



**Request for Proposals for
Event Planning, Administration, Coordination & Consultation Services for
Greater & Greener, the biennial urban parks conference, in
Atlanta, GA, June 3-6, 2028**

I – Summary

City Parks Alliance seeks a full-service, professional event-planning firm to provide consultation and administrative services to implement an operational plan and coordinate all the components necessary to produce our biennial *Greater & Greener* conference on urban parks in Atlanta, GA, from June 3-6, 2028. We seek a creative, dynamic, and flexible firm to work with Alliance staff, board, local host partners, and volunteers to execute an exciting, cutting-edge, and educationally rich conference experience that will help place urban parks in the national spotlight. To share knowledge during the transition to a new contractor in this integral role, we seek to bring the selected firm for the 2028 conference under contract by spring 2026, so they can observe and learn from the final planning steps and implementation of *Greater & Greener* in Austin, TX, from June 13-16, 2026.

II - About City Parks Alliance

City Parks Alliance is the only independent, nationwide membership organization solely dedicated to urban parks. We are guided by the central premise that excellent urban park systems are critical infrastructure in building cities that work for all. We foster regular opportunities for peer learning and information sharing among those working in all sectors of the park and recreation field, and their community based partners.

Founded in 2000, the Alliance is a Washington, DC-based 501(c)3 organization with more than 400 organizational members comprising 11,000+ individuals. Our members include public parks agencies at all levels of government, parks nonprofits (including volunteer-based friends-of-parks organizations, individual park conservancies, citywide parks nonprofits and foundations, and affinity organizations like national education and advocacy groups), private-sector companies (e.g., landscape architects and urban planning and design practitioners, as well as playground equipment manufacturers), academic and research organizations, and philanthropy and private funders who support green and public spaces in cities.

In addition to *Greater & Greener*, the Alliance hosts smaller-scale park study tours in the off-years between the conference, and offers about 14 virtual programs a year.

III - About the *Greater & Greener* biennial urban parks conference

A. Background

As City Park Alliance's signature program, *Greater & Greener* is the only conference dedicated to exploring the full potential of parks as city-building tools. Attendees are doers from government,

nonprofits, and communities who are utilizing the power of parks to create more sustainable, vibrant, and equitable cities. About three-quarters of attendees are Alliance members.

It is the premier event for innovators and decision-makers from across the global urban parks community, with an exciting mix of indoor learning sessions and outdoor experiences. The program features general sessions (a keynote, plenary and mayors forum), concurrent educational sessions (about 40 moderated panels), about 40 small-group discussions (peer conversations), outdoor experiences (more than 40 combined weekend tours and mobile workshops), as well as networking and special events (speed networking, walk & talks, opening and closing receptions, an Exhibitor space happy hour and several networking breaks). Speakers (there were more than 200 in 2024) are solicited through an RFP process, along with outreach by the local hosts in their own community. The curated agenda sets the table for honest, cross-sector dialogue with others doing hands-on work. The program also shines a spotlight on the local host city as the outdoor classroom, elevating local park projects, partnerships, and voices. Attendees take home strategies and tools for using parks to build more sustainable, vibrant, and equitable cities.

The Alliance's primary goals for the conference are to provide education for the field of practice through sharing and disseminating best practices and trends, and a forum for practitioners across different sectors to network and build the urban parks movement. In doing so, the Alliance also seeks to elevate and build awareness of its role as a leader in the urban parks community, grow its membership, and net sufficient income to support its ongoing work on behalf of its members and the urban parks movement. The Alliance seeks to minimize the conference's ecological footprint, favoring digital over printed materials, using recycled and recyclable materials, relying on local mass transit, and supporting locally grown food and local vendors.

The 2028 conference will be the 7th edition of *Greater & Greener*. Previous conferences were in New York City (2012), San Francisco (2014), Minneapolis-St. Paul (2017), Denver (2019), Philadelphia (2022), and Seattle (2024). Predecessor conferences under different branding were held in Buffalo (2005) and Pittsburgh (2008).

Recent attendance has ranged from 1,000 (2022) to 1,200 (2024). The total budget for the 2026 conference (including direct, staff time, and indirect expenses) is expected to be about \$1.9 million, an increase of about 20% from 2024. Revenue comes from a mix of registration fees and additional ticketed events, sponsorships, and exhibitor fees. Business model forecasting suggests the need for restructuring the conference by 2030 to significantly reduce expenses in light of a widening gap between forecasted growth in revenue compared with costs.

