

MEMORANDUM OF UNDERSTANDING
2011 Sustainable YOU Conference

October 24-25, 2011

The City of Tallahassee, through the Department of Environmental Policy and Energy Resources, had proposed to host a conference on sustainability for the Tallahassee-Leon County community in 2011 during the month of October.

Leon County, biannually, hosts the Leon County Sustainable Communities Summit. In the past, the City of Tallahassee has participated in the Summit as a sponsor and a presenter.

Sustainable Florida, a Collins Center for Public Policy program, annually hosts its Sustainable Florida Conference at various locations around the State of Florida. This year, Sustainable Florida proposes to host its conference in Tallahassee during the month of October.

The City of Tallahassee, Leon County and Sustainable Florida have discussed the joint hosting of a sustainability conference in Tallahassee in October 2011. Realizing that a joint conference would be of benefit to all involved, all parties have agreed to host jointly a conference focusing on sustainability. The joint hosting of the conference will leverage, maximize and utilize the resources, skills and administrative capabilities of each co-hosting entity.

This Memorandum of Understanding (MOU) sets out the framework under which the parties (City of Tallahassee, herein referred to as the "City"; Leon County, herein referred to as the "County"; and Sustainable Florida) will co-host the Sustainable YOU Conference.

A. The Conference

1. Conference Outline

Sustainable Florida, City of Tallahassee and Leon County have agreed to co-host the Sustainable YOU Conference in the City Tallahassee on October 24-25, 2011.

The conference will promote a broad understanding of sustainable practices and principles among local governments, state government, institutions of learning, businesses, non-profit entities, community groups, and local residents through collaboration and education. The conference will also highlight local sustainability initiatives and best practices. The conference will include plenary sessions, concurrent

workshops and panel discussions, and mobile tours, and will be presented in four separate tracks.

The tracks include:

- I) **Leadership** – This track is designed for policy makers, elected officials, business owners, community leaders, and local government administrators. This track will address the leadership, policies and programs necessary to foster sustainable communities, businesses, institutions, community groups and organizations;
- II) **Sustainability Professionals** – This track is designed for individuals who are responsible for developing, implementing and monitoring sustainability plans, policies and programs. This track will include tools of the trade, case studies, and best practices;
- III) **Sustainability in Higher Education** – This track is designed for sustainability professionals and students who are involved in the implementation of sustainability programs on college and university campuses; and
- IV) **Sustainability 101** – This track is designed to educate residents, business owners, community leaders on procedures and practices to live sustainable and to green their homes and businesses, organize for community involvement in sustainability programs and initiatives and foster community partnerships on sustainability projects.

2. Conference Program

The conference will have approximately 29 sessions, including 4 Plenary Sessions, 24 Concurrent Sessions, and 1 Evening Reception. In addition, there will be arrangements for up to four mobile tours. The City of Tallahassee, Leon County and Sustainable Florida shall jointly plan for all sessions of the conference, including topics, presenters and moderators. The parties will involve, as appropriate and necessary, other Tallahassee-Leon County and statewide stakeholders in the planning and execution of the conference. Adequate considerations will be given to involve local elected and community leaders in the conference as appropriate and necessary.

B. Conference Planning & Execution Responsibilities

The City and the County along with Sustainable Florida shall share joint responsibility for the overall planning and execution of the conference, and will provide upfront funding for the conference as specified elsewhere in this MOU. The major duties of each co-host are further specified below:

I. Sustainable Florida

Sustainable Florida will be a Conference Host and be a Co-Presenting Sponsor with the City of Tallahassee and Leon County. Sustainable Florida has agreed to handle, with support from the City of Tallahassee and Leon County, the following administrative duties/tasks for the conference, and shall be considered the Administrative Host for the conference:

- Conference Budget
- Conference Payments
- Conference Contract Management - (venue, speakers, food, etc.)
- Conference Website
- Conference Registration
- Sponsorship
- Production of Conference Program
- Expo Registration
- Conference Evaluation
- Promotion (Statewide, except Leon County; Georgia & Alabama)
- Press (Statewide, except Leon County; Georgia & Alabama)

Sustainable Florida, through The Collins Center, will coordinate all budget, contracts and payments, etc., regarding conference expenses and operations.

