

## Ohio's Great Miami River Corridor Festival Request for Proposals 2009

### Summary

The Miami Conservancy District (MCD) and Cox Ohio Publishing are announcing the availability of \$5,000 cash and an advertising package for a series of public events on or along the Great Miami River or Mad River between Wright-Patterson Air Force Base and the confluence with the Great Miami in downtown Dayton. The purpose of the festival program is to draw attention to the river corridor: its scenic beauty, recreational opportunities, and unique cities. Drawing consumers to patronize businesses along the riverfront of these cities is vital to the success of the festival program.

### Eligibility

Eligible applicants include the cities, downtown development associations, park districts, and nonprofit festival organizers in areas protected from flooding by The Miami Conservancy District. The events must be held in two or more of the cities in the MCD protected area. These cities are:

City of Dayton  
City of Franklin  
City of Hamilton  
City of Miamisburg  
City of Middletown  
City of Piqua  
City of Tipp City  
City of Troy  
City of West Carrollton

Eligible projects will include at least two different cities – though three is preferred -- with different events or festival venues during one three-day weekend. Venues must be in the downtown areas of at least two of the cities listed above. Eligible projects will also include mechanisms to promote river and recreational trail transportation between the event venues.

### Criteria

Projects will be reviewed most favorably when they:

- Include two or more cities hosting events during one weekend
- Promote the hospitality – dining and lodging – industry within the downtown areas
- Provide a registration process for individuals participating in the river or trail transportation, meal or overnight portions of the events
- Have an evaluation plan that will provide information for future similar events

### Evaluation Process

The proposals will be evaluated, reviewed, and selected by staff of The Miami Conservancy District and Cox Ohio Publishing.

### Dates and Deadlines:

Project Proposals will be accepted through August 1, 2009. Applicants will be notified of chosen projects no later than September 1, 2009. Events may be held as soon as the Project Agreements are executed, but no later than October 15, 2010. Project Agreements should be in place by December 20, 2009.

**Addresses:**

Project proposals must be postmarked by August 1, 2009 and addressed to The Miami Conservancy District at the following address.

The Miami Conservancy District  
ATTN: Ohio's Great Corridor Festival  
38 East Monument Avenue  
Dayton, Ohio 45402

For further information about this Request for Proposals:  
Angela Manuszak, Training and Outreach Coordinator  
[amanuszak@miamiconservancy.org](mailto:amanuszak@miamiconservancy.org)  
(937) 223-1278 x3263

**Application Process:**

Applications must be created using the Project Application form available for download from:  
<http://riversummit.udayton.edu/>.  
OR you may request a paper copy from the contact listed above.

- One copy of the application must be submitted, on 8.5 x 11 paper, with a staple in the upper left hand corner.
- Applications will be considered incomplete without an original signature and all required information and attachments.
- Applications must be postmarked by the deadline.

**Background**

For several decades, The Miami Conservancy District and its local partners have been promoting river-based recreation along the Great Miami River. The recreation trails and river access points provide a quality-of-life amenity enjoyed by many across the region. Whether using the river and its trails for weekend recreation or a family vacation, our river provides a valuable connection between our communities.

Cox Ohio Publishing, with daily papers in several Great Miami River cities, has over a hundred years of commitment to the local communities it serves. The company shares the vision of a vibrant river corridor and is investing its resources to bring the vision to reality.

In light of the river's potential to spur economic growth, the University of Dayton and MCD are facilitating a process to develop Ohio's Great Miami River Corridor. They hosted River Summits in April 2008 and 2009 to provide a platform for river cities, recreationalists, and agricultural producers to develop a shared vision of the river as an economic driver, unifying force, and competitive advantage for the region.

## **Ohio's Great Miami River Corridor Vision & Goals**

The draft version of the shared vision and goals are as follows.

### **Vision of Ohio's Great Miami River Corridor:**

- Links the riverfronts of Piqua, Troy, Tipp City, Dayton, Moraine, West Carrollton, Miamisburg, Franklin, Middletown, and Hamilton.
- Promotes new development and the growth and retention of jobs along the river within the twelve cities and at neighboring Wright-Patterson Air Force Base.
- Keeps talented young Ohioans in Ohio by providing exciting destinations with things to do.
- Preserves inter-city farmland and farming along the river corridor.
- Protects open space and floodplain along the river corridor.
- Provides 98 continuous miles of land and water recreational trails.
- Reduces suburbanization of inter-city green space.
- Joins rural and urban Ohioans in a collective vision with shared goals.

### **Goal - Redevelop City Waterfronts**

Waterfront development in Sidney, Piqua, Troy, Tipp City, Dayton, Moraine, West Carrollton, Miamisburg, Franklin, Middletown, Hamilton and Fairfield enhances the viability and quality of life within those cities. New development along and near the waterfronts will create destination entertainment venues, restaurants, pubs, market-rate housing, retail, corporate offices, and in-river and waterfront parks. Trail hubs in the waterfront areas of the cities will provide points of convergence for the more than one-half million people living near this river corridor as well as for tourists that come to experience one of the nation's longest trails.

### **Goal - Promote Recreation and Tourism**

Continuous land and water trails are the cornerstone of this 98-mile long River Corridor. Interconnecting the riverfronts of twelve cities, the trails afford recreational users an exciting and eclectic experience. Trail users encounter the diversity of Ohio's natural and built environments, ranging from downtown hardscapes to productive farmland to protected natural areas. The trail creates a physical link between festivals and events that bring the best of Ohio's urban and rural cultures together and draw over a half-million visitors annually.

### **Goal - Preserve Farmland**

Preserving farmland between Ohio's Great Miami River Corridor cities protects Ohio's farming industry (employing nearly one million Ohioans) and promotes the viability of the cities by concentrating development within current city boundaries.

### **Goal – Protect Open Space**

Protecting open space along the river ensures that floodplains can alleviate flooding, preserves natural areas serving as wildlife habitat, provides natural filtering that enhances water quality, and sustains aesthetic beauty for River Corridor residents and visitors.