Some conference sponsors provide support in the form of scholarships, which they award at their own discretion, to cover the registration costs and varying amounts of expenses for awardees to attend. The Alliance includes space for scholarship attendees in its hotel blocks and our consultant assesses the overall room block to account for all attendee types, including general attendees, scholarship recipients, VIP speakers, staff, other contractors, and guests. Additionally, the consultant works closely with Alliance staff to set up discount registration codes for each organization awarding scholarships, and creates a sub-block for scholarship lodging. If necessary, the consultant has to control session registration for scholarship attendees as well, to ensure space in constrained sessions. Nearly 140 scholarships were awarded for the 2024 conference. Scholarship sponsorship is expected to comprise between \$400,000-475,000 in total

revenue (registrations, hotel and airfare reimbursements) in the 2026 conference budget and 115 are projected for 2026.

Hosting rights for the conference are awarded about three years in advance through a request for proposals process, and includes a significant minimum local funding obligation (\$280,000 in 2026, \$350,000 for 2028). The lead local host is generally the host city's parks and recreation department, although sometimes a citywide park nonprofit partner serves as a co-host. The Local Host Team typically includes citywide park nonprofits, individual park nonprofits or conservancies, respected urban design firms who work locally, philanthropic organizations, corporate partners, aligned issue-advocacy organizations (e.g., public health, climate resilience, equitable community development, etc.), community-based organizations that focus on their local parks, other regional organizations that work with the local hosts, park agencies and partners from other jurisdictions in the region with strong relationships, any national organizations and federal and state government agencies with a strong presence in the region, and any other partners who help broaden the perspectives and outreach of the Local Host Team.

B. Tentative Conference Schedule

The conference will take place Saturday, June 3 – Tuesday, June 6, 2028.

Friday:	Registration Opens
Saturday:	Registration, Weekend Tours, City Parks Alliance Board Meeting
Sunday:	Registration, Volunteer Service Day (morning), Weekend Tours, Skill-Building Workshops, Sunday Seminar, VIP Sponsor Reception, Opening Reception
Monday:	Registration, Day One Keynote and Plenary, Panels, Peer Conversations, Mobile Workshops, Networking Sessions, Exhibitor Happy Hour
Tuesday:	Registration, Day Two Keynote and Plenary, Panels, Peer Conversations, Mobile Workshops, Networking Sessions, Closing Reception

C. Conference Programming

The conference offers a variety of sessions, including:

- **General Sessions:** The conference traditionally includes two **keynotes** (one of which traditionally is a welcome from our local hosts) and two **plenaries** (one of which traditionally is our mayors forum), featuring national and international leaders, conference sponsors, and City Parks Alliance and local leaders. All four of these general sessions represent our maximum seating capacity and need to accommodate a minimum of 1,300 attendees. They also need to be recorded for future use as video.
- **Weekend Tours and Mobile Workshops** are developed by the Local Host Team in consultation with City Parks Alliance staff. The Local Host Team is responsible for working with the consultant to identify tour activities, costs, including transportation limitations, and equipment needs; determining capacity limits; identifying a primary tour leader and tour assistants for each; organizing a run-through before the conference; providing accurate meeting locations; and conducting the tours.
 - **Weekend Tours** are adventurous activities showcasing the host city's parks and landmarks and many include some level of physical activity. We offer 10-13 each weekend day. These range from 3-6 hours and are ticketed for an additional fee and have limited space.
 - **Mobile Workshops** are small-group, on-site learning opportunities with local leaders and stakeholders. We offer 10-11 on Monday and Tuesday, which

typically last 2-3 hours and are also space constrained. One mobile workshop is currently included in the base registration. Most are eligible for CEUs.

