



Minnesota Alliance of Local History Museums 2021 Annual Conference Proposal Outline

For more information:

Dustin Heckman
Alliance Coordinator
(612) 500-7460
mnhistoryalliance@gmail.com

Background Information

The Minnesota Alliance of Local History Museums (MALHM) organized in 1991 with the motto of “peers helping peers”. MALHM seeks to provide a voice for the over 500 local history organizations across Minnesota and provide timely training opportunities along with professional networking to build the strength of local history in the state. A nine member Board of Directors and one part-time staff member oversee MALHM. Since 1992, at least one conference or workshop has been held on an annual basis to provide training and networking opportunities at various locations around the state.

The two-day conference has seen increasing attendance with a record number of 163 attendees in 2018. MALHM expects that attendance will exceed 200 attendees in 2019 or 2020 and continue to grow in subsequent years.

2021 Conference Dates

The 2021 Annual Conference will be held April 28-29, 2021. Attendees will begin arriving on April 27 for networking events and some may choose to stay until April 30.

Community Involvement

Communities interested in hosting the event should consider the resources available to host this conference. The primary contact should be a representative from a local history organization in or near your community. A host committee will have a full year to plan for the conference in conjunction with MALHM with final details available for publication on December 1, 2020.

Benefits of Hosting

Communities will benefit in hosting through two ways. First, local history organizations will have the opportunity to highlight their facilities to peers. Secondly, local communities will have the opportunity to give attendees a glimpse into what is offered and may encourage a return trip later.

Example Conference Schedule (may be adjusted by MALHM)

Tuesday

Morning/Afternoon	Attendees begin arriving in host community
3 to 5 PM	Vendor Hall Move-In
7 to 9 PM	Evening Mixer at a designated location

Wednesday

7 to 8 AM	MALHM Setup, Vendor Hall Move-In
8 to 9 AM	Conference registration outside ballroom
8 AM to 4:30 PM	Vendor Hall Open
9 to 9:15 AM	Welcoming Remarks from Board Chair & Alliance Coordinator (ballroom)
9:15 to 10:30 AM	Session I (three to four tracks)
10:30 to 10:45 AM	Morning Break in ballroom
10:45 AM to 12 PM	Session II (three to four tracks)
12 to 12:30 PM	Lunch in ballroom
12:30 to 1:30 PM	Keynote Speaker in ballroom
1:30 to 2:45 PM	Session III (three to four tracks)
2:45 to 3 PM	Afternoon break in ballroom
3 to 4:15 PM	Session IV (three to four tracks)
4:15 to 7 PM	Dinner on own
7 to 9 PM	Attendee mixer at a local history organization

Thursday

7 to 8 AM	MALHM Setup
8 to 9 AM	Conference registration outside ballroom
8 AM to 3 PM	Vendor Hall Open
9 to 9:15 AM	Welcoming Remarks from Board Chair & Alliance Coordinator (ballroom)
9:15 to 10:30 AM	Session V (three to four tracks)
10:30 to 10:45 AM	Morning Break in ballroom
10:45 AM to 12 PM	Session VI (three to four tracks)
12 to 12:30 PM	Lunch in ballroom
12:30 to 12:45 PM	Annual Meeting in ballroom
12:45 to 1:30 PM	Minnesota History Awards in ballroom
1:30 to 2:45 PM	Session VII (three to four tracks)
2:45 to 3 PM	Afternoon break in ballroom
3 to 4:15 PM	Session VIII (three to four tracks)
After 4:15 PM	Attendees explore community on their own or return home

Proposal Guidelines & Requirements

Proposals can be submitted by a local history organization or official tourism organization of a community. Official tourism organizations who submit a proposal must include documentation

from a local history organization (preferably the county or city historical society) of support for this proposal.

Submitters should fill out the Conference Proposal Agreement Form as well as a written event proposal that includes the required information outlined in the following sections.

Unless otherwise specified in this document or negotiated after awarding a proposal, MALHM will collect all fees and pay vendors directly. Decisions of MALHM are final for fees collected from attendees to support the conference.

Conference Facilities

Conference facilities will need to provide a minimum of three rooms to use for concurrent sessions and a ballroom space for general sessions. The main conference room should be able to accommodate 200 to 250 people seated at tables comfortably. When rooms are used for concurrent sessions, they should be able to comfortably seat one-third to one-half of the attendees in a classroom style setup (tables with chairs). A fourth room will be necessary in the event of four concurrent session tracks.

