



PENNSYLVANIA  
**Greenways&Trails**  
S U M M I T



**pennsylvania**  
DEPARTMENT OF CONSERVATION  
AND NATURAL RESOURCES

# Request Proposal for Host

**2023 Greenways & Trails Summit**

**2025 Greenways & Trails Summit**

WeConservePA in partnership with the Pennsylvania Department of Conservation and Natural Resources (DCNR) is seeking proposals from organizations (or group of organizations) to host the statewide Pennsylvania Greenways and Trails Summit in Fall 2023 and Fall 2025.

**Proposals will be selected and announced September 2021.**

## STATEMENT OF WORK

The Pennsylvania Greenways and Trails Summit brings together professionals, volunteers, and trail enthusiasts alike for three days of mobile workshops, education sessions, and networking. This biennial event provides 225-275 trail builders, volunteers, advocates, park and recreation professionals, and motorized/non-motorized trail users with essential information needed to build, manage, and maintain trails throughout the Commonwealth. The summit draws participation from a variety of professions including private consultants, local and state governments, and industry stakeholders. Most trail user groups are represented including hikers, bikers, paddlers, off-highway vehicle riders and volunteers.

WeConservePA and DCNR are currently accepting proposals from viable and interested organizations or groups of partnering organizations to host the Greenways and Trails Summit in Fall 2023 and Fall 2025. Bringing the summit to your locale provides an opportunity to showcase cultural, natural, and historic resources that enhance the quality of life in the area. Also, collaborating with local partners and volunteers to create the event is an empowering and community capacity building experience.

A key element in the selection of the summit host will be the proven ability to enrich the summit with local assets, including financial sponsorship, and to garner enthusiastic support from other local organizations, stakeholders, and trail users. The first and most important responsibility of the host organization(s) is to create an effective local planning committee capable of developing a statewide event. A successful committee consists of 1 to 2 co-chairs and 8 to 10 additional persons that embody a range of

skill sets; groups that have previously worked together or who share common goals tend to have better success. Proposal requests should identify the planning committee members and their skills sets. The selected host must share an interest in the future of Pennsylvania's greenways and trails.

## **Host Responsibilities:**

Active event coordination with WeConservePA and DCNR staff from award date to post event wrap-up via the following:

1. Actively support most aspects of conference planning in cooperation with WeConservePA and DCNR
2. Participate in virtual and face-to-face planning committee meetings (in addition to email exchange)
3. Provide status reports to WeConservePA and DCNR as requested
4. Organize, lead, and motivate a local planning committee that will:
  - a. Guide the local planning process
  - b. Organize and plan all aspects of mobile workshops and field trips
  - c. Organize and plan conference-related social and networking events
  - d. Solicit and collect photographs of the region and conference center for marketing purposes
  - e. Support fundraising efforts for the conference; committee would solicit sponsorships from local and regional organizations and entities
  - f. Promote the conference (individually and through organizational affiliations) to local and regional networks through traditional means and social media
  - g. Solicit, organize, and manage a team of volunteers who would provide support at the conference
- h. Identify 2-3 people who will serve on the programmatic committee to review conference proposals and plan the conference agenda
5. Solicit proposals from local venues, which meet specifications referenced below, including pricing, accommodations, and date availability.
6. Develop a conference tagline that reflects the character of the region or community
7. Assist in developing the summit agenda

## **WeConservePA Responsibilities:**

Active event coordination with the summit host and DCNR from award date to post event wrap-up via the following:

1. Support host with overall event coordination
2. Organize and manage programmatic committee (consisting of 2-3 local representatives and 7-9 stakeholders from various parts of the state, including DCNR staff)
3. Coordinate with Host and DCNR to finalize overall summit timeline
4. Develop and monitor summit budget

5. Participate in conference calls and face-to-face planning committee meetings (in addition to email exchange)
6. Approve the proposed summit theme or assist in its development
7. Participate in the development of the summit program and agenda
8. Coordinate with Host Committee to provide status reports to DCNR
9. Provide Planning Committee with pre-determined, complimentary summit registrations (maximum of 10)
10. Provide staff resources for actual event
11. Manage summit finances and contracts for services, etc.
12. Develop and print conference marketing and program materials in consultation with the Host
13. Coordinate on-line registration for summit
14. Support statewide marketing strategy for summit
15. Coordinate final on-line summit evaluation

## **DCNR Responsibilities:**

Active event coordination with the summit host and WeConservePA from award date to post event wrap-up via the following:

1. Provide grant funding to WeConservePA for summit costs
2. Support Host and WeConservePA with overall event coordination
3. Participate in Host Planning Committee meetings
4. Participate in virtual and in-person committee meetings (In addition to email exchange)
5. Participate in the development of the summit program and agenda

## **Venue Requirements**

*Preference is given to sites with walkable venues and developed trails and greenways.*

### **Summit Site – requirements:**

1. ADA accessible rooms
2. General session room accommodating 200+ attendees
3. 6-8 rooms each accommodating 20+ attendees to support simultaneous educational sessions

### **Summit Site – preferences:**

4. Exhibit room accommodating 15 to 20 vendor booths (Approximately 12' x 6'/booth)
5. Easy access to bike/pedestrian/water/recreation sites (if location isn't pedestrian friendly, such sites should be no more than 10 minutes from the summit facility)
6. Easy access to local culture, food, heritage, etc.
7. Affordability in terms of accommodations, meeting space, and parking

### **Lodging – requirements:**

1. 75 to 125 guest rooms onsite or no more than 10 minutes (walking distance) from the summit facility

2. ADA accessible rooms

## PROPOSAL SUBMISSION

**Proposals should describe in detail your organization's ability to address the requirements outlined in this RFP; be sure to include the following:**

1. Hosting organization(s) profile, including mission, history, existing partnerships, and event planning experience.
2. Local planning committee composition, member qualifications and corresponding roles
3. Overview of local assets (area benefits, attractions, etc.)
4. Proposed summit venue(s), including pricing, available resources and date availability
5. A list of potential sponsors in your community or region that host organizations would be willing to approach to support the conference.
6. Potential for mobile workshops, topics, and speakers unique to your area
7. Proposed timeline to complete host responsibilities

### **A. Submission Timeline:**

1. **June , 2021:** Greenways and Trails Summit Host RFP distributed
2. **August 25, 2021:** Submission deadline for proposals

### **B. Submission Instructions:**

If you are considering a submission, please contact Carol Grayshaw at (717) 219-4074 to discuss your proposal. Please submit your proposals electronically to WeConservePA at [cgrayshaw@weconservepa.org](mailto:cgrayshaw@weconservepa.org). Send your proposal as a PDF attachment with "Greenway and Trails Summit RFP" as the subject.