- At each Greater & Greener conference, attendees, and local organizations come together for **Volunteer Service Day**, an opportunity to make a difference in a city park in the conference host city. This is offered on Sunday and is included in the base registration fee. The Local Host Team is responsible for identifying a park site in need of volunteer labor, organizing a three-hour clean-up activity and/or park enhancement project that shows a measurable difference before and after, soliciting volunteers and working with City Parks Alliance and event sponsor(s) to develop appropriate signage.
- Educational Sessions: Panels and Peer Conversation sessions are selected and curated through a request for proposals process in consultation with the City Parks Alliance board's Conference & Research Committee and Local Host Team. There are typically more than 200 speakers (including panel moderators and presenters for x# of sessions, and peer conversation discussion leaders and facilitators for 80 sessions.)
 - **Panels** explore complex topics from multiple perspectives, featuring a moderator and 3 presenters. Panels include presentations and moderated discussion, followed by interactive audience Q&A in breakouts with speakers. These sessions typically hold 75-200 attendees in a theater-style room. These sessions are eligible for CEUs.
 - **Peer Conversations** are facilitated smaller-group discussions (35-50 attendees seated at round tables, depending on the available space) where participants share ideas, challenges, perspectives, and advice. A discussion leader moderates the conversation, assisted by facilitators who guide smaller group conversations. In addition to their more intimate size, some Peer Conversations are limited to specific practitioners and require verification of eligibility.
- Special Sessions: These are ticketed, space-constrained programs not included in the base registration, offered on Sunday.
 - **Skill-building Workshops** are extended (3-hour) sessions featuring presentations, moderated discussion, audience Q&A, and interactive small group discussion breakouts. It is an opportunity to dig deep into a topic and learn from peers. Space is limited to 50-65 participants. We will offer 2 at the 2026 conference. Workshops are eligible for CEUs.
 - The **Sunday Seminar** is an extended, in-depth panel discussion that delves deeper into a single topic than typical conference panels. The seminar features a moderator and 3-4 presenters, moderated discussion, and audience Q&A. Space is limited. The seminar is eligible for CEUs.
- Special Events include a Board Meeting, VIP Sponsor Reception, the Opening and Closing Receptions, and Exhibitor Happy Hour.
 - An Alliance Board Meeting will be held Saturday afternoon, typically onsite for about 3 hours and includes refreshments.
 - A 1-hour VIP Sponsor Reception will be held Sunday afternoon immediately prior to the Opening Reception, location TBD.
 - The **Opening Reception** on Sunday evening accommodates more than 1,000 attendees and includes food and drink, as does the **Closing Reception** on Tuesday evening. These are held offsite at a park or cultural institution.
 - There is a 90-minute **Happy Hour** in the Exhibitor Space in the early evening on Monday after programming has concluded.
- Networking Sessions: In addition to the opening and closing receptions, and networking breaks and happy hour in the exhibitor space, there are special networking opportunities.

- **Walk & Talks** are early-morning outdoor networking opportunities for parks and recreation professionals to meet and network with each other and City Parks Alliance staff or board members, with the host city's parks and landmarks as a backdrop. They are not formal tours, but rather small-group opportunities to network and learn while exploring the host city. These are offered on Monday and Tuesday.
- **Speed Networking** will be offered for the first time at the 2026 conference. It places small groups of four people for 15 minutes at a time. Groups will rotate three times during the event, for a total of four networking opportunities. With the rotations introducing attendees to a total of 12 different park professionals.
- Pending sponsorship and interest, we sometimes offer networking events for **Affinity Groups**, such as park practitioners of color at the 2024 conference. These are also space limited and sometimes have eligibility requirements.

D. Conference Goals

- **Programming:** The priority goal of the conference is to provide education for the field of park practitioners (i.e., on best practices, new trends, and research, etc.). The second most important goal of the conference is to provide networking opportunities for parks practitioners and, more generally, building the urban parks movement (i.e., strengthening city and national networks, advocacy, improving and increasing park partnerships, etc.). Goals related to the diversity and inclusion of speakers and participants (i.e., geographic, racial/ethnic, different perspectives, physical accessibility, etc.), conference revenue (i.e., generating 50% of the two-year operating budget, increasing membership, etc.), and marketing and branding (i.e., building awareness of the conference as an Alliance program) are in support of programmatic goals.
- **Audience:** The target audience breakdown is 75% members and 25% non-member to provide opportunity for follow-up membership growth as well as provide space for (especially) local speakers and attendees who would not otherwise join. We have goals of trying to more intentionally target park conservancies for outreach and attendance, and to grow private-sector attendance, especially among landscape architects who specialize in the parks field.
- **Size and Frequency:** We are comfortable with a marginal increase from the 1,200 who attended the 2024 conference, but believe that expanding closer to 2,000 would negatively impact the community feel that makes the conference so unique and successful. We see competitive advantages to the biennial timeframe rather than shifting to an annual convening.
- **Local Flavor:** City Parks Alliance aims to make every *Greater & Greener* conference as unique as possible, highlighting the special features and character of the host city and drawing attention to urban parks leadership in that community. We work with our local partners to create a memorable experience that leaves a positive and long-lasting impression on all attendees.

