

# Mayor and Council Communication

**DATE:** 12/17/19

**M&C FILE NUMBER:** M&C 19-0402

**LOG NAME:** 072021 NEIGHBORHOODS, USA (NUSA) CONFERENCE

## **SUBJECT**

Authorize the City to Host Neighborhoods, USA's 46th Annual National Conference in 2021, Authorize the Use of City Resources and the Execution of Agreements Necessary to Fulfill the City's Contractual Obligations with Neighborhoods, USA as a Host City, Authorize the Acceptance and Disbursement of Conference Registration Fees and Sponsorship Funds from Neighborhoods, USA to Offset Conference Costs; and Find that the Obligations of the City to host the Neighborhoods, USA's Conference Serves a Public Purpose (ALL COUNCIL DISTRICTS)

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## **RECOMMENDATION:**

It is recommended that the City Council:

1. Authorize the City to host Neighborhoods, USA's 46th Annual National Conference in 2021;
  2. Authorize the use of City resources and the execution of agreements necessary to fulfill the City's contractual obligations with Neighborhoods, USA as a host city;
  3. Authorize the acceptance and disbursement of conference registration fees and sponsorship funds from Neighborhoods, USA to offset the City's expenses for the conference; and
  4. Find that the obligations of the City to host the 46th Annual Neighborhoods USA Conference serves to carry out the public purpose of building and strengthening the City's neighborhood associations and promoting productive communication and collaboration both among those associations and with the City.
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## **DISCUSSION:**

The City of Fort Worth (City) has been selected to host Neighborhoods, USA's (NUSA) 46th Annual National Conference (Conference), which will take place from May 19-22, 2021. This will offer the city a unique opportunity to showcase the outreach and revitalization programs that we have implemented in our various neighborhoods.

NUSA is a national, non-profit organization committed to building and strengthening neighborhood organizations and promoting productive communications and collaborations among those associations with both the public and private sectors.

For over twenty years, the City has been an active participant and city affiliate member of the NUSA organization. During this time, dozens of Fort Worth neighborhood associations have competed as NUSA finalists in various award categories and many have brought home titles to honor their outstanding efforts. City Councilmembers and staff have made it a priority to attend NUSA's annual conferences to support our neighborhood award finalists, present workshops, and network with other cities. Since 2008, two members of city staff have been elected to serve as officers on NUSA's Board of Directors. Angela Rush, Diversity & Inclusion Department, is a past president and Catherine Huckaby, Communications & Public Engagement Department, is the incoming president.

In October of 2019, the City executed a contract with NUSA, agreeing to host the Conference and committing itself to certain obligations, which include the following:

The City has agreed to:

1. Organize a conference planning group that includes neighborhood organizations, residents, local businesses, foundations, other organizations, and various City departments.
2. Dedicate a staff person as a conference coordinator, who is expected to devote work time to preparations for the Conference.
3. Send the conference coordinator to two national meetings of NUSA. Because Catherine Huckaby attends national meetings as a NUSA board member, there will be no additional city expense for her attendance.
4. Attract local, regional, and national attendance by invitation and/or promotion through mailings and other means.
5. Prepare a Conference registration book and mail a printed copy to anyone that requests the same.
6. Select and contract with a headquarters hotel and other hotels in close proximity to the Conference site and assure availability of rooms.
  - o The City intends on entering into contracts with Hilton and Sheraton Hotels in Downtown Fort Worth. Attendees will be responsible for paying for their own hotel expenses during the conference and for any room security deposits. The City would be responsible for ensuring a minimum guest revenue amount and fees if for some reason the City or NUSA decided to cancel the conference.
7. Contract with necessary venues to carry out the program.
  - o City intends on entering into agreements with the necessary providers of services to hold the Conference at the Fort Worth Convention Center, including, but not limited to, concessions and catering; voice and data; electrical, air, and water distribution; parking; emergency medical services, fire marshal; and staffing services.

8. Supply the NUSA board with the following:
  - o proposed budget for the conference
  - o listing of all functions
  - o outline and description of any neighborhood tours
  - o recommendation for registration fees to be charged for the conference
  - o artwork and/or graphics and a sample brochure cover
  - o conference theme
  - o details of the hotel and conference meeting space under contract
  - o listing of all meals to be provided
9. Fulfill our obligations as stated, with the understanding that failure to perform would result in a penalty of \$25,000.00
10. Supply a meeting facility to be used during the conference. The City will use a City-owned facility so that there is no additional cost for this space. .

All funding for the Conference will come from registration fees and sponsorships. NUSA will collect a \$250.00 registration fee from each attendee and remit \$200.00 of that fee to the City, along with any money that NUSA collects from sponsorships. The City will hold those funds and use them to offset any expenses that the City incurs to host the Conference. To the extent that there are any funds remaining after the City has accounted for all of its costs, the City will refund the difference back to NUSA. Based on past NUSA conferences, the City does not anticipate any city funds being used to host this event. All expenses will be covered by registration fees and sponsorships secured for the conference. The City intends to secure sponsorships to cover conference expenses by October 2020. If for some reason the City doesn't secure the needed funding, they will notify NUSA about their inability to host the conference.

The NUSA 2021 Team will be led by the Communications & Public Engagement Department's Community Engagement Office in cooperation with the Public Events Department, the Hilton and Sheraton Fort Worth Downtown Hotels, and corporate and local sponsors. Additional outreach support will be provided by the Neighborhood Engagement & Revitalization Alliance of North Texas (NERA is a newly formed nonprofit organization comprised of more than twenty cities throughout North Texas). NERA has committed to play an active role on the 2021 NUSA Planning Committee and will strongly encourage city staff and neighbors from their cities to submit workshop proposals and attend the conference.

During the four-day conference, an anticipated 1,000+ attendees will benefit from attending 60-70 collaborative workshop sessions, 15-20 neighborhood tours, 2-4 special events/activities, 50-60 local vendors, 2 neighborhood awards luncheons and 2 breakfasts with keynote speakers. This will provide the City with an opportunity to showcase many neighborhood programs and initiatives to a national audience. It will also allow more local neighborhood organizations to participate in this national conference, without the travel expenses that might prevent attendance.

In January 2020, the team will begin forming subcommittees to assist with sponsorships, special events, vendors/exhibits, neighborhood tours and workshop planning. The team will leverage existing relationships to collaborate with area agencies, businesses, city staff and residents who represent more 15 community redevelopment organizations, 12 neighborhood and business alliances and 292 neighborhood associations to secure event sponsorships and volunteers to serve on NUSA 2021 subcommittees.

City Councilmembers, staff and neighbors who have attended past NUSA Conferences have been advocating the value of hosting a NUSA Conference for several years. This is an opportunity to partner with neighborhood and business leaders to showcase the work done throughout our neighborhoods to a national audience. Planning neighborhood pride tours, workshop tracks and special events together will help unify our entire community toward a common positive purpose, strengthen relationships and provide a deeper appreciation of how much our city has benefitted from neighborhood organizations.

The obligations of the City to host the conference, as set forth above, further the purpose of building and strengthening the City's neighborhood associations and promoting productive communication and collaboration both among those associations and with the City. Adequate controls are in place to ensure that this public purpose will be carried out, including the agreement between the City and NUSA and any future agreements between the City and other entities relating to the City's hosting obligations.

A Form 1295 is not required because: This M&C does not request approval of a contract with a business entity.

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**FISCAL INFORMATION / CERTIFICATION:**

The Director of Finance certifies that approval of these recommendations will have no material effect on City funds.

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