For our vendor hall space, it may be included in the ballroom space or in a separate room. The space should be able to hold a minimum of 25 vendors comfortably with a table (6' to 8' depending on site availability) and two chairs.

Each concurrent session room and ballroom should have the following available: lectern or podium for session presenters to utilize for notes, projector and screen, and audio equipment. If the conference site provides computers, this would be preferred but not required. MALHM can provide some of this equipment but it would be preferred if the host committee can ensure that all equipment is available upon arrival.

Lodging

Lodging facilities should be able to accommodate 200 to 250 attendees in single or double accommodations. A preference for the lodging and conference facilities being adjacent is desired but not required. Lodging may be provided at multiple facilities but this should be clear in the proposal. Attendees will book directly with lodging facilities and will be responsible for all charges incurred.

Complimentary shuttle service to off-site events or for taking attendees around the community is preferred but not required.

Each host community are asked to provide three complimentary suites as part of their proposal to be used for MALHM staff or their designee (ex. Keynote Speaker).

Meals

The host committee is to plan for providing breakfast and lunch on Wednesday and Thursday. This is paid as part of the registration cost for attendees. If the conference facility does not have catering options on-site, the proposal should include contact information for outside catering vendors for the selection committee to review. Information is to be provided on meal options and costs as part of the proposal. MALHM will make the final decisions regarding meal selection and vendor choice for lunch.

Drinks (coffee, juice – morning only, pop, water, and hot tea) should be available throughout the day in the ballroom and replenished as needed. During morning break periods, pastries and fruit are to be available in the ballroom. Afternoon breaks should have a snack or dessert available.

Networking Events

A key component of the Annual Conference is networking opportunities. Proposals should include mixer events on Tuesday and Wednesday evenings. Each mixer should include hors d'oeuvres and a full bar. Past practice has been that the host committee or host site sponsors these events and covers all costs. Costs have consistently been \$600 to \$750 per mixer. It is up to the host committee or host site to determine the number of complimentary drink tickets allowed per guest with a cash bar to follow thereafter. The host committee or host site are not required to provide these events in-kind. It should be clear in the proposal if that is the case.

The Tuesday mixer is a great time for attendees to catch up with others upon arriving to the host community. This can be held at a local restaurant, bar, or other location as designated by the host committee. Attendees would prefer a local history museum, historic house museum, or historic site, if possible. Responsibility for ensuring that reservations are secured for this event will be that of the host committee. Attendance: 50 to 80 people

The Wednesday mixer has become the highlight of the Annual Conference. This event is held at a local history organization's facility. Attendees will be able to explore the facility and grounds casually while networking. Attendance: 80% to 100% of conference attendees

Host Committee

Proposals should identify members or organizations that have agreed to serve on the Conference Host Committee. The size of this group is dependent on what the host community feels it will need to deliver on the promises of this proposal. The Alliance Coordinator will serve as the liaison between the host committee and organization and should be included in committee meetings. A local history organization representative should serve in the capacity of committee chair.

Community Support

Community support in the form of sponsorships (monetary or in-kind) and promotional items are welcomed as part of the proposal. Each host community should use this opportunity to highlight its hospitality and support of local history. Items below marked with an asterisk (*) are not required as part of submitting a proposal but will be given consideration when selecting a host community

*Sponsorships (monetary or in-kind)** – the host committee may solicit sponsorships, in coordination with the Alliance Coordinator, to assist MALHM in covering the costs associated with the conference or its associated events. Any sponsorship that has been secured or will be solicited as part of the proposal should be included. All monetary sponsorships should be made out and addressed to MALHM. MALHM is a designated 501(c)(3) charitable organization, which allows for some contributions to be tax deductible as allowed by IRS regulations. MALHM begins soliciting sponsorships in September prior to the conference and can provide a list of benefits for the host committee to use for soliciting local sponsors. **NOTE:** If the host committee states, as part of its proposal, that it will secure a certain level of sponsorships, this will be binding and required of the host committee if the proposal is accepted. Any shortage of sponsorship funds in this amount will be the responsibility of the sponsoring organization and/or host committee to provide to MALHM by April 1, 2021.