E. Conference Logistics

- **Conference Hotel and Hub:** *Greater & Greener 2028* will use The Westin Peachtree Plaza, Atlanta, as the conference hub and hotel. A contract has been signed with this hotel.
- **Transportation:** The conference relies on coach buses for the bulk of transportation needs for attendees to special events, weekend tours, and mobile workshops from the conference hotel. When possible and easily accessed, we also utilize mass transit and

alternative modes of transportation to all conference meeting venues. Conference participants should be provided with information to make using these forms of transportation as easy as possible.

- Meals: The 2026 conference offers breakfast on both Monday and Tuesday mornings of the conference. Lunch is “on your own” both days, and there are many great food options in and around the conference hotel. Light snacks will be offered during some of the networking breaks. Reception-style food and beverage is also served at the Opening Reception, the Exhibitor Happy Hour, and the Closing Reception.
- Exhibit Space: We organize an exhibit area, limited to 30-45 exhibitors to ensure our exhibitors have as much one-to-one face time with conference attendees as possible. Breakfast is offered in the Exhibition Space. In addition to the reception on Monday, coffee and tea service is provided on Monday and Tuesday in this area to drive traffic during two scheduled networking breaks. At past conferences, “boxed lunch” distribution on Monday and an ice cream social during the Tuesday “lunch on your own” break has been included to drive traffic into the exhibit area. However, we are not offering lunch at the 2026 conference.
- Meeting Locations: The conference venue and event locations are selected based on proximity to public transportation, rental costs, the uniqueness of the place, and a commitment to make the event as environmentally friendly as possible.

F. Conference Production Timetable Summary

Fall 2026-Summer 2027:	Initial program planning; Principal sponsorship secured
Feb 2027-June 2027:	Website developed - phase 1
Summer 2027:	Preliminary publicity; Conference website landing site goes live
Summer 2027- May 2028:	Ongoing marketing
Fall 2027 - Winter 2028:	Program finalized; Keynote speakers confirmed; conference website development - phase 2 (with program content)
February 2028:	Registration opens
June 2028:	Conference
Summer 2028:	Post-conference proceedings distributed; evaluation; post-conference educational programming

IV - Expected scope of work

The Alliance has organized the scope of work into the following key services to implement an operational plan and coordinate all the components necessary to produce the conference over its multi-year planning cycle:

- A. Project Coordination
 - B. Onboarding for 2026 Conference & 2030 host RFP process
 - C. Planning and Budgeting
 - D. Pre-Conference Logistics
 - E. Software Platforms and Conference App
 - F. Fundraising
 - G. Program Development
 - H. Supporting Marketing, Communications, and Publicity
 - I. Conference Logistics and On-Site Management
 - J. Post-Conference Reporting and Evaluation
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- A. Project Coordination

The selected firm will work closely with Alliance staff, board, other Alliance contractors and consultants, the Local Host Team, and a local destination management company. They report directly to the Alliance's Program Director, with whom they will have regular meetings at a cadence deemed necessary by both parties (biweekly, weekly, etc.), depending on the stage of the planning process. They will also participate in Alliance staff meetings (scheduled weekly), Board (scheduled quarterly), and Board Committee meetings (scheduled bi-monthly) as needed to support the conference planning process. Beginning about 18 months prior to the conference, they will meet monthly with the Local Host Team to coordinate their planning efforts. They will also meet with Alliance development staff and consultants as needed to coordinate fundraising efforts for sponsorships, and for exhibitor sales.

The consultant team is expected to include the following roles:

- a lead conference coordinator who serves as the main point of contact and can respond expediently, and also serves as the on-site event planner
- an assistant coordinator who also serve as the on-site co-manager
- a registration manager
- volunteer coordinator
- Exhibition Space coordinator
- production manager

B. Onboarding for 2026 conference & 2030 host RFP process

The Alliance desires to bring the selected firm under contract in May of 2026 so they can observe the final planning for the 2026 conference (June 13-16 in Austin), attend the conference and get an in-person understanding of the program and attendees experience, attend and participate in post-conference reporting and evaluation, and support the RFP process to select the 2030 conference city host immediately after the conference.

