

Manage Nightlife and Harness the Economic Value of Sociability

Throughout North America, cities struggle to manage active nightlife. Increased crime, fights, noise, litter, and DUI are among the common challenges. Resources and budgets are limited to address these issues. Yet practical, cost-effective solutions do exist. The RHI State Summit series showcases the best strategies to plan, manage and police nightlife.

Learn how your city can harness the economic potential of the nighttime economy and become a more sociable city.

SOCIABLE CITY™ LEADERSHIP SUMMIT 2013

The Responsible Hospitality Institute is the preeminent source of expertise on planning and management of the nighttime economy. Participants of the Sociable City Summit will access a comprehensive overview of nightlife trends, issues, and the most effective strategies to address challenges and avoid common pitfalls.

This two-day event features interactive group problem solving sessions, district tours, educational seminars, and ample networking opportunity with peers from throughout the state.

Enhance Vibrancy

- **Entertainment:** Assess the economic impact of nightlife and trends driving demand. Match with diversity of social options.
- **Multi-use Sidewalks:** Enhance and manage public "social" space with outdoor dining, events, vendors and entertainers.

Assure Safety

- **Public Safety:** Manage crowds and proactively facilitate business code compliance and patron accountability.
- **Venue Safety:** Best practices for nightlife social venues to reduce risk and increase patron safety.

Plan for People

- **Transportation:** Coordinate a multi-modal mobility management plan for nighttime employees and patrons.
- **Quality of Life:** Achieve peaceful co-existence among residents and businesses with zoning and code updates for mixed use activity.

Mark Your Calendar

- **Thursday-Friday, May 16-17**
Delray Beach Center for the Arts at Old School Square
Delray Beach, Florida
- **Tampa, Florida – To be announced**

Registration

- **Individual: \$270**
- **Transformation Team: \$1,500 for group of six**
- **Register Opens Monday, February 18 – www.rhiweb.org/summit/fl**



Build a Transformation Team

The Sociable City Summit is structured around city teams that represent the diverse stakeholders within a community who are invested in safe, vibrant, and well managed nightlife. One stakeholder alone cannot institute sustainable change. Forward momentum requires a collaborative effort among a variety of public, private and government entities. Attendance by a team of your city's stakeholders will result in a shared vision, a common understanding of the key factors to plan and manage nightlife, and buy-in to make this vision a reality.

Consider organizing a team with representatives from each of the following six perspectives. Prepare for attendance at the Summit by conducting a tour of your city's social district and bring a case study for review and discussion.

RHI can assist in your recruitment by introducing people from other cities that have been through the process and can share their success stories. Just ask.



Two Days of Networking, Solution Exchange and Alliance Development

The Sociable City Summit depends upon the collective expertise of participants and the facilitation by RHI staff, drawing upon the experience of working with more than fifty US and Canadian cities developing their nighttime economy. The program is divided into onsite and offsite activities.

City Inventory

Participating cities will receive a guide on conducting a tour of their social district's "hospitality zone" to determine strengths, weaknesses, opportunities and threats. This will also enhance the development of relations among transformation team members.

Day One Morning: City Showcase

The first phase of the program begins with a general overview by RHI facilitator of the agenda and lessons learned from research. City teams will be seated together, participate in group discussion exercises and some cities will be selected to showcase their city.

Day One Afternoon: Plan for People

The afternoon will be an overview of the infrastructure required to plan for people and incorporate "public safety through environmental design" features into a social district. Participants will sit in peer groups (i.e. safety, development, community, hospitality, etc.) and determine their role in planning.

Day Two: Assure Safety – Enhance Vibrancy

The second day will focus on public and venue safety, and then continue with a discussion on entertainment and multi-use sidewalk planning. Groups will divide by special interest (i.e. College Cities, Tourism Cities, Cities with Multiple Social Districts, Cities with a Single Social District). The day will conclude with participants reconvening with their city team to finalize an action plan for their city.

Registration and Sponsorship Information

The Sociable City Leadership Summit on the Nighttime Economy provides an investment opportunity for companies providing products and services to government and business, associations representing key stakeholders involved with, impacted by or benefiting from the nighttime economy, or agencies seeking to enhance the economic and social benefits, while reducing the risk, of nightlife.

Level	Benefits	Investment
Title	<ul style="list-style-type: none"> <input type="checkbox"/> Primary recognition on all materials <input type="checkbox"/> Logo and 50 word listing <input type="checkbox"/> Welcome speaker on first or second day <input type="checkbox"/> Either one team sponsor (see below) and four comp registrations <input type="checkbox"/> Or discount code for 20% off individual or select team registrations <input type="checkbox"/> Limit of two title sponsors per event 	\$5,000
Function	<ul style="list-style-type: none"> <input type="checkbox"/> Host luncheon on first or second day <input type="checkbox"/> Introduce luncheon speaker/panel <input type="checkbox"/> Logo and 25 word listing <input type="checkbox"/> Four comp registrations <input type="checkbox"/> Discount code for 10% off individual or team registration 	\$2,500 Funds or in-kind
City Team	<ul style="list-style-type: none"> <input type="checkbox"/> Sponsor a city team of six representatives from a single city <input type="checkbox"/> Logo with city team member listing <input type="checkbox"/> One additional comp registration 	\$1,500 One discount code limit
Co-Host	<ul style="list-style-type: none"> <input type="checkbox"/> Promotion and program Listing <input type="checkbox"/> Discount Code for 10% off registration for association members <input type="checkbox"/> One comp registration 	For Associations Notice to Members Web Link
Individual	<ul style="list-style-type: none"> <input type="checkbox"/> Individual registration for Summit <input type="checkbox"/> Program and all activities <input type="checkbox"/> Option for 50% savings (\$90 value) on membership in RHI's Sociable City Network and access to webinars and online resources <input type="checkbox"/> One discount code limit per registration <input type="checkbox"/> Scholarships available 	\$270 non-member

Additional Information



The Responsible Hospitality Institute (RHI) is a non-profit organization founded in 1983. RHI is dedicated to assisting businesses and communities create safe and vibrant places for people to socialize. RHI's Sociable City Network is your gateway to research, tools and expertise from worldwide practitioners, city leaders and organizations. Members access exclusive online webinars, best practices, case studies and model policies.

For additional information go to www.RHIweb.org or call Alicia Lakomski 831.469.3396 4#