

Preliminary Request for Proposals (RFP) for Conference Presenters - October 2, 2024

West Virginia Historic Preservation Conference

Conference Dates: May 1 – May 3, 2025

Location: Wheeling, West Virginia

Proposal Submission Requirement: 5 pm EST, Monday, October 28, 2024 via info@pawv.org

Notification of Acceptance: Friday, January 10, 2025

About the Conference:

The Preservation Alliance of West Virginia (PAWV) is pleased to issue a preliminary request for presenter proposals for the upcoming West Virginia Historic Preservation Conference. The conference is a biennial gathering of professionals, advocates, and stakeholders interested in historic preservation, neighborhood revitalization, and their role in economic development. The conference will feature a range of sessions, including hands-on workshops, case studies, and thought-provoking presentations on the challenges and opportunities in preserving our unique architectural heritage while fostering economic growth. We are seeking dynamic presenters who can engage attendees with informative, inspiring, and actionable sessions. We plan to feature a variety of sessions, including hands-on workshops, case studies, tours, and insightful presentations that address the challenges and opportunities of protecting our historic places while promoting sustainable growth.

Presenter Benefits:

1. Complimentary admission to the conference for the day of their presentation
2. Volunteer rate for the rest of the conference
3. Exposure to a broad audience of preservation and revitalization advocates, professionals, and stakeholders
4. Compensation - Presenter fees will be negotiated on a case-by-case basis and are subject to available funding. While we strive to offer compensation to our speakers, fees are not guaranteed and will be determined by the resources allocated for this year's conference. Please note that only one fee should be submitted that includes any travel expenses and speaker fees.

Session Topics:

We invite proposals from knowledgeable professionals and volunteers for hands-on workshops, seminars, and roundtable and panel discussions that address one or more of the following topics:

- Architectural and Wheeling history

- Architectural infill in historic districts
- Benefits of historic district design review guidelines
- Building capacity at historic landmark commissions
- Cemetery preservation and contemporary uses at introductory, intermediate, and advanced levels
- Community planning
- Covenants and easements
- Do-it-yourself preservationists & old house owners
- Economic development
- Engaging young people in historic preservation
- Federal funding opportunities
- Financing and incentives for historic preservation
- Fire protection and life safety in historic buildings
- Flooding adaptation in historic districts and structures
- Hands-on historic preservation
- Historic preservation for legal professionals
- Historic preservation for commercial and residential realtors
- Historic rehabilitation tax credit workshops at introductory, intermediate, and advanced levels
- Incorporating anniversary themes and commemorations, such as America250, at a historic site or district
- Large scale industrial historic preservation projects
- Local, state, and federal advocacy related to historic preservation
- National Register of Historic Places at introductory, intermediate, and advanced levels
- Neglect and abandonment
- Preserving sacred spaces
- Promoting adaptive reuse of commercial properties
- Rapid development in rural communities and historic districts
- Retail trends for Main Streets and historic business districts
- Reasons to resurvey older National Register Historic Districts and submit updated WV Historic Property Inventory forms
- Section 106 consultation process
- Tourism and historic places
- Understanding historic preservation ordinances and the role of certified local governments in communities
- West Virginia building code as it relates to historic preservation
- Proposals for related ideas will also be considered

Session Formats:

- Workshops: 90-minute hands-on learning experiences

- Panels: 60–90-minute discussions with 3-4 experts and a moderator
- Seminars: 45–60-minute individual presentations

Proposal Submission Guidelines:

Please include the following in your proposal:

- Presenter Information: Include your full name, title, organization (if applicable), and contact information.
- Qualifications, credentials, and experience:
 - Skill(s)/topics that you are qualified to teach/present.
 - Teaching or training experience.
- Availability: May 1-3, 2025.
- One-page description of your proposed session, including:
 - Title: A compelling title that captures the focus of your presentation.
 - Format: Indicate if your proposal is for a panel, seminar, or workshop.
 - Target audience: Identify the primary audience (e.g., preservation professionals, community leaders, students, etc.).
 - Engagement: Describe any interactive elements, tools, or activities used to engage the audience.
 - Learning Outcomes: List 2-3 specific learning outcomes or skills participants will gain.
 - Tools / equipment provided: Items you will provide for the class and student use.
 - Items PAWV must provide: Equipment, materials, or site requirements.
 - Cost / fee proposal (when applicable).
- Abstract: A clear and engaging description of the session, including objectives, key points, and takeaways for attendees. Your abstract should:
 - Capture the interest of attendees by demonstrating the relevance and value of the content.
 - Include any hands-on components or interactive elements, if applicable.
 - Be no more than 150 words in length.
- A one-paragraph bio suitable for use in handouts and marketing materials.

Submission Instructions:

All proposals should be submitted electronically **via email to info@pawv.org no later than 5 pm EST on Monday, October 28, 2024.** Please include "Conference Proposal Submission – [Your Name]" in the subject line.