Tasks for the 2026 conference include:

- Attending virtually remaining weekly staff conference planning meetings
- Attending virtually remaining monthly Local Host Team planning meetings
- Attending virtually any board or board committee meetings to support conference planning
- Attending the 2026 conference in person
- Sharing informal learnings, takeaways, impressions, and ideas for any recommendations to improve both programming and the planning process at a post-conference staff meeting

Tasks for the 2030 RFP process may include, in coordination with the Program Director:

- Support development of the 2030 RFP requirements related to logistics
- Support development of the review scoring rubric criteria related to logistics
- Taking the lead for analyzing and scoring responses on criteria related to lodging and conference venue
- Meeting virtually with staff and board reviewers to synthesize scoring and select finalists
- Support reporting to the review panel's recommendations for finalists to the board committee and board meeting
- Lead planning and coordination of site visits with selected finalists
- Support virtual discussion with the review panel, board committee and board meetings to recommend the host city

- Lead the contracting process with the 2030 conference hotel and venue(s)
- In consultation with Alliance leadership and Program Director, lead the development of a Memorandum of Understanding between City Parks Alliance and the 2030 lead local host

C. Budgeting and Planning

The selected firm will work with Alliance staff, board and contractors, and the Local Host Team as needed to keep the project on schedule and on budget. Tasks include:

- Developing multi-year project expense budget (comprehensive and detailed)
- Developing a registration pricing schedule (along with any ticketed add-on options) and exhibitor fees/revenue pricing schedule to meet program financial goals
- Reviewing monthly income and expense reports generated by the Alliance's finance team and updating conference budget accordingly; projecting future expense variances based on budget and making cost adjustments where necessary to meet the budget; providing an updated schedule on large expense items (monthly) to help the Alliance manage cash flow; reviewing progress/issues with event team; providing detailed reports to Alliance leadership; ensuring all invoices are procured and received in a timely basis pre- and post-conference; approving and coding expenses
- Developing a comprehensive project timeline; coordinating with Alliance staff project management team to meet publicity and production deadlines with regularly scheduled calls and face-to face meetings as needed; ensuring that all members of the project management team are updated about approaching deadlines (through meetings and the Alliance's project management software); coordinating all regularly scheduled virtual meetings with the Local Host Team and serving as their principal point of contact for weekend tours, mobile workshops, special events, networking sessions, and all event logistics. *Note: The Alliance programs team is the main point of contact on educational sessions, and the Alliance Development contractor is the main point of contact on fundraising.*
- Hiring and managing a local Destination Management Company (DMC) to ensure timeline adherence and content logistics delivery; coordinating with the Local Host Team to provide necessary itinerary information for Weekend Tour and Mobile Workshop delivery.
- Providing and managing a lead conference coordinator who will also serve as the on-site event planner, assistant coordinator who will also serve as the on-site co-manager, registration manager, volunteer coordinator, Exhibition Space coordinator, and production manager.
- Participating in virtual meetings with the board Conference & Research Committee as needed/requested. *Note: The Program Director has primary responsibility for liaising with the Conference & Research Committee.*
- Attending regularly scheduled virtual staff meetings as needed when agenda items directly relate to Greater & Greener, or, as determined by Alliance leadership, when organizational decisions indirectly impact conference budget, planning, and execution.
- Attending annual staff retreat, either in-person or virtually. *Note: Expenses for in-person attendance are to be reimbursed according to Alliance guidelines.*

D. Pre-Conference Logistics

The selected firm will work with Alliance staff, board and contractors, and the Local Host Team as needed to:

