



## Hosting an IEDC Leadership Summit

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### **Introduction**

The International Economic Development Council (IEDC) is dedicated to helping economic development professionals improve the quality of life in their communities. Our over 5,000 members represent all levels of government, academia, and private industry. IEDC provides a broad range of member services including research, advisory services, conferences, professional certification, professional development, publications, legislative tracking and more.

IEDC's over 5,000 members include economic development professionals, consultants, government officials, chamber of commerce directors, financial industry professionals, investment bankers and business executives. Each winter, in late January to early February, IEDC holds its Leadership Summit. The IEDC Leadership Summit attendance is approximately 450 to 500. The attendees are urban, suburban and rural community representatives who work to enhance the economies of their respective localities. They attend this conference to learn from each other and the host area, and specifically to use the host area as a “learning laboratory” to showcase local economic development success stories, as well as to take advantage of extraordinary networking opportunities.

Past history and future dates and locations are as follows:

### **IEDC Leadership Summit History**

2010	Woodlands Resort & Conference Center	Houston, TX
2011	Westin San Diego	San Diego, CA
2012	Grand Hyatt San Antonio	San Antonio, TX
2013	Rosen Shingle Creek	Orlando, FL
2014	Marriott Irvine	Irvine, CA
2015	PGA National Resort	Palm Beach, FL
2016	Sheraton New Orleans	New Orleans, LA
2017	Hyatt Jacksonville	Jacksonville, FL
2018	Golden Nugget	Las Vegas, NV
2019	Pier 66 Hotel & Marina	Fort Lauderdale, FL
2020	Grand Hyatt Tampa Bay	Tampa, FL
2021	Forthcoming	Phoenix, AZ
2022	La Quinta Resort and Club	Coachella Valley, CA

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## **Benefits to Hosting**

There are many benefits to hosting an IEDC Leadership Summit. The economic impact of the conference itself is substantial, but that is just the beginning. Host areas benefit from the recognition and increased visibility that comes as a result of having 500 economic development professionals visiting and learning from a community's achievements. The host area also has the opportunity to make use of the expertise of the attendees to help improve current programs or launch new initiatives for their community.

In the past, several host organizations have created local information campaigns to aid in generating higher visibility and greater understanding of their efforts. This is effective for marketing the destination, as well as highlighting the economic development successes.

This Request for Proposals (RFP) details the requirements for hosting this conference and provides guidelines for submitting a formal proposal. The IEDC Planning and Business Development Committee will review the proposals and make a recommendation for the location of the Leadership Summit to the IEDC Board of Directors. Finalists may be requested to submit additional information.

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## **Host Committee**

The selected location will be expected to form a local host committee. The host committee will be composed of persons from the metropolitan region with a high interest in and knowledge of economic development and the region. The participation of IEDC board members from the metro area is encouraged. There is no set number of host committee members. It is a working group that may change in size and makeup over time, but the IEDC member(s) submitting the formal proposal will be expected to serve as the host and primary conference coordinator and liaison with IEDC.

The local host committee is responsible for the following:

1. **Planning:** Commencing no later than 18 months prior to the conference, the host committee will work with IEDC to plan the program for the conference. In order to meet deadlines for the mailing of promotional brochures, the program must be substantially complete by November 1 of the year prior to the conference. It is understood that the role of the host committee is advisory and final approval of all aspects of the conference is solely IEDC's. Through monthly meetings, the host committee will collaborate with IEDC in the following areas:
  - a. **Conference Program** – The host committee and IEDC will create an agenda that identifies and reflects the economic development topics most important to both parties. The agenda needs to accommodate the meeting space and time available and conform to IEDC's Leadership Summit framework. The final determination of the items to be included in the conference agenda is solely IEDC's.
  - b. **Identify Speakers** – The host committee will recommend speakers from the local, metro or regional areas to participate as keynote speakers as well as panel session participants.
  - c. **Educational Tours** – The host committee will recommend potential educational tours that highlight local or metropolitan efforts to implement an economic development strategy.

