



MICHIGAN  
DOWNTOWN  
ASSOCIATION  
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# Michigan Downtown Association 2011 Conference Host Community Information

The Michigan Downtown Association (MDA) is seeking applications from communities to host their 2011 conferences. These conferences are one-day long; registration begins at 8:30 a.m. and the event usually concludes by 3:30 p.m. Our Board of Directors and committees typically meet the evening before the conference.

As a statewide organization, we rotate our conference locations throughout Michigan. It offers our members to learn from other downtowns, and gives you an opportunity to showcase your community. The MDA estimates a cost of \$25 per person for food/site fees. We initially plan for 75 attendees, but ask that the location be able to accommodate 100 people.

## **Expectations:**

In planning the conference, the MDA will coordinate the following:

- Selection of topics and speakers
- Conference schedule
- Assist the host community in identifying any potential conference sponsors
- Assist the host community in coordinating the legislative update
- Press release
- Brochure design, printing, and distribution
- Registration

The MDA asks that the host community coordinate the following:

- Select/secure a conference site
- Select site for MDA Board of Directors meeting
- Obtain cost information for the venue, lunch, local hotels, etc.
- Welcome session at the beginning of the conference. This typically includes a welcome from the mayor, city manager, etc., and a five minute presentation by the DDA regarding their downtown and current projects.
- Provide community photos and a community description for the conference brochure
- Assist the MDA in identifying any potential event sponsors
- Assist the MDA in coordinating the legislative update
- Distribute MDA conference press release to your local media contacts
- Any local information or other items you wish to have distributed to the conference attendees

**When selecting a location, our conference committee considers the following:**

- Venue within the downtown with a capacity of 100 people. This can include theaters, public buildings, restaurants, etc.
- AV accommodations available at the venue
- Lunch options/cost
- Hotel accommodations within a close proximity.
- Projects and events occurring in the downtown which are recently completed or underway.

All applicants must be MDA members in good standing for the 2009-2010 year. Applications are due Friday, August 6, 2010. The Conference Committee will then review the applications and submit their recommendations to the MDA Board of Directors for approval. All applicants will be notified of the final decision by mail.

Please submit your completed application to:

Michigan Downtown Association  
Sara Folland, Executive Director  
P.O. Box 172  
Vassar, MI 48768

Or e-mail to [sfolland@michigandowntowns.com](mailto:sfolland@michigandowntowns.com)

Questions? Please contact us at (989) 660-0409 or [sfolland@michigandowntowns.com](mailto:sfolland@michigandowntowns.com)



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# Michigan Downtown Association 2011 Conference Host Community Application

Name of Community and Organization: \_\_\_\_\_

Contact name: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Preferred conference: March 2011 \_\_\_ July 2011 \_\_\_ November 2011 \_\_\_ Any \_\_\_

Please address the following items on a separate page. If there are several options, you may include information for more than one venue, caterer, etc. We encourage you to include any applicable photos as well.

- Local information. Tell us about your community, your downtown, and any recent projects or major events.
- Venue information. Please provide a description of the venue, contact information, AV availability, and any associated costs (room rental, AV fees, etc.).
- Catering/Lunch information. Please provide the name/contact for the restaurant or caterer, and cost information. We ask that you identify whether the lunch will be catered at the event site or if it will be at a separate location.

Submitted by (print name/title): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit by Friday, August 6, 2010 to:

Michigan Downtown Association  
Sara Folland, Executive Director  
P.O. Box 172  
Vassar, MI 48768  
or e-mail to [sfolland@michigandowntowns.com](mailto:sfolland@michigandowntowns.com)

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