



Mayors' Institute on City Design

INFORMATIONAL WEBINAR

2025-2026 Special Session Hosts RFQ

MICD.ORG
INFO@MICD.ORG

NATIONAL
ENDOWMENT **for the ARTS**
arts.gov



THE UNITED STATES
CONFERENCE OF MAYORS





RFQ Overview

- + Seeking universities with accredited programs in architecture, landscape architecture, and/or urban planning OR nonprofit design organizations
- + Up to \$50,000 in funding for reimbursement of hard costs
- + Up to four Special Sessions to occur in 2025 or 2026
- + Deadline: January 10, 2025, 4:00pm ET



Agenda

- + MICD overview
- + Institute Sessions overview
- + RFQ details
- + Q&A





Lead with Design



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The Mayors' Institute
on City Design

75th National Session

Charleston, SC | May 18-20, 2022

Charleston, SC Mayor

Arlington, TX Mayor

Kansas City, MO Mayor

Shawnee, KS Mayor

San Antonio, TX Mayor

San Jose, CA Mayor

San Diego, CA Mayor

San Francisco, CA Mayor

San Jose, CA Mayor

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San Jose, CA Mayor

I learned more at MICD than I have in any prior conference. MICD should be required orientation for every mayor – no matter the city size.

MAYOR QUINTON LUCAS | KANSAS CITY, MO

2022 MICD 75 CHARLESTON

2023 MICD JUST CITY MAYORAL FELLOWSHIP

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Mayors' Institute on City Design

With a belief in the power of city design to transform communities, the Mayors' Institute on City Design (MICD) educates mayors to be the chief urban designers of their cities.

MICD is a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors. Since 1986, we've offered collaborative learning programs and resources to mayors in order to make a purposeful, positive impact on America.



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MICD Programs



Institute Sessions

Institute Sessions are the core of MICD. At these collaborative workshops, mayors engage with design leaders to find solutions to the most critical planning and design challenges facing their cities. Sessions are organized around case study projects: Each mayor presents a project from their city and receives feedback from other mayors and design leaders.

MICD Just City Mayoral Fellowship

The MICD Just City Mayoral Fellowship is a unique, highly interactive, semester-long program that brings together a small group of mayors and their staff to directly tackle injustices in each of their cities through planning and design interventions.

Virtual Seminars

Virtual Seminars are engaging and interactive learning and discussion opportunities for small groups of mayors and city staff. Each one-hour seminar features a deep-dive presentation on a single timely topic from a design expert, followed by a moderated group discussion among the attending mayors and city staff.

Alumni Advising

MICD Alumni Advising helps mayors continue addressing the complex challenges facing today's cities, beyond the traditional Institute Session model. This program matches mayors and two of their staff members with two design experts with niche expertise relevant to the project at hand.



MICD Institute Sessions



Institute Sessions

Our flagship program since 1986.

Institute Sessions are the core of MICD. At these collaborative workshops, mayors engage with design leaders to find solutions to the most critical planning and design challenges facing their cities.

Each mayor presents a project from their city and receives feedback from other mayors and design leaders. Past projects have included the following topics: neighborhood revitalization, transportation planning, arts and culture, district visioning, main street and commercial corridor redevelopment, affordable housing, equitable development, historic preservation, and sustainable development.

Dates

2.5 DAY WORKSHOPS

Location

HOST MAYORS AND INSTITUTIONS
VARY

7+7+0



A faded background image showing a group of people, including a man in a maroon shirt pointing upwards, in an urban setting with palm trees and buildings.

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MICD is a transformational opportunity for elected officials to break away, focus, and truly ideate on specific urban challenges. This is an incredible program that serves as a model for how to pair expert professional counsel with driven & passionate public leaders.

ANTOINE BRYANT | DIRECTOR OF PLANNING, CITY OF DETROIT

RESOURCE TEAM: MICD NEW ORLEANS 2022

HOSTED BY TULANE SCHOOL OF ARCHITECTURE

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“Disproportionate impact” is a good way of describing the work of the Mayors’ Institute: a small group of committed people, in a very short period of time, brainstorming alternative futures with significant positive impact potential for the lives of many.

**LUIS RICO-GUTIERREZ | DEAN, IOWA STATE UNIVERSITY COLLEGE
OF DESIGN**

HOST OF MICD DES MOINES 2022

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A background image showing a group of people in a meeting or conference setting. A man in a suit is in the foreground, looking towards the right. Other people are visible in the background, some wearing lanyards. The image is faded and serves as a backdrop for the text.

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MICD has allowed me to step back and view challenges as opportunities. The design lens that MICD provides is a much more productive way to view the work that we do for our communities.

MAYOR KAHLIL SEREN | CLEVELAND HEIGHTS, OH

MICD NEW YORK CITY 2024

HOSTED BY NYU URBAN LAB

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I've never been in a space where ideas, passion, and vulnerability flow so freely. I got to feel like an expert and student all at once. I learned, grew, and have been changed by this experience. I so appreciate MICD, our host city, and the rest of the participants for sharing and creating this space of empathy and service.

TAMIKA BULTER | TAMIKA L. BUTLER CONSULTING

MICD HONOLULU 2022

HOSTED BY UNIVERSITY OF HAWAII SCHOOL OF ARCHITECTURE

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2025-2026 Special Session Hosts RFQ

A background image showing a group of people in a meeting or workshop setting. They are gathered around a table, looking at documents and a laptop. The image is faded and serves as a backdrop for the text.

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The opportunity to gather mayors and design professionals around complex topics is exhilarating. We had so many magic moments where transformative discussions took place in an environment unlike most due to the care and unique structure of the session. Hosting a session is a big commitment, but it is incredibly meaningful, inspiring, rewarding and a real honor.

