

CitiesAlive 2012 LOCAL HOST COMMITTEE

TERMS OF REFERENCE

The Local Host Committee is key to developing a successful event and ensuring that local and regional content is showcased at the event. The LHC is comprised of sub committees that each have responsibilities, described below. The City of Chicago will be Co-Hosting the 2012 CitiesAlive Conference and coordinating the Local Host Committee activities over the next twelve months. The conference is structured as follows:

Tuesday October 16: Board Meetings

Wed October 17: Committee Meetings/ Tours/ Training/ GRP Exam/ Opening Reception and Trade Show

Thursday Oct 18: Sessions/Trade Show/ Local Host Committee Reception

Friday Oct. 19: Sessions/Awards Luncheon/Closing Plenary

Saturday Oct 20: Tours

The conference will be held at the Congress Plaza Hotel, situated right on Michigan Avenue, and the hotel which hosted the first Green Roof Conference in 2003. What follows is a description of the roles of the various Local Host Sub Committees which will work with GRHC staff to help develop content, organize a reception, leave a legacy and promote the conference.

Local Host Reception Committee

Objectives: Primary responsibility to fundraise, organize, plan and execute the Local Host Committee reception showcasing Chicago food, arts and culture on the evening of October 18th. The event will be from 7pm-10pm and be within walking distance to the conference hotel.

Goal: Accommodate approximately 500-750 people.

Action Item: Need to identify a Chair and Develop a Workplan with a Timeline, Major Tasks and Responsibilities.

Marketing and Promotions Committee

Objectives: Primary responsibility to co-ordinate local/regional messaging, identify local association partners, media events, distribute print materials, social networking etc...

Goals: To secure at least 700 local/regional attendees to CitiesAlive and to engage all of the related professional organizations in Chicago through Association Partnerships. Association Partnerships involve the simple exchange of promotional support of CitiesAlive for free trade show passes to the conference and logo recognition.

Legacy Committee:

Objectives: To develop and implement a project that will leave a lasting legacy of the event for the citizens of Chicago. In the past, this has taken the form of a research project with graphics to illustrate the intense greening of a portion of the city, written materials describing green roofs in the city, and education materials for children.

The legacy project can be announced at the conference, or unveiled at the conference, or integrated into the conference program. Funding for the legacy project should come from local organizations.

Goal: To leave a lasting legacy.

Action Item: Need to identify a Chair and Develop a Workplan with a Timeline, Major Tasks and Responsibilities

Academic Committee

Objectives: To engage the academic community in Chicago and students in the conference. This might include some form of research/design contest, and academic village, special programs for student attendees, and or poster sessions.

Goal: To engage students and faculty from every major academic institution in the state.

Action Item: Need to identify a Chair and Develop a Workplan with a Timeline, Major Tasks and Responsibilities

Tours/Program Committee

Objectives: Primary responsibility for providing input to the program which includes tour development and administration, local speakers and content and any special program related events. Tours may be walking, by transit or even bus tours. They should be arranged for Wednesday October 17 and Saturday October 20, 2012. Facilities should represent innovative and unique developments and applications of living green infrastructure.

Goal: To have at least 200 people attend tours.

Action Item: Need to identify a Chair and Develop a Workplan with a Timeline, Major Tasks and Responsibilities. To have the tour plans completed by no later than May 1 2012.

Notes: