

Request for Letters of Interest

Host City for International Placemaking Week 2024

DEADLINE

March 31, 2023

THE CONFERENCE

Placemaking Week is a global gathering of placemakers that emphasizes hands-on learning and innovative social events, while leaving behind a public space legacy in host cities. Embracing a wide variety of sectors and disciplines, the event creates a dynamic forum for attendees to develop and share concrete strategies to advance placemaking both locally and globally. The International Placemaking Week conference has proven to be a vital platform to build connections and share ideas across borders, to provoke local debate and action on public space, and to experience the host city's places, issues, and initiatives firsthand.

The conference takes place over four to five days and consists of a keynote presentation, plenaries, breakout sessions, on-site and off-site workshops, networking receptions, tours and even day trips. We prefer the event to be experiential and make use of creative locations in which to host events, workshops, and sessions. Take a look at our [past events](#) for more info.

BENEFITS OF HOSTING AND CO-HOST SPONSORSHIP

Hosting the conference will expose national and international leaders in the field to your region's various public spaces, such as parks, squares, and waterfronts, and related initiatives like street activations, public markets, and public art. Unique efforts and activities taking place in your region may also be showcased in the conference's keynote and workshop topics. The conference and the local community will be promoted internationally to public sector officials, nonprofit professionals, public space designers, and community advocates. In addition, with approximately 400 attendees, the conference will draw tourism dollars to your region, while also enticing attendees to return.

SELECTION CRITERIA

The ideal city/region will be able to showcase their vibrant public spaces, as well as a variety of other attractions for attendees to visit. A pedestrian- and bike-friendly environment will be favorably considered, as will a well-connected transit system. The ideal local host will have good working relationships with government agencies, businesses, nonprofit organizations, and community leaders, and a willingness to dedicate staff capacity and time to assist with planning and organizing an international conference. The ideal co-sponsor will also be able to generate a representative committee made up of city agencies, relevant nonprofits, and/or elected officials that can assist in the planning and fundraising efforts. It is also essential that the event has a strong focus on equity in planning decisions from the outset.

LOCAL HOST RESPONSIBILITIES ACTIVITIES

Placemaking Week involves 9-12 months of planning leading up to the event. The event itself will ideally convene in Q2 of 2024.

Local hosts will provide guidance and assistance to the Project for Public Spaces conference organizers to:

- Assign one FTE to the position of local coordinator
- Identify and coordinate mobile workshops
- Identify and coordinate venues to accommodate up to 400 attendees
- Identify a hotel to accommodate attendees for three nights
- Identify reception locations, and coordinate catering/décor
- Assist in identifying a keynote, workshop topics, and potential speakers
- Develop and manage a Local Host Committee
- Fundraise at minimum \$75,000 (USD) locally to support conference activities, in addition to \$30,000 as a local host contribution upon signing of MoU
- Promote the conference to potential local and regional attendees
- Connect with relevant local media contacts
- Provide on-site support and volunteers during the conference week

SUBMISSION REQUIREMENTS

Applications may be submitted as a PDF or MS Word format to info@placemakingweek.org no later than **Friday, March 31, 2023**.

The Letter of Interest **should not exceed three (3) pages**. Full proposals are not requested at this time. We expect to issue a Request for Proposals to finalists after receiving and evaluating responses to this initial request.

Note: Respondents should focus on the Selection Criteria above to specify why their city/region is an ideal location for the next Placemaking Week, and why their organization would be a strong local host. In writing your letter, please specifically indicate your general ability to fulfill the Local Host Responsibilities listed above.

TIMELINE

Letter of Interest deadline	March 31
Applicants notified	April 14
Full proposal deadline	May
Finalist interviews	June
Host city decision	July
Host city announcement	August

Questions may be sent to Juliet Kahne at: info@placemakingweek.org