INVITATION TO APPLY

The National League of Cities (NLC) First Tier Suburbs Council is pleased to offer first tier suburb communities the opportunity to partner with national economic and workforce development consulting firm TIP Strategies to host the 2020 Economic Development Summit. The event will be the second collaboration between NLC and TIP designed to help local leaders come together to identify and address common challenges.

ABOUT THE SUMMIT

The goal of the summit is to provide data analysis and insights to help a city, or group of cities in a region, identify and address shared issues and opportunities. In 2019, the Mid-America Regional Council, which serves the nine-county Kansas City metropolitan area, was chosen to host the inaugural summit following a competitive selection process. The event and related analyses focused on the challenge of workforce housing and resulted in a successful summit and best practices report available on the NLC website at nlc.org/resources/first-tier-suburbs-housing-summit.

Like the 2019 summit, TIP Strategies will donate economic data analysis and expertise and facilitate a day-long summit of community leaders. The event will highlight collaborative opportunities for local governments and help formulate economic development solutions that will build on the community’s strengths and mitigate barriers.

SUMMIT DESCRIPTION

The day-long summit is designed to convene elected leaders, government officials, nonprofit organizations, and education professionals to focus on a single issue and discuss potential solutions. During the day-long event, participants will review national economic development best practices, generate ideas for addressing areas of concern, and identify opportunities for regional collaboration.

The event will be facilitated by TIP Strategies and include the following sessions:

- **Current state.** Attendees will gain an understanding of where their region (and/or participating communities) stands on the chosen topic based on a targeted analysis of relevant indicators.

- **Best practice models.** A panel discussion featuring NLC members will highlight examples of regional partnerships around the country that have found innovative solutions.

- **Breakout sessions.** Attendees will participate in small group discussions to review and synthesize the ideas and solutions presented and propose specific opportunities for the region to collaborate to effect economic change.
TOPICS

The 2019 summit was dedicated to housing. In 2020, priority will be given to other topics that impact a local economy, such as the following:

- Economic equity and inclusion
- Workforce development/talent
- Transportation
- Placemaking
- Development districts (e.g., innovation districts, Opportunity Zones)
- Resilience

The 2019 Summit underscored the value of focusing the summit and related work on a single topic. By homing in on a single issue—workforce housing—TIP Strategies was able to work with the host community to prepare a richer analysis and identify more targeted best practice examples.

Outcomes

The summit will provide the selected community with an analysis highlighting current conditions on the selected topic and a list of next steps and solutions conceived during the event. TIP Strategies will synthesize these ideas into a best practices guide so other communities can learn from the selected community.

The results of this summit are intended to serve as a learning model for other NLC members and will become part of a clearinghouse of regional solutions and approaches for dealing with the biggest obstacles to long-term regional economic success. Additionally, the selected city/cities may be featured on the NLC website, blog, and the City Summit 2020 stage.

WHO SHOULD APPLY?

Is your community outside a larger city that garners most of the economic development attention?

Would your community benefit by better leveraging its resources and assets, maximizing strengths, or minimizing weaknesses?

Are you grappling with any of the suggested topics?

If so, your community may be an ideal candidate to participate in this NLC First Tier Suburbs Council initiative.

WHAT IS A FIRST-TIER SUBURB?

A first-tier suburb is a municipality just outside of a larger core city. Generally speaking, they were the first suburbs to form around cities after WWII. Because of their proximity to large cities, these communities are often overshadowed by the economic might of the adjoining municipality. Because of their age, they sometimes—but not always—have aging infrastructure and face the challenges that come along with it.
Not sure if your city would be considered a first-tier suburb? There’s no hard and fast rule of what qualifies, so please apply if you feel this opportunity would benefit your community.

SELECTION CRITERIA

In selecting a host community, the following questions will be considered.

- Is the community an NLC member? NLC member cities are eligible to be selected. Non-member cities will be eligible if applying as part of a regional group of cities. Preference may be given to member cities and group applications with full NLC membership.
- Is the community willing to serve and host a successful summit?
- Is the community part of a pre-existing partnership that is willing to support and participate in the summit?
- Are the challenges and opportunities of the community applicable to those of other NLC members?
- Will selecting the community create the potential for unique solutions to be showcased at the summit?

