



arts schools network

# Request for Proposals to Host ASN Annual Conference 2019 – 2020 – 2021 and/or Regional Retreats

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## **INTRODUCTION AND BACKGROUND**

Arts Schools Network (ASN), a non-profit association founded in 1981, is dedicated to providing teachers, administrators, and leaders in arts schools with quality resources, support, professional development, and networking opportunities. For more than 35 years, ASN has offered informational and inspirational programs, communications, and services, and helped arts educators share best practices, experiences, and expertise.

ASN is seeking hosts for its annual conferences in 2019, 2020, and 2021. Ideally, hosts will offer multiple conference locations, including arts high schools, colleges, city arts centers, and performance and visual arts venues.

The conference brings together the innovative, the informative, and the inquisitive to network, share, learn, and recognize excellence. Together, we refresh and reinforce our expertise and efforts. 2017 will be the 37<sup>th</sup> time arts educators and leaders gather for industry-leading professional development and first-rate networking.

More than 300 adults and 200+ students gathered in Seattle for the 2015 ASN Annual Conference. Arts school leaders from five countries, 40 states, and more than 200+ institutions experienced Seattle's host schools and arts venue at their best, and appreciated not only the city's dedication to the arts, but also its beauty and exciting lifestyle. Previous hosts have also reported an immediate increase in applications following the conference.

## **CONFERENCE SCHEDULE**

- October 21-25, 2019
- October 19-23, 2020
- October 18-22, 2021 Our Forty-Year Anniversary

## **SUBMISSION, CRITERIA, AND PROCESS**

**Please submit completed proposals online by February 28, 2018.** Questions concerning proposals must be directed to Melissa Brookes, Managing Director, 773-315-1118 or [mbrookes@artsschoolsnetwork.org](mailto:mbrookes@artsschoolsnetwork.org).

Selection of conference hosts is based on: quality of the proposal; responsiveness to ASN's conference requirements, including costs; and ability to deliver proposed items.

Upon selection, host(s) will be required to provide ASN with a written agreement approved by ASN's Board of Directors.

ASN reserves the right to reject any or all offers and discontinue the RFP process without obligation or liability to any potential hosts, and to award a contract on the basis of initial offers received, without discussions or request for best or final offers.

## **RFP REQUIREMENTS**

**Please submit information requested below for each member of a host team. We ask that your document follows the order of the questions.**

### **Host:**

School or venue name(s), address, website address

Leadership (Main contact and teams) for the conference, including names, addresses, email address, and phone numbers

Preferred year for conference

### **1. Executive Summary**

**Write a brief description of why you should be considered as a host for the ASN National Conference. (Please review the following goals for the conference.) Also briefly summarize key elements of your proposal. Inclusion of photographs of host facilities is suggested.**

Provide for dynamic learning and social events for members to:

- Meet professional educators
- Share experiences and ideas
- Learn from arts education experts, researchers, and other arts leaders in lectures, workshops, and presentations
- Experience quality student performances

Provides a site and theme that:

- Has a concentration of arts-focused schools and programs
- Appeals to a wide segment of the membership
- Attracts high quality presenters and a large number of attendees
- Focuses on multiple areas in the arts
- Addresses current best practice in arts instruction and current educational policies/issues impact arts education

### **2. Theme and Content**

**Please suggest a theme and a description of content (preferably related to the theme). Discuss how they respond to the mission of ASN and the purpose of the annual conference. Please see recent locations and themes in Appendix A, and recent**

conference content at [artsschoolsnetwork.org/events](http://artsschoolsnetwork.org/events) (Chicago, NYC, Denver, Seattle, and Dallas).

### 3. Speakers and Partners

**Please provide a list of potential keynote or guest speakers, presenters, and sessions, as well as partnering schools and cultural institutions.**

### 4. Student Performances

At each conference, we celebrate students and their artistry through performances and exhibitions, which showcase school programs, as well as collaboration among institutions. (Consider stand-alone events and those embedded in keynote sessions.)

