



2020 National Good Food Network Conference

Local Host Organization – Request for Proposals

Due Monday October 22nd, 2018, 5pm EST

If your organization has a strong influence in your region's food system, interest in raising national awareness of your work, and event planning experience, we'd love to partner with you!

The Wallace Center would like to partner with a place-based host organization to support and guide the planning of our 2020 National Good Food Network Conference. The role of the local host is to serve as the primary link between the host community and the NGFN Conference Planning Team (staff and contracted conference coordinators) to highlight the local food systems work and stakeholders in your region. [Apply now!](#)

About the Wallace Center

The Wallace Center is a national organization that develops partnerships, pilots new ideas, and advances solutions to strengthen communities through resilient farming and food systems. We cultivate intentional, focused learning networks and communities of practice, apply our own research and the work of others to understand, document, and disseminate viable enterprise models, bringing lessons to a broader audience, and providing a broad range of technical assistance services.

Our strategy for food systems change is actualized through three intersecting initiatives – Regional Food Economies, Community-based Food Systems, and the Pasture Project – and is supported by the communications and outreach capacity of the National Good Food Network.

About the NGFN Conference

The NGFN Conference is the leading national conference for the food hubs, food and farm businesses, value chain coordinators, entrepreneurs, financiers, and community leaders working to build sustainable regional food systems across the United States. During this multi-day conference, we convene over 450 practitioners for engaging presentations, technical assistance trainings, local site visits, and networking and peer-learning opportunities.

The NGFN Conference has previously been hosted in the following cities: Chicago, IL (2012), Raleigh, NC (2014), Atlanta, GA (2016), and Albuquerque, NM (2018).

The conference schedule typically includes opening and closing plenary/keynote sessions, concurrent breakout sessions organized in multiple topical tracks, complementary “curbside consulting,” a reception, a sponsor/exhibitor area, pre-conference site visits, full-day, and half-day trainings. Our Conferences typical occur in March over the course of four days (Tuesday-Friday) including pre-conference sessions.

One of the key goals of the Conference is to highlight the history and culture of the location where it is being held. Our aim is to ensure that our commitment to equity and social justice manifests itself in our conference location, speakers, attendees and site visits. We are seeking a diverse and inclusive organization to serve as our host partner to ensure that our Conference reflects the range of experiences and strategies that encompass the sustainable food system. Furthermore, we are seeking host cities with a unique cultural history and specific food culture to help support this goal.

The host organization must have the staff capacity to take on a number of conference planning tasks, including:

- Provide connection with other local organizations and potential local keynote and panel speakers;
- Organizing site visits for conference attendees, including identifying and coordinating with hosts;
- Provide suggestions and connection with local technical experts for curbside consulting;
- Connect event venue with local food suppliers and support venue in purchasing locally produced products for the event;
- Promote the Conference through local networks;
- Provide local information such as restaurants and other tourist information;
- Commit to monthly conference calls, and;
- Potential additional items as identified and agreed upon.

The host organization should be able to demonstrate its:

- Influence in food systems work locally, regionally, or nationally;
- Commitment to racial equity in its programming;
- Capacity for staffing and executing the role of local organizing partner through completion of the conference in 2020;
- Connections to local food and farming projects, organizations, and programs, and;
- Experience in organizing regional or statewide events.

The Wallace Center's planning roles and responsibilities:

- Content creation and decisions, including final say on all keynote speakers, panelists, curbside consultants and trainers;
- Steering committee selection and coordination;
- Timeline creation and management;
- Scholarship process coordination;
- Budget management and decision making;
- Online registration system management;
- Print materials and conference website development and management;
- Sponsor outreach;
- Additional event space, food and lodging logistics.

Local Host Scope of Work

Deliverable	Estimated Hours
<p><u>Communication</u>—The Local Host will coordinate with NGFN staff and conference contractors:</p> <ul style="list-style-type: none"> • General communication and related administrative activities (emailing, scheduling, etc.) • Provide recommendations and introductions for other local food organizations, local speakers, and local entertainment as needed 	50
<p><u>Local Food</u>—The Local Host will assist NGFN to ensure that local food is featured at all meals:</p> <ul style="list-style-type: none"> • Identify local producers and distributors, and support Wallace in connecting them with the venue 	15
<p><u>Local Travel Information</u>—The Local Host will provide local information for conference website, program and registration packet including:</p> <ul style="list-style-type: none"> • Restaurants featuring local food, transit information, maps, and other tourist information. 	5
<p><u>Promotion, Outreach and Media</u>-- The Local Host, as well as other local and statewide contacts, will be asked to reach out to their networks and promote the conference. The Host should distribute materials to their network including:</p> <ul style="list-style-type: none"> • Promoting conference website and email list • Connecting Wallace to various outreach pathways in the state/region 	15
<p><u>Site Visit Planning</u>: The Local Host will identify and support the planning of 4-6 site visits to relevant local food organizations. This includes:</p> <ul style="list-style-type: none"> • Identifying potential sites and discussing with Wallace • Contacting hosts and securing commitments from them • Developing descriptions of each site visit • Identifying and securing bids from transportation companies • Supporting Wallace staff coordinate and execute site visits at the Conference 	40
TOTAL HOURS	125



We ask that hosts create a budget based on the level of effort required to complete the above Scope of Work and include it in their response to the proposal survey. In addition to that contract fee, the host organization will receive four free registrations (worth approx. \$1,600) and an invitation to present their work at the conference.

The proposed relationship between the Wallace Center and the local host will occur from November 2018 to one month after the conference, with more frequent communications occurring in the 12 weeks leading up to the conference. Wallace and the local host will create a more detailed timeline of deliverables when the final conference date is set, pending selection of a venue.

Application Process and Timeline

The application can be found here: <https://www.surveymonkey.com/r/NGFN2020Host>

RFP Deadline: October 22nd, 2018, 5pm EST. Late proposals will not be considered.

Host Chosen: mid-November, 2018

Please submit any questions about the proposal to ellie.bomstein@winrock.org