- d. Identifying Local Venues & Vendors – The host committee will assist IEDC in identifying places to hold events such as Networking Receptions and Dinners.
  - e. Other – The host committee is encouraged to recommend additional activities or venues that would add to the educational value for and/or the enjoyment of the attendees. These activities cannot incur any additional expenses for IEDC.
2. **Fundraising:** The IEDC Leadership Summit is a key source of operating funds for IEDC. As such, it is critical that the maximum amount of sponsorship contributions and exhibitor fees be realized.
    - The host committee agrees that it will raise at least **\$75,000** in cash in local sponsorships between their selection and the commencement of the IEDC Leadership Summit.
    - The host committee has the responsibility of encouraging local businesses and stakeholders to participate as sponsors and/or exhibitors at the Leadership Summit All sponsorships will be invoiced by and funds remitted directly to IEDC.
    - IEDC will solicit additional sponsorships from sources outside the host metropolitan area.
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### **Location Requirements**

1. IEDC conferences are held in cities with a population of 250,000 or more.
  - Locations should be accessible to an IEDC conference attendee with direct or one-stop air service via one of the top 40 U.S. airports <https://www.world-airport-codes.com/us-top-40-airports.html> or a major North American city outside of the U.S. should include frequent, direct international air service to Europe and Asia.
2. The IEDC Leadership Summit is held between the end of January to early February. Dates must exclude all government holidays and religious observances. The schedule for the conference includes pre-conference events Wednesday to Saturday and conference events Sunday to Tuesday.
3. The proposal must include at least two recommended hotels that can provide, under one roof, up to **265** guestrooms on the Conference peak night. The hotel must also be able to provide meeting space to accommodate plenary sessions of **400** in full rounds, **3** breakout meeting rooms (100 in theater and or crescent rounds), **3** committee rooms of 25 in U shape and **1** board room of 55 in U Shape.
  - Hotels are required to have at minimum a 4-star rating, and meeting spaces must be deemed to be an up to date facility.
  - Notably, the bidding City is not required to enter into any negotiation with local hotels in terms of availability or rates. It is IEDC’s responsibility to engage in such discussions with the hotels.
4. If meeting space is proposed in a facility other than a hotel, any costs must be waived or otherwise deferred. IEDC will not pay for meeting space.

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## **Evaluation Criteria**

Proposals will be evaluated on a range of factors including but not limited to:

- The strength of the proposing member organization and the proposed host committee. This includes the ability to raise funds for an economic development event and stimulate local stakeholder support.
- The transportation accessibility of the community and surrounding region.
- The attractiveness, reputation, and international marketability of the region.
- The level of community as a learning laboratory and its ability to showcase projects that represent state of the art economic development approaches or issues.
- The quality of the meeting space/facilities (as noted in the criteria highlighted above).
- Any additional factors that may be deemed important during the review of proposals.

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## **Submitting a Proposal**

The proposal must be submitted by an **economic development organization** that is a current **IEDC member**. The submitting economic development organization must include a letter acknowledging and agreeing to undertake the actions and responsibilities of a host organization including a commitment to local sponsorship fundraising. IEDC does not accept proposals directly or solely from CVBs and hotel facilities. Information provided by CVBs and hotels should be provided to the economic development organization for inclusion in their proposal.

Please submit **one electronic copy** of your proposal by email to: [snourick@iedconline.org](mailto:snourick@iedconline.org)

One electronic copy is required, but you may also mail a hard copy to:

Shari Nourick  
International Economic Development Council  
734 15<sup>th</sup> Street, NW, Suite 900  
Washington, DC 20005

Separate proposals must be submitted for each conference.

Proposals must include:

1. A formal letter from the IEDC member organization(s) submitting the proposal and acknowledging and agreeing to undertake the actions and responsibilities detailed in this document.
2. Other organizations that will participate as members of the host committee.
3. List of the proposed hotel/meeting facilities.
4. A written statement responding to the evaluation criteria listed above.
5. Any other materials that would support and reinforce the community's competitive position in the selection process.

If additional information or clarification is needed, please contact Shari Nourick at (202) 545-7339 or by email at [snourick@iedconline.org](mailto:snourick@iedconline.org)