



Request for Letter of Interest: Host and Co-sponsor Placemaking Week 2019

Project for Public Spaces (PPS) is seeking **letters of interest** to host and co-sponsor [Placemaking Week](#) in the Q3 or Q4 of 2019. Only finalists will be invited to submit a formal proposal. The deadline to submit an LOI is **Friday, March 29th, 2018 @ 5pm ET**.

Background:

Whether we're looking at public health, economic diversity, social inclusion, environmental resilience, or cultural dynamism, *place always matters*. Building on the work of PPS's [Placemaking Leadership Council](#) - a group of over 1800 practitioners, activists, and researchers belonging to the planning, development, and nonprofit sectors - Placemaking Week seeks to develop and share concrete strategies for [advancing placemaking globally and locally](#). Every participant has the opportunity not only to improve their local communities, but also to help persuade governments and industry decision-makers that the success of future communities depends on the quality of the places being created.

PPS has successfully brought together placemakers from around the globe to best leverage the convergence between a range of issues facing public spaces. In doing so, PPS has hosted several conferences, such as [Walk/Bike/Places](#) (formerly Pro Walk/Pro Bike/Pro Place) founded in 1980; the [International Public Markets Conference](#) founded in the 1990s; and the Placemaking Leadership Forum which eventually led us to our most recent event, Placemaking Week, first held in Vancouver in 2016, and then in Amsterdam in 2017.

The Event:

Placemaking Week's format generally takes place over five days and consists of a keynote presentation, plenaries and breakout sessions, a series of on-site and off-site workshops, networking receptions and tours. We prefer the event to be experiential and to encourage our participants to leave something behind of value to the host city. Topics covered throughout the forum will range from equity and inclusion in public space, to community engagement and public space management.

Benefits of Hosting and Co-Sponsorship:

Hosting Placemaking Week 2019 provides an opportunity to not only highlight your city/region's approach to public space development, but as a co-sponsor your organization will help PPS shape the greater placemaking agenda. 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 activity which might include 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.

Selection Criteria:

Hosting Placemaking Week 2019 provides the selected city/region the opportunity to share their area's unique features and innovative development with a wide audience. The ideal city/region will be able to showcase their vibrant public spaces as well as a variety of attractions for attendees to visit. A pedestrian, bike and transit friendly environment will be favorably considered. The ideal co-sponsor will have a strong connection to the area's development scene; good working relationships with local agencies, businesses and organizations, including but not limited to NGOs and government organizations; 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 non-for-profit/elected officials that can assist in the planning and fundraising efforts.

Co-sponsorship Activities:

Placemaking Week 2019 generally involves 9 months of planning leading up to the event. The event itself will preferably convene in Q3 or Q4 of 2019.

Co-sponsors will provide guidance and assistance to PPS conference organizers in order to help:

- Connect to regional agencies and organizations to support conference activities.
- Connect PPS to relevant local media contacts.
- Promote the conference to potential attendees, particularly local.
- Fundraise locally to support conference activities.
- Identify reception locations, and coordinate catering and décor.
- Identify transportation options for tours.
- Identify local public spaces and itinerary for tours.
- Participate in the proposal review process.
- Assist PPS in identifying a keynote, workshop topics, and potential speakers.
- Source volunteers and a coordinator to work at registration during the conference.
- Identify a hotel to accommodate up to 300 attendees for three-four nights, host on-site conference sessions – both large gathering spaces and smaller workshop spaces.

Submission Requirements:

*Respondents are requested to write a letter of interest of **no more than 3 pages** detailing the reasons why their city/region is an ideal location for the next placemaking conference based on our Selection Criteria above and the general ability to fulfill the Co-sponsorship activities also listed above, and why their organization would be a strong co-sponsor. Again, detailed proposals are not requested at this time.

Questions regarding the LOI may be sent to jkahne@pps.org, or, by calling (212-620-5660). Respondents should submit their letters of interest electronically to info@pps.org by **Friday, March 29th, 2018**. Please write "Placemaking Week 2019 - Letter of Interest" in the subject line of your email.

*If you are interested in holding a different type of placemaking event, and would like PPS's involvement, please let us know so we can send you more information on how to collaborate with us!