Promotional Items – the host committee should provide a promotional item that reflects the community for attendees to receive upon checking in for registration. This item should go beyond the standard welcome bags or packets provided by official tourism organizations. Examples include but not limited to tumblers, mugs, or trinkets.

Decision Making Process & Timeline

All proposals must be sent as a single PDF document to the Alliance Coordinator listed on the cover page of this document. Proposals will be acknowledged within 24 hours of receipt (Monday through Thursday) or the next business day (Friday through Sunday). The Alliance Coordinator will open the document to make sure the proposal is readable but will not check for completeness. If a proposal document is unable to be opened or is not readable, the proposal will be considered submitted but the community submitting the proposal will be given 48 hours to correct the issue to continue moving forward in the proposal process. Any proposal found incomplete or missing required information is disqualified from consideration. MALHM reserves the right to reject all proposals and reopen the process to new or revised proposals.

In the event of exceptional proposals from multiple communities, MALHM may engage in discussions with potential sites to host the 2022 or 2023 conference through this process, in the event they are not awarded the 2021 conference.

2021 Regional Preference

In an effort to move the Annual Conference around the state, MALHM establishes preferred regions for a host location. Proposals from the preferred regions will receive higher consideration than those outside of the preferred regions but must still meet all the same criteria.

For the purposes of the 2021 proposal process, MALHM has established the following preferred regions (listed alphabetically):

Central - Counties of Crow Wing, Wadena, Otter Tail, Wilkin, Grant, Stevens, Douglas, Pope, Todd, Morrison, Stearns, Benton, Traverse, Meeker, Sherburne, & McLeod

Metro - Counties of Chisago, Isanti, Anoka, Wright, Carver, Hennepin, Ramsey, Washington, Scott, & Dakota

Northeast - Counties of Cook, Lake, St. Louis, Koochiching, Itasca, Carlton, Pine, Aitkin, Mille Lacs, & Kanabec

Northwest - Counties of Kittson, Roseau, Lake of the Woods, Marshall, Beltrami, Pennington, Red Lake, Polk, Clearwater, Mahnomen, Norman, Clay, Becker, Hubbard, & Cass

Southwest - Counties of Pipestone, Murray, Rock, Nobles, Jackson, Cottonwood, Brown, Watonwan, Martin, Sibley, Nicollet, Blue Earth, & Faribault

Proposals from other regions will be accepted and are defined as:

Southeast - Counties of Le Sueur, Rice, Goodhue, Wabasha, Waseca, Steele, Dodge, Olmsted, Winona, Houston, Fillmore, Mower, & Freeborn

West Central - Counties of Big Stone, Swift, Kandiyohi, Lac Qui Parle, Chippewa, Yellow Medicine, Renville, Lincoln, Lyon, & Redwood

Timeline for Award of Proposal

October 1, 2018	Proposal solicitation open
November 30, 2018 at 5 PM	2021 Annual Conference proposals due
January/February 2019	Site visits by selection committee
March 18, 2019	MALHM Board selects site
March 20, 2019	Site notifications mailed
April 25, 2019	Public Announcement of 2021 Site during Annual Meeting
July 2020	2021 Host Committee begins meeting

2021 Minnesota Alliance of Local History Museum's Annual Conference Proposal Agreement Form

Please complete and sign the agreement below and attach to the proposal information requested in the specifications.

Name of Sponsoring Organization _____

Host Community _____

Contact Person _____

Address _____

City _____ Zip Code _____

Phone _____ Website _____

E-mail _____

Maximum seating capacity for host venue: _____

Region: Central ___ Metro ___ Northeast ___ Northwest ___ West Central ___
 Southeast ___ Southwest ___

Sponsoring Organization Signature _____

Printed Name _____

Signing this form signifies agreement of the organization to provide a minimum of the requirements as outlined in the attached proposal information if selected as the 2021 Minnesota Alliance of Local History Museum's Annual Conference host community and sponsoring organization.

Disclosures: Proposals are carefully considered and compared. This request for proposal does not obligate MALHM to award the proposal. MALHM reserves the right to cancel the solicitation if it is considered in its best interest.

All documents must be received by November 30, 2018 by 5 PM to be considered for hosting the conference.

Proposals should be emailed as a single PDF document to:
Dustin Heckman at mnhistoryalliance@gmail.com