**Propose 3-5 small performance groups and visual arts exhibitions, as well as a culminating performance and exhibition at a site with capacity for at least 500 attendees.**

**Note:** Participating schools are responsible for the associated costs with their performances. In addition, you should include rental fees for performing venues in your proposed budget; they will not be covered by ASN.

### 5. Location

**Describe the location of the host campus and partner venues, including:**

- Location/distance and travel time from nearest major airport
- Parking on campus for those driving (note any costs)
- Information on the surrounding area, specifically restaurants, shops, and nightlife within walking or short taxi distance

### 6. Transportation

**Describe local transportation and rates in the conference area, including buses, taxi availability, subways, etc. Please include transportation rates to/from airports.**

### 7. Facilities

**Describe the campus and any off-campus venues for the conference, including concert halls, theaters, auditoriums, etc., for opening events, and receptions space(s). We encourage collaborative hosting.**

**Describe accommodations for the following conference segments, and include associated costs and fees for each individual service. Note any anticipated limitations due to construction, etc.**

- Lecture room/auditorium; minimum capacity 300, preferably more.
- Breakout rooms: six or more for education sessions; capacity for 30 to 100. Include photos of sample rooms (smallest and largest rooms) in an appendix.
- Pre-conference/institute workshop rooms; capacity for 30 to 100 people. Catering and breakout areas required.
- Technology and support staff for presentations (computers, projectors, PowerPoint, AV equipment, and WIFI Internet access throughout conference. Exhibit space for 25 exhibitors and six-foot tables. Indicate time duration for use.

## **8. CATERING, MEALS, AND RECEPTION**

**Describe food service capabilities and associated costs and fees (per person) for each individual service:** You need not propose breakfast if the hotels offer complimentary breakfasts.

- Tuesday breakfast and lunch
- Wednesday and Thursday full breakfast; Friday (can be continental.)
- Wednesday and Thursday mid-morning and mid-afternoon breaks
- Wednesday and Thursday lunch
- Thursday evening reception for student performance (can be off-campus)
- Friday board meeting lunch for 20 people

**Note:** ASN will not offer meals if they are not cash-sponsored, but will instead schedule two-hour lunch break; host will provide a list of nearby dining options.

## **9. HOTEL ACCOMMODATIONS**

The host will provide blocks of rooms in hotels close to the arts and cultural districts, as well as a variety of restaurants. Seattle rates were \$209+; Dallas in 2016 were \$159+, and Minneapolis in 2017 were \$189+.

**Provide hotel names, locations, rates and additional fees (parking, taxes, etc.) After host selection, ASN will sign the contract directly with the hotel.**

### **ROOM NIGHTS REQUEST**

April Board Meeting and Executive Director Travel/Conference Planning

Sunday: 1 Room

Monday: 1 Room

Tuesday: 1 Room

Wednesday: 5 Rooms

Thursday: 20 Rooms

Friday: 20 Rooms

Saturday: 2 Rooms

October Conference Dates and Executive Director Travel/Preparations

Sunday: 1 Room

Monday: 5 Rooms

Tuesday: 100 Rooms

Wednesday: 150 Rooms

Thursday: 150 Rooms

Friday: 30 Rooms

Saturday: 5 Rooms

### **Hotel Rate History (on peak night)**

2017 Minneapolis \$189+ (singles/doubles) for 150 rooms

2016 Dallas \$159 (singles/doubles) for 180 rooms

2015 Seattle \$189-289 (singles & quads) for 147 rooms

2014 Denver \$189-289 (singles & quads) for 195 rooms

2013 NYC \$259-299 (singles/doubles) for 101 rooms

2012 Chicago \$124-199 (singles/doubles) for 112 rooms

2011 Orlando \$189 (singles/doubles) for 125 rooms

## **10. BUS TOURS TO ARTS INSTITUTIONS & ORGANIZATIONS**

**Propose an itinerary for the Bus Tour of arts schools, organizations, and arts venues. (Usually includes visits to two institutions per day/option.)**

Letters of support from institutions willing to host tours will be considered favorably.

