



## Bid to Host future conferences starting in 2022 Ontario Heritage Conference

### Introduction

The OHC is the must-attend event that offers educational, inspirational and networking opportunities to everyone involved in heritage conservation as professionals or as volunteers. Programming generally showcases broad spectrum issues within the context and realities of the local host municipality. Under the auspices of Community Heritage Ontario (CHO), Architectural Conservancy of Ontario (ACO) and the Ontario Association of Heritage Professionals (OAHP), the conference provides for regions to promote their work in the heritage sector.

The OHC, can be held in April, May or June, runs from Thursday through Saturday. We can expect between 200 and 250 delegates, including spouses, special guests, speakers and exhibitors.

The success of the OHC depends on programming, location, venue(s) and the contribution of the host municipality or region. When selecting the OHC's host city and venues, primary consideration is given to the adequacy accommodations, meeting rooms and exhibition space. All requirements are outlined in this request for proposal (RFP).

When a group\* has determined its interest and commitment to hosting the conference and that municipality or region is able to accommodate the event's needs, it submits a proposal to the Joint Conference Committee (JCC). The JCC is composed of ACO, CHO and OAHP board members. The JCC reviews and evaluates the proposals received, selects the OHC location and advises the proponent.

Once the OHC location has been selected, a Memorandum of Understanding (MOU) is signed by the ACO, CHO and OAHP President's and the Local Organizing Committee (LOC) chair(s). Representatives from the JCC will be assigned as liaison to the LOC.

### Interesting in hosting?

Undertaking a conference is a lot of work, requiring team work and organization. But it can be fun and a great showcase for your municipality. This is your opportunity to share best practices, show what works and what doesn't, and blow your own horn! Following are the responsibilities and requirements that need to be met in order to host this great conference. Appendix A will show in more details the logistical requirements.

On an on-going basis, proposals should be submitted electronically to [ginetteguy@communityheritageontario.ca](mailto:ginetteguy@communityheritageontario.ca). All submissions will be reviewed and notifications will go out in mid-September. Questions can be sent to above email.

\* A group interested in hosting may include, but is not limited to the local ACO branch, local Municipal Heritage Committees, municipal staff and planners. The Local Organizing Committee may be composed of representatives from all or any of these groups and/or community volunteers and other stakeholders. The LOC should be representative of the local heritage community with people having different skills and experience.

# The Role of the Local Organizing Committee

The Joint Conference Committee seeks the assistance of the local organizing committee in the following areas:

## Promotion

### **Presentation and Exhibit at the prior Year's OHC**

At the prior year's OHC, the host LOC makes a brief presentation to encourage attendance at its conference. The host LOC will have a table at the exhibit area for exhibits to encourage attendance, promote its location and answer any questions.

### **Promotional Material**

During the 12-month period leading up to the OHC, the LOC should prepare promotional pieces to include in newsletters, social media and websites. The LOC should promote the event locally.

## Programming

While the content of the program is largely the responsibility of the LOC; ACO, CHO OAHHP will work with the LOC for theme, content and speakers, as necessary. Program and progress reviews will happen at regular intervals to both maintain the timeline and integrity of the message. If ACO, CHO, OAHHP or other stakeholders such as the Ministry of Tourism, Culture and Sport or Ontario Heritage Trust host a session within the program, they will be responsible for that session.

### **Social events and tours**

The program should include an evening for a Welcome Reception, one evening for a Gala Dinner and some pre-event tours (self-guided or guided) and other relevant activities. Such activities should showcase the culture and/or attractions of the host's region. The Welcome Reception normally occurs on the Thursday with the Gala Dinner on Friday. Tours can be pre-conference and/or integrated within the program as an off-site session. .

## Transportation

Any transportation costs incurred in shuttling delegates among hotels and venues are the responsibility of the LOC and factored in the budget. This could include shuttling delegates among hotels, conference venues and social events. Shuttle bus transportation must be provided and the costs included in the budget.

## Demographics and Accessibility

Our attendees vary in age, interest and level of professional experience. In addition, there is an interest in growing the number of student attendees. It is important that all our venues and available accommodations be fully accessible to all.

## **Information**

During the planning phase, the JCC may request the advice and assistance of the LOC with respect to several matters, including acquiring the names and contact information of local dignitaries, speakers, suppliers, performers and others who may be approached by the JCC to play a role in the meeting's agenda.

During the conference, a JCC liaison will be present to offer support as required. The LOC will operate the registration desk and supply volunteers to help at various locations. Volunteers will also assist delegates with general information on the host municipality, its attractions and services.

## **Financials**

The budget is to be developed and maintained by the LOC, with guidance from the JCC including provision of examples from past conferences.

Each of ACO/CHO/OAHP will provide the LOC with a loan of \$5,000 (for a total of \$15,000), to be used as seed money and start up. The LOC is responsible for banking and providing a treasurer. CHO and ACO are the founding partners for the joint OHC, but additional partners may join from year to year. The partnerships will be reflected in the MOU for year of hosting.

