



2017 NUSA Information

NUSA 2017 information, including a tentative conference schedule, will be updated regularly on the *IN the Neighborhood* website which includes a dedicated page for 2017 NUSA:

<http://www.intheneighborhood.org/2017-nusa-conference/>

General Information:

Date/Venues – May 24 – 27, 2017; Meals, workshops and exhibits will be held at both the Downtown Hilton and the Century Link. A block of rooms has been reserved at the Hilton.

Keynote Speakers - Mayor Stothert; Fred Kent of Project for Public Spaces; Joseph Porcelli of Next Door; and Jose Garcia and Terri Sanders, 24th Street Corridor

Committee Chairs and Information:

Registration and Program Book Committee – *Committee Chair, Phil Ruhe*

- Registration Pricing: Students - \$25; Local Early Bird - \$50; Non-local Early Bird - \$200; Registration after April 15 - \$300

Neighborhood Pride Tours Committee – *Committee Chair, Ryan Morrissey*

- There will be 18 Neighborhood Tours on Friday, May 26. There will also be walking/jogging tours in the mornings and 3 pre-conference tours on Wednesday.

Social/Program Committee – *Committee Chair, Norita Matt*

- 95 Workshops were received, 56 have been chosen within 8 different topics. Once all workshop applicants have been notified, the workshops list will be on the website. A Mayor's Reception is planned for Thursday, May 25.

Exhibitor Committee – *Committee Chair, Margie Magnuson*

- There is availability for 32 exhibit spaces during the Conference. April 1 is the deadline for submitting applications. The Exhibitor Application will be hosted on the website.

Volunteer Committee – *Committee Chair, Precious McKesson*

- Interested in Volunteering? Contact Kylie at 402-345-5401 ext 117

All committee members will be listed on the website which will include the Ad-Hoc committees listed here and also the Management Team and the Steering Committee.

Organizational / Management Structure:

The City of Omaha submitted a Request for Proposal to NUSA and was granted the right to host the 2017 Conference. The NUSA contract is with the City of Omaha. The City is responsible for the event and approves the budget. There are City employees involved at every level of planning for the Conference.

The City contracted Omaha By Design, which is a 501c3 to serve as the Fiscal Agent for the Conference. Omaha By Design keeps financial records including receiving payments/sponsorship and paying all bills associated with the Conference. Omaha By Design is the arm of the City that deals with urban development.

Omaha By Design, as a very small nonprofit, does not have the capacity to plan and execute an event the size of the NUSA Conference. After receiving several bids from event planners, Vic Gutman and Associates (VGA) was contracted by Omaha By Design, with the City, to serve as Conference Coordinators.

VGA Responsibilities:

- Event management including coordinating and attending all committee meetings, tracking all communication, development of site plan and communication with venues, recruitment of keynote speakers, consultation on workshops, tours, exhibitors and all conference agenda items and onsite management.
- Fundraising - including securing sponsorships; grants which includes writing, follow-up and final reports; sponsorship materials, sponsorship fulfillment; tracking budget and cash-flow; tracking all contracts; post-event thank you letters and final report.
- Marketing/Promotion – including logo design, development of all marketing materials, creation of video, development and implementation of marketing strategy, management of Registration and Program books, media releases, media interview placement, onsite media coordination.
- Liaison to NUSA Board of Directors