**Note:** ASN will organize the tour and may adapt the proposed itinerary.

## **11. MISCELLANEOUS**

**Describe how you can provide the following services. Include associated costs for each individual service in the budget chart.**

- Planning committee and support staff to meet weekly with ASN leadership
- Conference Program (include design, formatting, printing, and delivery)
- Conference package assembly (packages usually include such items as T-shirts, lanyards, name tags, water bottles, and tote bags provided by ASN members)
- On-site registration
- Creation and hosting of a conference web site
- Signage as needed
- Meeting room, tech support, and catering for board meeting Friday 1-5pm.
- Security fees (sometimes charged for late-night hospitality areas)
- Event Photographer, who will make images available online

## **12. BUDGET**

**Please use the following template to summarize your budget.**

Description	Amount	Notes
Staff		
Catering		
Marketing		
Printing		
AV Labor Equipment Rental		
Transportation		
Other Contracts		
Other Expenses		
TOTAL		

**Include all anticipated costs, including a per-person breakdown where appropriate.**

The conference is ASN's largest revenue source and significantly contributes to the annual operating expenses. ASN expects to realize a profit from this conference (i.e., if the per-person cost is \$285, ASN may charge \$480 registration fee per person to realize revenues). **See Appendix B for past hosts' support in-kind.**

**Include:**

- Average per-person cost. (Previous quotes averaged \$250-\$285)
- Amount you expect to raise from local sponsors, e.g., local businesses. You will be held to this minimum amount. ASN will be responsible for regional, national, and international sponsors.
- Amount of financial support from host institution. We ask a minimum contribution of \$65,000 (most recent hosts have contributed much more.)
- Amount, if any, your institution will provide for conference attendance (scholarships) for members from under-represented regions.
- Local or other taxes
- Transportation costs to any scheduled off-campus site
- Other campus charges (printing costs; building or grounds fees)
- Rental charges (tables for exhibition areas) Costs for event space, equipment, custodial services, labor costs, and facilities (including tables, chairs, linens, etc.)?
- Meal and beverage charging methods. (Counts at each meal for per-person charges or per-event charge; beverages charged by bottles/items consumed or cumulatively?)
- Other applicable fees by hosts, venues, or local area.

**13. PLANNING AND PROJECT MANAGEMENT APPROACH**

**Describe how your institution will coordinate the conference, including accommodations, registration, and space allocation (dining and meeting).**

**APPENDICES**

**A. Host Locations and Themes:**

- 2018 Santa Ana, CA: Arts In Motion
- 2017 Minneapolis, MN: Inclusion in the Arts
- 2016 Dallas, TX: Partnerships in the Arts
- 2015 Seattle, WA: Technology and the Arts
- 2014 Denver, CO: Career Pathways in the Arts
- 2013 New York City, NY: The Big Apple
- 2012 Chicago, IL: Urban Arts Education Landscape
- 2012 Orlando, FL: Art Works, Making the Magic Happen
- 2011 Anaheim, CA: Celebrating Synergies, Igniting Passion, Engaging Purpose
- 2009 Washington, DC: A Sense of Place
- 2008 Charleston, SC: Arts + Business + Collaboration
- 2007 Oakland, CA: Arts Education: Building Bridges through Arts Integration and Partnerships

**B. Past Hosts' In-Kind Support**

The following worksheet details past in-kind support as reported to ASN.

<b>IN KIND</b>	<b>2016 SEATTLE</b>	<b>FY2015 DENVER</b>	<b>FY2014 NYC</b>	<b>FY2013 CHICAGO</b>	<b>FY2012 ORLANDO</b>
AUDIO VISUAL	\$3,978	\$36,000	\$20,800	\$51,452	\$38,805
CATERING RECEPTION	\$10,501	\$28,500	\$57,000	\$16,225	
PRINTING PROGRAMS	\$1,362	\$1,500	\$6,200	\$12,251	
STAFF SERVICES	\$69,129	\$26,000	\$27,000	\$20,940	
SPACE RENTAL	\$28,713	\$86,298	\$32,000		
TRANSPORTATION	\$0			\$14,050	
OTHER MISC	\$1,613	\$6,000	\$5,100	\$1,622	
<b>TOTAL</b>	<b>\$115,296</b>	<b>\$184,298</b>	<b>\$148,100</b>	<b>\$116,540</b>	<b>\$38,805</b>