The conference should not be viewed as a profit-making venture, but should not run a deficit. Any profit is split equally between the LOC and each of the organization that provided seed money. For example, if ACO/CHO/OAHP provide \$5,000 each, the profits, after the loans have been repaid, will be shared  $\frac{1}{4}$  each for ACO, CHO, OAHP and  $\frac{1}{4}$  to the LOC. Similarly, if the conference incurs a loss, the loss will be split equally between the LOC and each of the organizations providing the seed money, up to the amount of the seed money.

## **Sponsorship and Marketing**

The LOC is responsible for local sponsorships and the parent organizations will help in seeking additional sponsorship from other sources, such as provincial ministries and institutions.

ACO/CHO/OAHP will help promote the conference to its membership and other partners via direct mail, website, newsletters and social media.

## **Reporting**

The JCC will liaise with the LOC on setting the conference theme and speakers and providing guidance in planning and logistics. The JCC will also follow the progress and will require budget updates and reports as necessary for the delivery of a quality conference. The LOC will be responsible for providing a post-conference report.

# General Site Requirements for the OHC – Appendix A

## Conference Rotation

The OHC location rotates to cover all of our memberships, within Ontario.

2016 Stratford-St. Marys	2010 Chatham Kent	2004 Hamilton
2017 Ottawa	2011 Cobourg	2005 Windsor
2018 Sault Ste Marie	2012 Kingston	2006 Rideau Lake
2019 Bluewater-Goderich	2013 Midland	2007 Guelph
2020 Markham	2014 Cornwall	2008 Collingwood
2021 Brockville	2015 Niagara-on-the-Lake	2009 Peterborough

## Dates

The preferred dates for the conferences generally within a 3-day block of Thursday to Saturday, within May or June.

If a LOC wishes to propose other dates, those dates must not conflict with any major holidays or industry events, such as the Victoria Day weekend, Mother's Day or the Ontario Association of Architects annual conference.

## Function Space Requirements

A draft program is attached, appendix B, and illustrates the number of plenary and concurrent sessions in a typical conference program.

### Guidelines:

- 1 meeting room for plenary – 200-250 people – Friday/Saturday
- 4-5 meeting rooms for concurrent sessions – 50-75 people – Friday/Saturday
- 1 function space for Welcome Reception – 100 people – Thursday
- 1 function space for Gala Dinner – 250 people – Friday or Saturday

\*some meeting space can be re-used from plenary to concurrent sessions, or dinner function

Options for venues: all under one roof, off site breakouts, shared between communities

### Wifi access

- Registration area – 6 tables –Thursday to Saturday
- Tradeshaw space – 6-10 tables (not mandatory) – Thursday to Saturday
- Fully accessible

### Meals to include:

- Refreshment breaks daily
- Lunch to be onsite, catered in or offsite – Friday/Saturday

## Hotel Site and Rate Requirements

Affordable accommodation is key to stable attendance, so we recommend offering a variety of choices, from hotel rooms to B&B, as available locally. It is not recommended to hold room blocks but rather offer discounted rates, with no obligations, to be released 30 days prior to the conference. Attendees book their own rooms.

## Sample Draft Program - Appendix B

Time	Event	Venue
<b>Thursday</b>		
12:00pm-6:00pm	Registration & Information Desk	
1:00pm-4:00pm	Suggestions for Activities	
2:00pm-4:00pm	Walking tours or Activities	
7:00pm-9:00pm	Opening Reception	
<b>Friday</b>		
8:00am-6:00pm	Registration & Information Desk	
8:00am-6:00pm	Tradeshow opens TBC	
9:00am-10:00am	Opening Ceremony & Welcome	
10:00am – 10:30am	Nutrition Break	
10:30m-12:00pm	Opening Keynote	
12:00pm-1:30pm	Lunch	
1:30pm-3:00pm	Session 1A	
1:30pm-3:00pm	Session 1B	
1:30pm-3:00pm	Session 1C	
3:00pm-3:30pm	Nutrition Break	
3:30pm-5:00pm	Session 2A	
3:30pm-5:00pm	Session 2B	
3:30pm-5:00pm	Session 2C	
6:00pm-7:00pm	Cocktail Reception	
7:00pm	Gala Dinner with guest speaker	
<b>Saturday</b>		
8:00am-noon	Registration & Information Desk	
8:00am-4:00pm	Tradeshow Opens TBD	
8:30am-10:00am	Session 3A	
8:30am-10:00am	Session 3B	
8:30am-10:00am	Session 3C	
10:00am-10:30am	Nutrition Break	
10:30am-12:00pm	Session 4A	
10:30am-12:00pm	Session 4B	
10:30am-12:00pm	Session 4C	
12.00pm-1:00pm	Lunch	
1:00pm-3:00pm	Session 5A	
1:00pm-3:00pm	Session 5B	
1:00pm-3:00pm	Session 5C	
3:00pm-3:30pm	Nutrition Break	
3:30pm-5:00pm	Closing Plenary	