - 1:00 pm; podium and speaker table(s) on riser, 2 projection screens on risers (or at highest settings, if adequate), AV to be determined

AV requirements are fairly standard and include, among other items, projectors, projection screens, AV carts, hardwired internet access (should presenters wish to utilize it), a variety of microphones, sound patches to play laptop audio, etc. Where possible, some prior conference hosts have arranged for AV to be provided complimentary or at considerable discounts, though this is not a requirement of consideration. PEDA sometimes, but not always, utilizes some of its own laptops, etc. The option to have an AV technician dedicated to the event (rather than just the facility) is preferred. A small room or closet that can be locked would be needed for overnight storage.

Food and Beverage Functions:

Food and beverage service associated with the events included in the previous section are typically provided on-site (*e.g.*, hotel staff, etc.). Please provide catering / menu information where available, including any information regarding anticipated changes to menu selections and / or pricing.

Regarding Day 1 (Monday if M / T / W pattern; Wednesday if W / Th / F pattern) and Day 2 (Tuesday if M / T / W pattern; Th if W / Th / F pattern) receptions, though the default venue is the hotel / meeting space, you are strongly encouraged to propose an off-site reception, provided all relevant costs are incorporated and explained in the proposal (*e.g.*, transportation, tips, venue rental, etc.). With regard to the on-site reception(s), it is preferred – but not required – that reception space is adjacent to the registration / exhibit area to ensure foot traffic for exhibitors. [Note: In some instances, a reception has been held only on one night during the conference, leaving the other evening open for attendees to explore the host community on their own.]

Sponsorship:

Historically, and with consistent success, host committees have led the pursuit of sponsorships within the selected communities, with PEDA and the standing committee also working to obtain commitments from legacy sponsors. In-kind contributions are welcome, but do not count directly toward the overall goal established.

In recent years, the target amount of sponsorship dollars to be raised through committee for a fall conference (including legacy sponsors) has been set at $35,000. Though this mark has regularly been

exceeded and some degree of fluctuation is expected based on the specifics of each particular community, it's been identified as the minimum threshold for a successful event. From an in-kind perspective, some sponsors have additionally opted to cover various expenses associated with conference elements including off-site receptions, mobile tours, etc. As part of the submission, the proposer is asked to confirm its comfort in its ability to raise an adequate foundation of sponsorship, as discussed in this section, and to identify who is proposed to participate in the pursuit (*e.g.*, a single entity, representatives from a number of committed entities, etc.).

Members of Host Committee:

Historically, the host committee has been comprised of individuals from multiple organizations within the proposed host community / region. If selected as the host community, a roster of committee members committed to serving would need to be assembled within a reasonable amount of time to be determined.

Theme and Session Development:

Historically, the host committee - in cooperation with PEDA's standing conference committee - has been expected to develop conference theme and sessions and to identify and engage speakers with oversight by PEDA leadership.

Other:

As a sample, you may view the 2021 PEDA Fall Conference agenda by clicking here or visiting www.peda.org.

For the sake of consistency, members of the community that is selected for this conference will be expected to participate in the development of the following spring conference agenda.

Thank you in advance for your proposal.