Sustainable Florida will work collaboratively with City and the County on all aspects of the above tasks. The City and the County shall provide input, feedback and approval in a timely manner as related to the above tasks. All parties' logos and marketing collateral shall be displayed on all conference materials in equal prominence.

II. Leon County

Leon County Office will be a Conference Host and be a Co-Presenting Sponsor with the City of Tallahassee and Sustainable Florida. Leon County will coordinate as part of the conference the following:

- Conference program design
- Concurrent workshop sessions (2)
- Site visits
- Community gatherings
- Mobile Tours
- Local volunteers coordination
- Promotion
- Press

III. City of Tallahassee

The City of Tallahassee, through the Department of Environmental Policy and Energy Resources, will be a Conference Host and Co-Presenting Sponsor of the conference with Leon County and Sustainable Florida. The City of Tallahassee will coordinate as part of the conference the following:

- Conference program design
- Concurrent workshop sessions (2)
- Site visits
- Evening Reception
- Community gatherings
- Mobile Tours
- Local volunteers coordination
- Promotion
- Press

The City shall take the lead in promoting the conference locally, i.e., within Tallahassee-Leon County, set-up and display for the conference, and meals menu selection.

C. Host Recognition Package

Each conference host's sponsorship and participation will be recognized in the following manner:

- Name and logo on conference website, printed materials and promotional items in connection to the Conference Logo and the Conference title
- Opportunity to provide opening remarks at Opening Ceremony
- Opportunity to introduce a keynote speaker
- Control of content and presenters for two (2) concurrent sessions.
- Web link on conference website
- Recognition at all meals
- Reserved seating at all meals
- Complimentary exhibit tables
- 10 Complimentary Tickets to the Conference.
- Opening line reference in all media advisories

D. Revenues and Expenses

The City, the County and Sustainable Florida shall provide equal upfront funding for the conference. Each cohost shall provide \$12,500 in upfront funding. The City and the County shall provide funding in said amount, payable to The Collins Center by July 31, 2011.

a) Registrations/Sponsorships/Expo Space

Revenues for the conference shall be generated through sponsorships, registrations and expo space rental.

- i) A registration fee of \$200 shall be charged to all conference participants, except as provided herein. The registration fee shall be discounted for students and early registrants.

Local Scholarship Subsidy

The City of Tallahassee and Leon County shall arrange to provide up to 100 scholarships for unaffiliated residents of Tallahassee-Leon County. The City and the County shall work out the details of this program with Sustainable Florida who will handle the registration for the conference.

- ii) Sponsorships and expo space rental fees shall be structured as agreed upon the cohosts.

The Collins Center will work with the conference cohosts to identify potential conference sponsors for:

- Exhibit Hall
- Meals
- Breaks
- Keynote presenting sessions
- Meeting Rooms, and
- Other related conference activities

E. Sponsorship Revenue Sharing

A complete and accurate report of all conference expenses and revenues shall be reported to all hosts within one month of the completion of the conference. As the Administrative Host for the conference, Sustainable Florida shall receive 60% of the net

proceeds of the conference. The remaining proceeds from the conference shall be distributed among the three cohosts for the conference. This distribution shall reflect each cohost efforts to bring additional financial sponsorship to support the event.

F. Counterpart Execution

This Agreement may be executed and delivered in counterparts and, as executed and delivered, each counterpart shall be considered an original instrument. This agreement takes effect upon execution as indicated by the signature below can be signed

City of Tallahassee

_____ Signature	_____ Date
_____ Name	_____ Title

Leon County

_____ Signature	_____ Date
_____ Name	_____ Title

Sustainable Florida - Collins Center

_____ Signature	_____ Date
Tim Center	Vice President
_____ Name	_____ Title