



CITY AWAKE

a program of the Greater Boston
Chamber of Commerce

Request for Event & Venue Proposals

*Fierce Urgency of Now:
Energizing Millennials of Color to Unlock Boston's
Promise*

Thursday September 20th - Monday September 24th, 2018

About City Awake

City Awake: - a program of the Greater Boston Chamber of Commerce - is the premiere platform to retain and empower the next generation of talent, namely, millennials, to maintain and enhance a thriving economy in Greater Boston. The effort is focused on three objectives:

- Capture, advance, and protect the perspective of 21 to 39-year-old talent in the business, civic, and political discourse of Greater Boston;
- Activate and involve the next generation of talent in local issues so they build “roots” in the region; and,
- Network a generation early in their careers so they forge partnerships across sectors down the road, helping them advance personally and professionally

Event Overview

City Awake partnered with The Boston Foundation last year on a report - *City of Millennials: Improving the Future Prospects of our Region and Its Young Adults* - that validated a sentiment that has long been present in Boston: young people of color have an experience in Boston that diverges from their white peers.

Boston must improve its image and increase access to opportunities to attract and retain these young people. Millennials comprise nearly half of Boston’s workforce, and 43% of millennials in the region are people of color. A failure to address Boston’s shortcomings related to racial equity could severely impact the Boston economy, making this a business imperative, in addition to a societal issue. City Awake has made it a strategic priority to address this inequity and highlight ways to make Boston a welcoming place for millennials of color.

The cornerstone of our strategy will be **Fierce Urgency of Now: Energizing Millennials of Color to Unlock Boston's Promise (#FUNinBOS)**, a community-driven experience taking place **September 20th-24th, 2018**. City Awake will convene organizations to host a community festival with the objective of highlighting the experiences, challenges, and possibilities for millennials of color in our city. The festival will include up to 30 events hosted over a 5-day period.

For more information, please visit <https://www.cityawake.org>.

Request for Event or Venue Proposals:

We would like to invite individuals, organizations, & businesses to host social, civic, arts, and professional events during this week that:

1. Elevate the platform of individuals, artists, next generation leaders, and organizations who are already working to reframe the discussion around the city's identity and retention of millennials
2. Connect millennials of color across Greater Boston to each other and provide an opportunity to experience and create a new narrative that infuses creativity into conversations about Boston's livability
3. Create space for millennials of color and leaders in the civic & business community to talk about challenges and create solutions
4. Are hosted in spaces that are mostly frequented by white people and not typically seen as welcoming to people of color; **as well as** spaces throughout Boston's diverse neighborhoods that highlight the existing cultural vibrancy

We are also inviting institutions, venues, businesses throughout Greater Boston to offer their space to those who are planning events that meet the above criteria.

Event Categories:

LEAD: Professional and Leadership Development

Events focused on skill building and leadership training to unlock the full potential of millennials of color in Greater Boston

ENRICH: Fun and Cultural Vibrancy

Events focused on building community and creating social opportunities for millennials of color across Greater Boston

SERVE: Civic Engagement and Community Service

Events focused on activating Boston to support and give back to causes that empower and elevate communities of color across Greater Boston

Event Host Individual, Organization, Business Responsibilities

To develop and plan your event. This includes securing a venue (City Awake can assist with this in some cases), creating and managing partnerships, developing a budget, setting any prices (if applicable), selling tickets, marketing to your desired audience, and creating any event materials.

Venue Partner Responsibilities

Businesses and organization can submit to offer your venue as a space for another organization to host an event. You will get the opportunity of exposure and branding with the Chamber to highlight the work that you are doing around racial equity for millennials and young people of color in Boston. We hope to be able to have these conversations/host events in spaces that are not typically seen as welcoming to people of color and provide the platform for all kinds of organizations that are already doing this work or are interested in becoming a part of the conversation.

City Awake/Chamber Responsibilities

To act as a convener and organizer of the full week of events. The Chamber will not be responsible for content of individual events, we leave the ideas and structure of each individual event up to the host organizations. The role of the Chamber will be in marketing the festival, coordinating the master calendar for the week, and managing relationships with partner organizations so that events are appropriately spread out. We will also make connections to venues that are offering their space and being a matchmaker between proposals with similar ideas.

Submission Instructions and Timeline

Submissions will only be accepted through the online submission platform [here](#) and on the City Awake website. Proposals received by the round 1 deadline will receive priority for festival time slots and supplemental funding. Additional proposals will continue to be accepted until Aug 1st.

March 22 — Information session/workshop

May 7 — Round 1 submissions due by 11:59pm EST

June 4 — Round 1 festival events selected

August 1 — Final date to submit proposals

August 15 – Final events calendar

September 20 — Opening day of festival

Contact Us

Please contact Sheena Collier at scollier@bostonchamber.com if you have any questions about the call or guidelines. For more information about City Awake, visit cityawake.org.