



Regional Roundtable Checklist

Updated 5/2/25

Purpose

The TXD Regional Roundtables are designed to connect members and non-members from across a region to learn about downtown resources and best practices from speakers and hosts, and to connect and network with other downtown professionals and supporters. We prefer to schedule roundtables at the end of the week, and potentially around downtown events on either side of it, to encourage overnight stays for your community.

Suggested Agenda

9:00 a.m.	Check in and onsite registration
9:30-10:00 a.m.	Welcome & Introductions by Host City
10:00-10:45 a.m.	Educational Session #1
10:45-11:00 a.m.	Break / Sponsor 5–10-minute session
11:00 a.m. -12:15	Downtown Walking Tour <i>(during summer months it needs to be in a.m., in cooler months it can be after lunch)</i>
12:15-1:15 p.m.	Networking Lunch <i>or</i> Lunch and Learn with Speaker
1:15-2:30 p.m.	Educational Session #2
2:30 p.m.	Group photo, wrap up & adjourn

Host City to coordinate speakers and provide draft agenda to Education Committee 8 weeks prior to event for review. Attendees need clear learning objectives for each session. Include a snappy title for each session, a short description, and the speakers' name / organization.

Meeting Space Requirements

- Ideally the meeting space is **downtown** and covered by the host city as in kind match.
- Meeting space for 50 -100 attendees
- Seating preferences are rounds of eight (8).
- Table and at least two chairs for check in and registration.
- Some host cities choose to set up a room block at a local hotel. This is suggested, but not a requirement.

Audio Visual Requirements

- Screen
- Projector
- Laptop
- Podium
- Microphone/PA system



Registration Outreach Requirements

Texas Downtown's goal for Regional Roundtables is to reach members and non-members in a 60-mile radius of the event. TXD will start promoting the Roundtable at the beginning of the year on the website events calendar, monthly newsletters, and social media platforms. Regional outreach by the host city should start as soon as the event is scheduled to allow attendees to plan in advance. Reminders should be sent out six – eight weeks in advance. Texas Downtown staff will provide a list of existing members in the area for the Host City and Education Committee to reach out to and invite.

Non-members are welcome to attend. The host city should invite other related organizations in their region including but not limited to City staff (City Managers, Assistant City Managers, Planning Departments), County staff (Judges, Commissioners), Economic Development Corporations, Community Foundations, [Heritage Trail Regions](#), [Main Street managers](#), [County Historical Commissions](#), [Regional Councils](#), etc.

Food and Beverage Requirements

Texas Downtown loves supporting downtown businesses and restaurants! Food costs for the day should be \$25-\$30/person max. Texas Downtown will cover the cost of lunch through registration.

Morning

- Coffee/Waters/Juices/Soft drinks
- Light refreshments – i.e., fresh fruit, granola bars, pastries

Lunch

- Iced tea/Water
- We're open to options but prefer to keep it simple. Sandwiches and boxed lunches are typically the easiest. Gluten free and vegetarian/vegan options should be available.

Texas Downtown Responsibilities

- Conduct a pre-event virtual meeting with host city and TXD to talk logistics and best practices.
- Assist with ideas and help cultivate sponsorship opportunities.
- Work with local hosts and Education Committee members to develop agenda.
- Promote the Regional Roundtable and sponsorship opportunities online and in bi-weekly newsletter.
- Manage registration – online sales, confirmations, check-in, nametags
- Be available (as schedule allows) as a speaker and content provider.
- Provide the host city with portable walking tour speakers (if needed).

Host Responsibilities

- Attend a pre-event virtual meeting with TXD Education Committee and staff.
- Sign last page of Roundtable Checklist.
- Coordinate speakers and work with Texas Downtown staff and Education Committee members to develop an agenda.



- Provide Texas Downtown staff with high quality photos of host downtown and speaker headshots eight (8) weeks before the event to help create event graphics.
- Provide logistical information for event venue including address, parking, and any other specific instructions.
- Recruit 2-3 sponsors.
- Secure downtown meeting space location and cover any costs.
- Food and Beverage Requirements listed above.
- Lead downtown walking tour (*preferably using a portable mic or bullhorn*).
**We have these if you need to borrow them.*
- *Reach out to local and regional contacts to promote the event.*

Financial Responsibilities

Registration fees will go to TXD and will be used to drive the state-wide non-profit's mission. Attendees from the host city will be able to register under the host city's membership discount. A portion of the sponsorships will be used to pay for lunch.

All sponsorships recruited by TXD will go back to our organization. Any sponsorships recruited by the host city will be split 75% to TXD and 25% back to the city.

The host city's in-kind match for the event will be to cover the cost of the venue, if any. Often host cities can find a local venue willing to donate the space. The host city will also be responsible for providing breakfast and drinks throughout the day.

Regional Roundtable Sponsorship Levels and Benefits

Texas Downtown would appreciate help from the host city in recruiting 2-3 sponsors to offset event costs. Our sponsorship levels can be found below. Sponsors can put up signage at the event, and setup a table at the back (providing there is space). The host city and Texas Downtown will create and share custom social media posts thanking sponsors for their participation and utilizing those posts to help promote the event.

\$1000

- Opportunity for sponsor to welcome attendees and share information about city/company/organization
- Two (2) roundtable registrations – may be gifted to cities/organizations
- Sponsor promotional item distributed to attendees
- Social media posts recognizing the sponsor
- Logo on event agenda and marketing materials

\$500

- One (1) roundtable registration – may be gifted to cities/organizations
- Sponsor promotional item distributed to attendees
- Social media posts recognizing the sponsor before the event



Registration

Texas Downtown will coordinate registration. Attendees will be able to register and pay directly through the TXD website. TXD staff will provide the registration list and manage the registration table at the event. TXD can provide nametags for the day of the event, if need be. Some communities prefer to print them off themselves to include a sponsor, or other special notation. TXD can provide a sponsor invoice and/or direct link for sponsors to pay from, or if the host city would like to collect the sponsorships they can, and then provide TXD their portion of the payment.

Sponsor/Host Swag

The host city and/or sponsors are more than welcome to provide materials with their logos, goody bags, etc. to the attendees, and hosting a networking happy hour etc. after the roundtable is also a great way to extend the attendee’s stay. *This section provides options, but they are not required.

Week of Event Tasks

- Print off agendas.

The host city, _____, agrees to coordinate and provide the requirements outlined above for the Texas Downtown Regional Roundtable.

Host City Representative

Date