

11TH INTERNATIONAL
PUBLIC MARKETS
CONFERENCE

Request for Letters of Interest

Co-present and host the 11th International Public Markets Conference in your city.

Deadline

December 17, 2021

The Conference

The Market Cities Program at Project for Public Spaces (PPS) is seeking letters of interest to co-present and host the 11th International Public Markets Conference to occur in Spring of 2023.

For over 30 years, Project for Public Spaces has brought together community advocates, accomplished market managers, and visionary leaders to explore the changing forces that are shaping the face of public markets. Since 1987, Project for Public Spaces has presented ten conferences (roughly every three years) in Seattle, New Orleans, Philadelphia, Vancouver, New York, Washington DC, San Francisco, Cleveland, Barcelona, Spain, and London, UK. Our last conference, held in 2019, brought together leading public market operators, developers, and thought-leaders representing 115 cities and 36 countries.

As with the last two conferences, the next conference will continue the theme of Market Cities and how this vision for public market systems supports the creation of infrastructure, policies, and investments in public markets at all levels of government. The three-day conference program includes a keynote speech or plenary, workshops, networking receptions, and market tours. Topics range from how markets can play a leading role in the re-creation of our local food systems to how markets can revitalize communities and public spaces.

Benefits of Co-presenting

Co-presenting the 11th International Public Markets Conference offers an opportunity to not only highlight your city or region's public market scene, but to help Project for Public Spaces shape the greater conference agenda.

Co-presenting and hosting the conference will expose national and international leaders in the market field to your region's various markets and market-related activity, which might include urban gardens, community kitchens, business incubation efforts, etc. The conference's keynote and workshop topics will also showcase the specific efforts and activities taking place in your region.

In addition, with approximately 400 attendees, the public markets conference will draw tourism dollars to your region, while also enticing attendees to return. The conference and the local community will be promoted internationally to thousands of market sponsors, managers, and advocates.

Co-presenter Responsibilities

The Public Markets Conference involves 9–12 months of planning and will **require that the co-presenter assign one FTE to the position of local coordinator.**

The co-presenter will be responsible to Project for Public Spaces in the following tasks (*full responsibilities will be detailed in a future Memorandum of Understanding between Project for Public Spaces and selected co-presenter*):

- Logistics:
 - Coordinate the sourcing of and relationship with a local conference organizer, if needed
 - Identify and secure a venue to accommodate up to 400 attendees – both large gathering spaces and smaller workshop spaces
 - Identify and secure reception locations
 - Identify and coordinate catering and decor
 - Identify and coordinate local transportation options for attendees, including for mobile workshops and tours
 - Identify and secure local photographer and videographer for three days of the conference
 - Identify local hotel recommendations to accommodate attendees for three nights
 - Identify complimentary local entertainment options for attendees, such as restaurants, special events, and other destinations
 - Support the visa process for international conference attendees (if the conference is held outside the United States)
 - Coordinate and contribute significant local staff support on-site during the conference
- Content:
 - Participate in the refinement of the conference's theme

- Identify and coordinate potential local keynote/plenary speakers
- Participate in the selection of workshop topics and speakers through the Call for Proposals process
- Identify and coordinate with local markets to develop tour and mobile workshop itineraries
- Fundraising:
 - Coordinate with regional agencies and organizations to support conference activities
 - Identify and introduce Project for Public Spaces to local/regional sponsors with a goal of raising at minimum of 25% cash of total conference expenses
 - Provide a \$30,000 (USD) local contribution for conference expenses at the signing of the MOU
- Communications:
 - Secure paid local/regional attendance, with a goal of reaching a minimum of 50 attendees.
 - Promote the conference through co-presenter's communications, including newsletters, social media, and other channels
 - Cultivate earned media coverage from local newspapers, magazines, blogs, social media influencers, and/or TV news

Project For Public Spaces' Responsibilities

As Presenter, Project for Public Spaces is responsible for the overall planning and success of the conference. The Project for Public Spaces conference team will lead the following tasks (*full responsibilities will be detailed in a future Memorandum of Understanding between Project for Public Spaces and selected co-presenter*):

- Logistics:
 - Manage the conference budget
 - Approve expenditures
 - Sign all contracts, where necessary.
 - Manage conference attendee registration system and communications
 - Collect conference sales and sponsorship funds
- Content:
 - Produce the conference program, including developing conference theme and workshop topics
 - Develop and facilitate the call for proposals for workshop speakers
 - Manage speaker communications and coordination
- Fundraising:
 - Develop conference sponsorship package and administer outreach process.
 - Solicit national/international partners and maintain relationships to secure funding for conference activities
 - Solicit local/regional partners, identified and introduced by local co-presenter, to secure conference funding for conference activities
- Communications:
 - Design the conference brand and collateral (program, signage, etc.)

- Develop, host, and maintain conference website
- Develop conference media kit
- Promote the conference through Project for Public Spaces' newsletter, blog, and social media channels
- Manage outreach to partner organizations for conference promotion
- Develop post-conference report and website

Co-presenter Qualifications

The ideal co-presenter will be able to showcase their local vibrant market scene, as well as a variety of public spaces and local attractions. Public markets include both indoor and outdoor, food and non-food markets, and may range from large central wholesale and retail markets to neighborhood markets and informal markets of street vendors.

The ideal co-presenter will have a strong connection to the area's market scene; good working relationships with local agencies, businesses, and organizations; and a willingness to dedicate staff capacity and time to assist with the planning and organizing of an international conference.

A demonstrated interest in developing a local Market Cities strategy is a plus. A pedestrian, bike, and transit-friendly environment will be favorably considered.

Submission Requirements

The Letter of Interest for co-presenting the 11th International Public Markets Conference should not exceed three (3) pages.

Respondents should outline what they hope to accomplish by co-presenting the conference, both in terms of how this builds upon their previous work, and how it will further their goals for their organization and for the greater city and/or region.

Respondents should also refer to our Selection Criteria to specify why their city/region is an ideal location for the next International Public Markets Conference, and why their organization would be a strong co-presenter. In writing your letter, please specifically indicate your general ability to fulfill the Co-Presenter Responsibilities listed above.

Detailed proposals are not requested at this time. Project for Public Spaces expects to issue a Request for Proposals to select finalists after receiving and evaluating responses to this initial request.

Have a question about the submission requirements or process? Please direct all inquiries to Market Cities Program Manager Kurt Wheeler at ipmc@pps.org.

To Apply

Completed applications may be submitted as a PDF or Microsoft Word format to ipmc@pps.org no later than **11:59pm EST, December 17, 2021**.

Selection Process Timeline

Letter of Interest deadline	December 17, 2021
Full proposal invitation	January 24, 2022
Full proposal deadline	April 8, 2022
Finalist interviews	Rolling
Final notification	May 2022