ROLES AND RESPONSIBILITIES

NLC RESPONSIBILITIES

NLC’s First Tier Suburbs Council will promote the application and selection process, and the Economic Development Summit. The Council’s selection committee will review applicants and select an awardee based on the strength of the application.

Preference will be given to NLC member cities. Not an NLC member? Join today (www.nlc.org/membership/join-or-renew).

SELECTED COMMUNITY RESPONSIBILITIES

The summit will be coordinated by a program team comprised of:

- Host city representatives
- NLC staff
- TIP Strategies staff

Led by local representatives, this team will build a custom agenda; line up local speakers; arrange an event location; and identify the analyses, partnerships, and programs to be highlighted at the summit.

Event facilities and logistics are to be provided by the selected community. The host community will be responsible for associated event costs. These costs include the event venue, all associated event coordination expenses, and the at-cost expenses of TIP Strategies related to travel and data analysis.

The cost to the host city could vary depending, for example, on whether expenses such as the event venue are donated. TIP Strategies’ at-cost expenses are expected to be between $5,000 and $10,000.

The selected community must agree to attend City Summit 2020 in Tampa, Florida and participate in the presentation of the final report.
TIP STRATEGIES RESPONSIBILITIES

TIP Strategies will be responsible for the following.

- Donating analysis of local/regional economic data related to the proposed topic.
- Facilitating a day-long summit with local elected, public, private, educational, and community leaders.
- Documenting and synthesizing the ideas shared and solutions discovered at the summit.

APPLICATION PROCESS

You may apply either as an individual city/town or in partnership with adjacent municipalities. Any NLC members willing to serve as a host for this program are invited to apply. While preference will be given to NLC member cities, all cities are eligible to apply.

Applications will be due on April 10, 2020 and must include the following information.

- Name of the NLC member.
- Name of neighboring municipal partners (if applicable).
- List of other community partners that will participate and support the summit.
- Description of the region and its municipalities.
- Discussion of how the proposed issue impacts the region and its municipalities.
- Description of unique challenges and collaboration opportunities related to the topic to be discussed at the summit.
- List of potential local speakers/leaders that are actively working to address the proposed topic.

The selected city will commit to the following responsibilities.

- Coordinating the event and covering all associated costs. These costs will include the event venue and all associated event coordination expenses.
- Supporting TIP Strategies’ at-cost expenses related to travel and data analysis, which are estimated at $5,000-$10,000.
- Designating staff to support TIP’s data collection efforts.
- Managing the details of the summit such as invitations, RSVPs, lunch (if provided), venue selection, and meeting set up.
- Designating a city staffer to work with TIP and NLC, ensuring that the summit is successful.
TIMELINE AND KEY DATES

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<tr>
<th>WHAT</th>
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<tbody>
<tr>
<td>Applications Open</td>
<td>March 2, 2020</td>
<td>Online</td>
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<tr>
<td>Application Deadline</td>
<td>April 10, 2020</td>
<td>Email Kirk Ross (<a href="mailto:Ross@nlc.org">Ross@nlc.org</a>) or Olga Kozlova (<a href="mailto:kozlova@nlc.org">kozlova@nlc.org</a>)</td>
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<td>Announce Selected City</td>
<td>April 24, 2020</td>
<td>NLC website and email</td>
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<td>Summit</td>
<td>TBD</td>
<td>Selected City</td>
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ABOUT TIP STRATEGIES

TIP Strategies, Inc. (TIP) is a privately held Austin-based firm providing consulting and advisory services to public and private sector clients. Established in 1995, the firm’s core competence in strategic planning for economic development has broadened to include expertise in talent strategies and organizational development.

TIP has worked with more than 300 clients in the US and abroad to develop innovative strategies, programs, and outreach campaigns. We are a team of experienced practitioners who have led successful public and private sector initiatives before we consulted. Our depth of hands-on, professional experience allows us to understand the unique challenges our clients face. We pride ourselves on our ability to think creatively, and we customize each engagement to meet the client’s specific needs, from initial outreach to final implementation.

TIP maintains offices in Austin, Seattle, and Boston.