- Identify and negotiate contract/s for conference venue/s; monitor performance and maintain records; renegotiate and amend where necessary and ensure ADA compliance.
- Identify and negotiate contracts for special events venues; assess and contract for all needs to execute special events including AV, tenting, catering, and all needs to comply with local law; ensure ADA compliance; monitor performance and maintain records; renegotiate and amend where necessary.
- Explore and research ways to be as environmentally sustainable as possible, and implement where logistically and financially feasible.
- Work with all food and beverage providers to manage and accommodate the dietary needs of participants; ensure sustainable food delivery packaging/presentation and three-stream disposal (compostable, recyclable, and trash). Make recommendations to the Alliance team on any changes for budget needs and implement them as directed.
- Manage lodging contract including monitoring room pick-up reports and communicating any booking performance concerns based on attendee types (e.g., speakers, scholarships) to appropriate CPA staff. *Note: Hotel contract has already been finalized for the 2028 conference.*
- Assist with scholarship hotel booking and are responsible for all final bill reconciliation.
- Work with the local tourism department to provide travel planning information on-site and through conference communication channels.
- Provide guidance on staff assignment schedule during the conference.
- Create, implement, and manage, in conjunction with the Local Host Team, an attractive conference Volunteer Program that encourages volunteers to participate fully in the conference through incentives to encourage participation. The Volunteer Program will provide onsite support for Weekend Tours and Mobile Workshops and as registration staff, room monitors, onsite runners, and special assistance. (See also Conference Logistics and On-Site Management)
- Present options on potential hotel locations where the Alliance Lounge can be set up, provide guidance as to what is permitted by the hotel in that space, and make recommendations on rentals or donations (e.g., camp furniture) to ensure they will fit and work within the space.
- Provide an Assistant Conference Coordinator to assist in the management of the conference in all phases and manage all reception logistics and execution.

E. Software Platforms and Conference App

The selected firm will:

- Provide recommendations on options for all needed conference software platforms and event mobile app for the 2028 conference, and integrate with Alliance technology systems for CRM, e-commerce and the website. *Note: We currently use Cvent's Abstract Management, Event Management, and Attendee Hub modules (including registration and all necessary pathways), Cvent's Event App for the conference app, and OnArrival for onsite registration.*
- Assist in the preparation of any needed RFPs and evaluation for software vendors
- Provide recommendations and negotiate contracts with selected conference software platform vendors in consultation with Alliance staff.

F. Fundraising

The selected firm will work with Alliance staff, board and contractors as needed to:

- Develop a comprehensive pricing strategy to help meet the Alliance’s revenue and income goals.
- Consults on an attendee marketing strategy by sector and region.
- Recommend price points for registration options, partnership, and speaker discounts, and complimentary tickets. Pricing should incentivize membership and should be competitive to conference offerings by similar organizations.
- Monitor registrations to ensure targets are being met; alert Alliance staff and contractors of approaching capacity limits, provide reports on registration trends pre-conference to develop or adjust marketing strategies; and review registrations for accuracy; alert Alliance staff and contractors of any patterns to maximize opportunities to increase attendance; adjust fees, send invoices, and collect registration as needed.
- Create and manage the Exhibitor funding stream. This includes creating and managing an exhibitor database of current and past exhibitors to track revenue and identify prospects, developing exhibitor pricing; soliciting exhibitor applications; responding to exhibitor inquiries regarding exhibit hall logistics; creating the Exhibition Space floor plan and assign space, and creating and distributing the Exhibitor Manual (see also Conference Logistics and On-Site Management for additional exhibitor duties and responsibilities).
- Ensure all sponsors’, funders’, and exhibitors’ registration and recognition benefits are fulfilled.
- Manage expense budget to ensure net income targets are met against revenue received.

G. Program Development

The selected firm will work with Alliance staff, board, and contractors to:

- Develop a program schedule that allows for a well-managed, educational, inclusive, and satisfying participant and speaker experience; update internal and public timelines for planning and dissemination.
- Work directly with the Local Host Team to gather content and scheduling information for Weekend Tours and Mobile Workshops; prepare information for review by Alliance staff and manage the iterative process from inception to completion; review submissions and provide feedback.
- Determine and ensure the provision of all meeting rooms at the conference venue, based on the program outline and venue layout and capacities.
- Determine whether off-site venues are required; manage all logistics for offsite venues, if necessary.
- Consult and assist in the creation of the Run of Show for events; provide a Production Manager for general session presentations; add A/V cues and assist in the collection of digital assets
- Provide relevant information to Alliance program staff to ensure all speakers are informed and in agreement about A/V requirements and that any other presentation logistical needs are met; provide additional guidance to Alliance program staff to create guidelines for speakers to ensure high-quality presentations and professional conduct.
- Accommodate language needs of all speakers including, if required, translation or interpretation services and rentals.
- Make recommendations to comply with requirements and needs related to accessibility for speakers and participants (e.g., hearing-impaired, mobility, etc.).
- Ensure that all sessions that offer CEUs have room monitors and systems set up for tracking attendance for CEU documentation; provide necessary reports. *Note: Alliance Staff will issue certificates post-conference.*

- Program early-morning Walk & Talks, in conjunction with the Local Host Team.