**C. Past ASN Conference Hosts**

<b>Year</b>	<b>Location</b>	<b>Host(s)</b>
1983	New Haven, CT	Educational Center for the Arts
1984	Winston-Salem, NC	North Carolina School of the Arts
1985	Minneapolis, MN	Children’s Theatre
1986	Cincinnati, OH	School for Creative and Performing Arts



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1987	Birmingham, AL	Alabama School of the Arts
1988	Santa Monica, CA	The Crossroads Schools
1989	Washington, DC	Fillmore Arts Center Duke Ellington School for the Arts
1990	Dallas, TX	Booker T. Washington High School for the Arts
1991	Toronto, ON	Toronto Metropolitan School Boards
1992	Miami, FL – postponed	
1993	Miami, FL	New World School of the Arts
1994	San Diego, CA	San Diego County Schools
1994	Chicago, IL	Chicago Academy for the Arts
1995	Boston, MA	Walnut Hill School for the Arts Educational Center for the Arts Hartford Academy of Performing Arts Center for Creative Youth
1996	Louisville, KY	Youth Performing Art School
1997	Las Vegas, NV	Las Vegas Academy
1998	Columbus, OH	Fort Hayes Metropolitan Education Center Duxberry Park Elementary School
1999	Denver, CO	Denver School of the Arts
2000	West Palm Beach, FL	Palm Beach County Schools
2001	New Orleans, LA	New Orleans Center for Creative Arts
2002	Niagara-on-the-Lake, ON	District of Niagara Academy for the Arts
2003	Costa Mesa, CA	Orange County High School of the Arts
2004	Milwaukee, WI	Milwaukee High School of the Arts
2005	Pittsburgh, PA	Pittsburgh High School for the Creative and Performing Arts
2007	Miami Beach, FL	National Foundation for Advancement in the Arts New World School of the Arts
2008	Charleston, SC	Ashley River Creative Arts Elementary School Charleston County School of the Arts City of Charleston Office of Cultural Affairs College of Charleston Dorchester Two School District
2009	Washington, DC	Duke Ellington School of the Arts Fillmore Center for the Arts Kennedy Center Teacher and School Programs
2010	Anaheim, CA	Disneyland Resort National Association of Music Merchandisers
2011	Orlando, FL	Harrison School for the Arts Polk Museum of Art Howard W. Blake High School of the Arts Ringling College of Art and Design Orange Grove Middle Magnet School of the Arts Davenport School of the Arts
2012	Chicago, IL	Columbia College of Chicago Center for Community Arts Partnerships Art Institute of Chicago Bienen School of Music at Northwestern University

2013	New York City	Calmecca Academy of Fine Arts and Dual Language ChiArts- Chicago High School for the Arts Chicago Academy for the Arts Nicholas Senn High School Niles North High School Ravenswood Elementary School School of the Art Institute of Chicago Telpochcalli Elementary School Alvin Ailey American Dance Theatre American Musical and Dramatic Academy Fiorello H. LaGuardia High School of Music & Art and Performing Arts Fordham University Lincoln Center Education Museum of Modern Art NYU Tisch School of the Arts Professional Children's School The New School: Parsons, Mannes, Lang, Jazz and Drama
2014	Denver	Denver School of the Arts Kunsmiller Creative Arts Academy Denver Center for the Performing Arts University of Colorado Denver, College of Arts & Media University of Denver, Newman Center for the Performing Arts & Lamont School of Music VSA Colorado/Access Gallery Young Artist Studio, Center for Visual Art, Metropolitan State University of Denver Adams Elementary
2015	Seattle	Cornish College of the Arts EMP Museum Seattle Academy Spruce Street School Tacoma School of the Arts
2016	Dallas	Booker T. Washington High School for the Performing and Visual Arts Annette Strauss Artists Square AT&T Performing Arts Center Crow Collection of Asian Art Dallas Arts District Dallas Black Dance Theatre Dallas Children's Theater Dallas Museum of Art Morton H. Meyerson Symphony Center Nasher Sculpture Center Perot Museum of Nature and Science

Wyly Theatre