Evaluation Criteria:

Proposals will be reviewed based on:

1. Relevance to historic preservation

2. Clarity and creativity of the session description
3. Ability to engage and educate attendees
4. Presenter's experience and expertise in the subject matter

Presenter Positions Available

- **Plenary speaker on Friday, May 2nd**

A 45–60-minute plenary speech, for a diverse audience of professionals and laypeople, on local history or on a broadly-applicable subject related to historic preservation. Session will occur during a luncheon on Friday, May 2.

- **Workshop leaders: Hands-on historic preservation**

Experienced workshop leaders are needed to conduct hands-on historic preservation training at a historic property during our upcoming conference. These half-day, full-day, or multi-day workshops will take place on Thursday, May 1 and Friday, May 2, with an option for half-day workshops on Saturday, May 3. Workshops should focus on teaching traditional building techniques and preservation skills through hands-on activities directly applied to the historic property or using a demonstration format. Sessions may include a classroom component, or be intensive, skill-specific training. Ideal workshop leaders will have extensive expertise in the proposed skill, deep knowledge of historic preservation practices, and prior experience teaching or leading workshops. Instructors are encouraged to bring additional tools to provide participants with practical, hands-on learning opportunities.

- **Workshop leaders: Historic preservation for legal professionals**

This workshop is for legal professionals, with the goal of offering continuing education credits. It aims to provide essential knowledge for those involved in historic preservation law. Topics to be covered may include, but are not limited to:

- The National Historic Preservation Act
- Effective enforcement of local historic preservation ordinances
- Covenants, easements, and other legal tools for preservation
- Public/private partnerships
- Innovative financing methods; e.g., federal and state historic tax credits, New Markets Tax Credits

The preferred dates for this workshop are Thursday, May 1, or Friday, May 2. However, there is flexibility for a multi-day format.

- **Workshop leaders: Historic preservation for commercial and residential realtors**

Workshops will be designed for West Virginia real estate professionals to earn continuing education credits with the goal of providing knowledge to help real estate professionals working with either residential or commercial properties in historic districts. Requests are for introductory, intermediate, and advanced workshops. Topics to be covered may include, but are not limited to:

- Understanding historic zoning and design review
- Recognizing local architecture
- Incentivizing historic preservation through tax credits and grants
- Marketing historic properties
- **Session instructor: Resurveying Downtowns/Historic Districts and Amending National Register Nominations**

This intermediate-level workshop, hosted by PAWV, proposes to inform local government officials and Main Street members about the importance of resurveying their historic districts and amending existing National Register nominations. The session will provide attendees with the knowledge they need to help their downtown areas achieve full redevelopment potential.

- **Educational speakers**

Conference participants will have the opportunity to attend a variety of sessions on Friday and Saturday. Each session will last either 75 or 90 minutes and will focus on a specific conference track. Sessions will be held in breakout rooms, with specific locations to be determined. Speakers should have significant expertise in their subject area, a deep understanding of how it relates to historic preservation, and/or prior experience teaching the topic.

- **Roundtable leaders/facilitators/moderators**

Conference participants will have the opportunity to attend a range of sessions on Friday and Saturday. Each session will last either 75 or 90 minutes and will focus on a specific conference track. Sessions will be held in breakout rooms, with specific locations to be determined. Facilitators are expected to encourage active participation, gather examples and experiences from attendees, and address questions. Facilitators should have in-depth knowledge of the subject area and experience leading discussions, particularly with diverse audiences.

- **Panel presenters and moderators**

Panel moderators will assemble 2-3 presenters to contribute to a session focused on a specific conference track or theme. Each presenter will deliver a brief presentation, followed by a discussion led by the moderator. Moderators are expected to encourage active participation, gather examples and experiences from attendees, and address questions. Presenters and moderators should have in-depth knowledge of the subject area;

moderators should also have experience leading discussions, particularly with diverse audiences. Proposals should include the names, contact information, and qualifications of all panel participants.

- **Tour guides and activity leaders**

PAWV is seeking tour guides for architectural walking or driving tours, as well as leaders for other outdoor activities such as scavenger hunts, site visits, or demonstrations.

- **Walking tours** or outdoor activities generally last 1.5 to 3 hours.
- **Driving tours** may extend to a half-day or more.
- **Site visits** may extend to a half-day and can take place in Brooke, Ohio, and Marshall Counties.

Guides must possess a deep understanding of the historic structures and properties featured on the tour. Knowledge should encompass either the original uses of the buildings or the methods, strategies, and technologies used in their preservation or adaptive reuse. The tours should focus primarily on historic preservation.

- **Poster presenters**

PAWV invites poster presentations showcasing research or historic preservation projects. These may be presented by individuals, such as students or AmeriCorps members, or by representatives of project teams. Posters will be displayed throughout the conference, with a dedicated poster presentation session lasting 60–75 minutes, scheduled for Friday or Saturday. Presenters should be available during the session to discuss their posters, including research methods, project scope, and outcomes.

This Request for Proposal (RFP) does not guarantee the implementation of any submitted proposals. We reserve the right to select alternate trainers or facilitators for workshops, sessions, and other activities. If an insufficient number of suitable proposals are received by the deadline, we may consider late submissions. Revisions to your proposals may be suggested for your review and consideration. All events will be organized and directed by PAWV staff, who will have final approval over all content.