H. Supporting Marketing, Communications, and Publicity

The selected firm will work with Alliance staff, board and contractors to:

- Consult with the website developer to ensure registration and content needs are met.
- Support launch of limited conference website in early fall 2027 with full launch in January 2028. *Note: Alliance staff is responsible for the creation and implementation of website content and is responsible for managing all back-end content related to conference marketing (sponsor recognition, sliders, call outs); documents for download; and directional links (buttons) as well as working with the web developer directly to address sync issues from outside sources (e.g., registration platform and Salesforce). Consultant is responsible for the creation of all logistical and boilerplate and management on the back end of the website. Alliance staff is responsible for collecting and uploading all speaker bios and headshots on a timely basis and managing the accuracy of this information. The Local Host Team will provide session-related content including bios and headshots for Tours and Mobile Workshops.*
- Develop, manage, and implement content for conference mobile app in conjunction with Alliance staff; manage content driven by registration software and existing content on the website. *Note: Alliance staff are to provide all digital assets for the mobile app.*
- Provide logistics-related text for registrant communications (i.e., hotel info, logistics, tours) for both printed and electronically delivered materials and website before, during, and after the conference.
- Research and hire local photographer/videographer; work with Alliance staff to review sessions and activities to be documented; create “shot list,” and source location for video testimonials. *Note: Alliance staff will be responsible for liaising with the photographer at the conference venue on-site and for soliciting testimonials.*
- In conjunction with Alliance staff, distribute the daily program and attendee information via electronic media, including daily agenda emails and push notification reminders and alerts; text to be approved by Alliance staff in advance.
- Assist in pre- and post-conference communications, including to speakers, exhibitors and registrants (e.g., reminders, special event notifications, etc.)
- Identify on-site locations and quantities for sponsor recognition signage, directional signage, podium signage, schedules, and overall conference branding (for all events, marketing opportunities, and transportation) with input from Alliance staff; identify local printer; oversee printing, delivery, and set-up of all conference materials; provide proof-reading services as needed to ensure all program content is accurate. All signage will include both Alliance and Greater & Greener logos. *Note: Alliance staff manage all signage design and work directly with the designer. Upon final approval, the designer will deliver these assets to the consultant team for printing, delivery, and onsite setup.*
- Produce any desired ancillary products (e.g., t-shirts, bags, badge lanyards, water bottles, etc.) and coordinate delivery logistics. *Note: Consultant team will consult with relevant Alliance staff to ensure all items are following branding guidelines.*

I. Conference Registration and On-Site Management

The selected firm will:

- Ensure that all insurance, permit, and local registration requirements are met.
- Work with conference registrants to make sure that all outstanding balances are collected.

- Provide on-site check-in equipment and staff/volunteers.
- Provide a Registration Manager to assist with pre-conference registrations and assist conference registrants onsite with schedule changes.
- Coordinate with Alliance Membership staff to ensure a successful interface between event registration and membership software platforms (e.g., Cvent and Salesforce).
- Manage registration process to ensure a positive, inclusive, and welcoming experience by all in attendance; maintain accurate records of all attendees, including electronic session participation for CEU documentation; manage session waitlists based on capacity; communicate with conference participants about schedule and program content changes; secure services of electronic registration and ensure privacy compliance; coordinate and manage onsite registration staff and volunteers; coordinate with Alliance staff to issue any pre-conference billing and reconcile registration receipts with final registration list; manage system for credentials; and produce name badges
Note: Event planner contact info must be made public to field calls about registration, payments, and other logistical information.
- Manage the DMC to ensure all transportation logistics are being met during the conference, including:
 - Transportation to all off-site sessions and special events (including parking meter hooding to accommodate all transportation needs at all sites).
 - Logistics for all tour/mobile workshops and successful execution.
 - Additional staffing for loading/unloading of conference participants, water supply, and boxed lunch meals (where required).
 - Development of a stand-by policy for inclement weather.
- Volunteers
 - Work with the Local Host Team to recruit approximately 125 volunteers to help staff the conference in all capacities.
 - Provide a Volunteer Coordinator to create volunteer assignments and manage volunteers onsite.
 - Conduct volunteer training sessions.
 - Ensure all volunteer logistics are being met during the conference including creating and managing all volunteer assignments and keeping accurate volunteer participation records.
 - Provide planning and logistical support for Volunteer Service Day including coordinating meetings with the Local Host Team; assisting in defining scope; ensuring materials are provided by the Local Host Team. Consult on additional items required to successfully execute the event, such as meals, snacks, water, and comfort stations.
 - Work with local park agency personnel and law enforcement to develop safety and well-being guidelines.
- Manage all special events and networking opportunities, including all receptions, in conjunction with Alliance staff, including:
 - Venue selection for Board meeting
 - Coordinating all catering and logistics for all events
 - Developing a budget for each event
 - Provide on-site event management (guest welcome, event set-up, coordination with caterer for service delivery, managing event timeline) for all events
 - Work with relevant staff to track attendance for all events
- Oversee all audio-visual/technological needs at all sessions, including but not limited to IMAG, conference recordings, live-streaming, conference app, computers, TV monitors, projectors, audio components, and internet access and bandwidth.

