



Host Assembly 2020!

Request for Proposals to Host NASAA's Assembly 2020

Overview

The National Assembly of State Arts Agencies (NASAA) is the professional association of the nation's 56 state and jurisdictional arts agencies. Together, NASAA and the state arts agencies advance the arts.

Every year, NASAA holds a conference attended by representatives from the nation's state arts agencies and hosted by a member state arts agency (SAA). The two- or three-day program offers a broad range of educational sessions for arts professionals and others who have an interest in the revitalization of their statewide arts constituents. [Learn more about past Assemblies.](#)

The larger semiannual Assemblies are open to all SAA staff, chairs, council members and commissioners. These conferences, attended by approximately 350, are a unique opportunity to be part of an influential national network of arts leaders and to connect with individuals from around the country who share similar roles and responsibilities.

Typically, NASAA Assemblies are held in September, October or early November; exact dates will be determined during this RFP process and in collaboration with our prospective host. We invite you to submit your letter of interest for Assembly 2020 by August 15, 2018.

Benefits of Hosting a NASAA Assembly

Hosts receive national recognition for their accomplishments, as well as local appreciation for the revenue and visibility the conference brings to their communities. It is also an opportunity for your state arts agency to celebrate the artistic and cultural riches of your state with approximately 350 attendees from across the country. Those out-of-state visitors will stay in area hotels while enjoying a wide variety of local restaurants, shops, galleries, arts events and sightseeing destinations in addition to the conference proceedings.

Additionally, hosting NASAA's Assembly allows you to:

- Showcase your diverse cultural institutions and local arts communities to a national audience.
- Develop or advance your partnerships with local, state, regional and national organizations, foundations, businesses and corporations.

- Engage elected officials in an event featuring your agency in a position of national leadership, thereby demonstrating the scope and impact of the arts and cultural sector.
- Acknowledge your partners, supporters and constituents in a national forum.
- Showcase the accomplishments and programs of your state arts agency in a national forum.
- Serve and promote your state's artists and arts organizations by providing them with a national audience.
- Initiate, cultivate and deepen relationships with the local, state, regional and national arts funding communities—individual, corporate, foundation and public.
- Provide your council members, staff and arts leaders with an extraordinary opportunity to gain a national perspective and to network with their peers.

Here's more information about [NASAA conference responsibilities and expectations](#).

Criteria for Hosting a NASAA Assembly

- The conference has the full support and endorsement of the state arts council and agency.
- The host agency or parent organization can provide funds for the direct costs of the conference. The amount required depends upon the conference location. Direct host contributions in recent years have ranged \$50,000 – \$100,000 for Assemblies, with lower levels relying on substantive in-kind and/or local support.
- The host agency can help NASAA secure local, private funds for the conference.
- The host agency's staff and/or council is able to commit time and resources to conference planning and implementation.
- The host agency has access to exemplary arts providers, venues and experts in and around the proposed host city.
- The proposed host city has hotel or convention center venues—or a combination of venues—that can accommodate up to 400 visitors. Affordability of the host city to participants will be a factor in the selection process.
- The host agency has the ability to secure some free or discounted fees for space, meals, transportation, etc., to help offset direct costs.

Letter of Interest to Host NASAA's Assembly 2020

If your SAA is interested in hosting Assembly 2020, please submit a brief proposal electronically to Sylvia Prickett at sylvia.prickett@nasaa-arts.org by August 15, 2018. Please include the following information:

- A summary of why your agency is interested in hosting Assembly 2020.
- A brief description of the vibrant arts organizations, programs and venues in your proposed host city, including your agency's ability to identify local artists and speakers.

- A brief description of the SAA resources available to assist in the planning and implementation of the conference (include financial, development leads, in-kind and staff).
- Initial suggestions for area of city, hotels and meeting spaces, reception and/or off-site meeting venues. Include whether your agency can arrange for discounts or complimentary access.
- Any other relevant information about your proposed host city.
- Expected time line for receiving full agency approval of your hosting proposal.
- Any preferred dates.

Submitted letters of interest will be reviewed in relation to the criteria above. Further information may be requested by NASAA as needed.

Selection Time Line

Letters of interest due: August 15, 2018

NASAA review; follow-up Q&As as needed: starting August 22, 2018

Notice given to finalist SAAs: September 14, 2018

Hotel RFPs submitted to finalist cities: September 21, 2018

Target date for selecting hosts: October 31, 2018

Thank you for considering hosting a NASAA's Assembly 2020. Please do not hesitate to contact Sylvia at sylvia.prickett@nasaa-arts.org or 202-552-0849 if you have any questions.

NASAA Conference Responsibilities and Expectations

NASAA is responsible for the overall planning, coordination and financing of the conference. NASAA will:

- Provide funds for the direct costs of the conferences.
- Secure private (corporate, foundation or individual) contributions to the conference.
- Dedicate appropriate staff resources to the planning and implementation of the conference.
- Select conference dates and sites.
- Develop conference sessions and select speakers.
- Design and produce promotional and marketing materials; market the conference to potential participants.
- Make arrangements for meeting rooms, exhibition rooms and other facilities and services, including food and beverage at on-site and off-site locations, as required for all events and activities.
- Contract the services of artists and speakers, transportation providers, photographers, audio-visual companies and any others as needed.
- Manage on-site activities.
- Exercise oversight of the budgeting and accounting for these activities.
- Recognize the host agency on all marketing materials and the final program, and provide public recognition of the State throughout the conference.

The host of a NASAA conference will:

- Provide sponsorship funds in support of the direct costs of the conference.
- Help NASAA secure private (corporate, foundation or individual) contributions to the conference by recommending local funding prospects, facilitating introductions, writing letters of support, etc.
- Engage elected officials, local VIPs, council members and department heads in appropriate role(s) at the conference.
- Identify and secure the rates and availability for artists performing during the conference agenda and off-site events.
- Advise NASAA on prospective conference sessions and state based speakers and facilitators.
- Dedicate appropriate staff resources and time to the planning process, the on-site meeting and related special events.

- Help support the conference in other ways, such as securing special event hosts, in-kind support, discounted or donated products and services, etc.
- Suggest ADA-accessible venues for off-site receptions and events as requested.
- Compile a list of suggested restaurants, art galleries, exhibitions, and other cultural events that will take place during the week of the conference for participant information.
- Promote the following year's conference.