- Oversee all general session stage needs, including furniture, podium, lighting, confidence monitor, time clock, playback sound for stage participants, décor, and design to create a visually compelling stage set.
- Manage all logistics for the Exhibitor Space, including provision of on-site and online materials to exhibitors, to create a positive experience for exhibitors:
 - Provide logistics, pricing, and legal information for the Exhibitor Space to Alliance staff for the development of exhibitor brochure and online registration forms; forms designed and finalized by Alliance staff.
 - Oversee completion and submission of necessary paperwork (e.g., Certificates of Insurance) pre-conference to venue.
 - Provide a dedicated staff member to act as the Exhibition Space Coordinator to ensure positive exhibitor relationships as well as train exhibitors on how to manage and leverage the event software (e.g., Cvent Exhibitor) portal and Lead Capture software/devices.
- Set up a Conference Office for Alliance and Consultant staff. This includes office supplies and materials, electronic radio communications, printers, laptops, shipping, and freight to/from the venue.

J. Post-Conference Reporting and Evaluation

In conjunction with Alliance staff and contractors, the selected firm will:

- Develop evaluation tools and a distribution plan; ensure that all session evaluations are distributed and collected in a timely way.
- Produce a final report that includes financial information, attendance analysis, and assessment of the entire event against project goals.
- Participate in staff post conference reviews.

V - Proposal Requirements

- 1) Provide a short statement of your understanding of Greater & Greener (in summary) and why you would like to work with us. (1-page maximum)
- 2) Identify and describe new trends and opportunities in conference management that you would bring to *Greater & Greener* to ensure programmatic and financial success. (2-page maximum)
- 3) Provide a summary of your experience using event and abstract management software platforms (such as Cvent), event apps, and onsite registration (such as OnArrival) and any high-level comparisons of pros and cons between competitors you have used. (2-page maximum)
- 4) Provide a summary of your team's qualifications, including examples of relevant project experience. (2-page maximum)
- 5) Provide an estimate of how much available time the team members have based on projected workload over the life of the contract.
- 6) Provide a summary of your key staff and any additional subcontractors and their staff for your proposed team, including their qualifications and experience. *Note: This should include a Lead Coordinator who will also serve as the on-site Event Manager, as Assistant Coordinator who will also serve as the on-site Co-manager, a Production Manager, a Stage Manager, a pre-event and on-site Registration Manager, and an Exhibition Space Coordinator (for outreach and on-site support).* (3-page maximum)
- 7) Provide references for the lead consultant from three clients.

- 8) Estimate your total contract fee, broken down by task as feasible, and desired payment schedule for the above-described scope of work over a time period from May 2026 through September 2028. *Note: As a benchmark, assume about 2,100 hours for pre-event logistics over the lifetime of the contract, and an additional 400 hours on site. The Event Manager should be prepared to provide reporting and address unforeseen challenges throughout the process as needs arise, so please include those contingencies in your estimate as well.*
- 9) Submit any questions about the RFP by March 27 to programs@cityparksalliance.org. A post on the website with answers will be published by April 3 and emailed to any submitters.
- 10) Proposals should be sent to programs@cityparksalliance.org by April 17. **Proposals received after this time will not be considered.**
- 11) If needed, interviews will be conducted the last 2 weeks of April.
- 12) Consultant will be selected no later than May. Contract start date is targeted for May 15.