JULIE ABERG ROBISON

**ASSISTANT DIRECTOR, INSTITUTE FOR DESIGN RESEARCH AND OUTREACH (IDRO)
IOWA STATE UNIVERSITY COLLEGE OF DESIGN**

HOST OF MICD DES MOINES 2022

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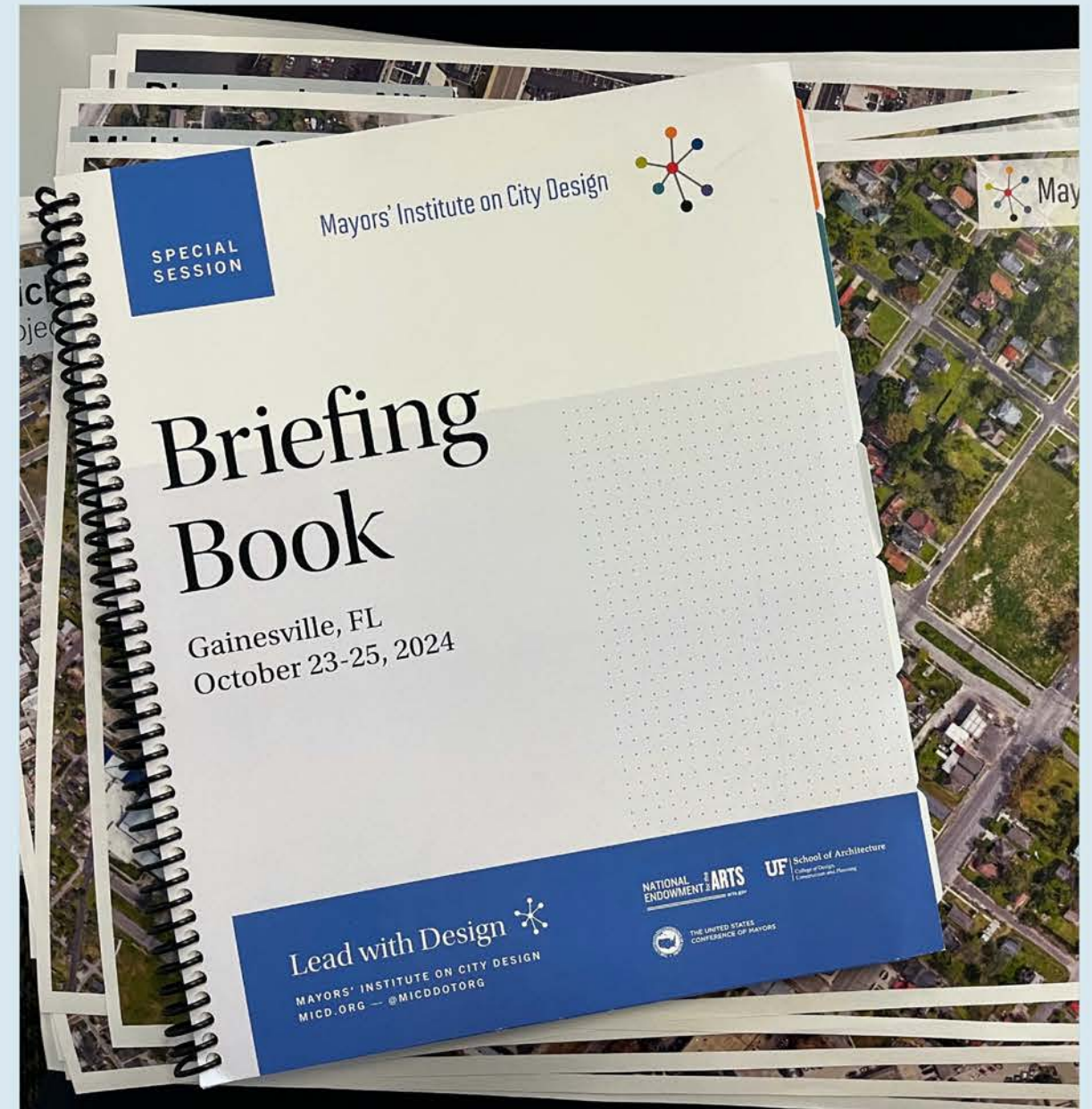
RFQ Highlights



- + Selected hosts will run an MICD Institute Session geared towards small to mid-sized cities (“Special Session”)
- + Applicants may incorporate a “theme” into their proposal, but overall session is also an “urban design 101” education for mayors
- + Up to 4 Special Sessions to occur in 2025 or 2026
- + Propose a resource team of professionals in allied design fields for the application
- + We will work with selected hosts to choose and invite mayors: you do not need to identify mayors at this stage

Scope of work

- + Significant time commitment: about an 8-month process start to finish
- + Project director + project coordinator + support staff
- + Biweekly meetings with MICD team
- + Site visits to mayors
- + Polished, thorough briefing materials and follow-up reporting



Budget

- + Selected hosts will be reimbursed up to \$50k in direct expenses
- + No overhead or staff time may be charged against the \$50k
- + There is no official match requirement, but your proposed budget should show any expected in-kind or donated services



Selection process

- + Proposals due January 10 at 4pm ET
- + Applications reviewed by outside panel of allied design professionals and a member of the public
- + Applications scored on criteria in RFQ; panel makes final recommendations to the MICD Partnership
- + Up to 4 applicants will be selected to host MICD Special Sessions in 2025 and 2026
- + Applicants will be notified by March 7, 2025



Selection criteria

- + Commitment to quality (proposed session and the proposal package itself)
- + Capacity (team and financial)
- + Alignment of vision (with MICD's methodology and mission)
- + Letters of support (host mayor and institutional leadership)

See RFQ for published criteria.



More tips for a strong application

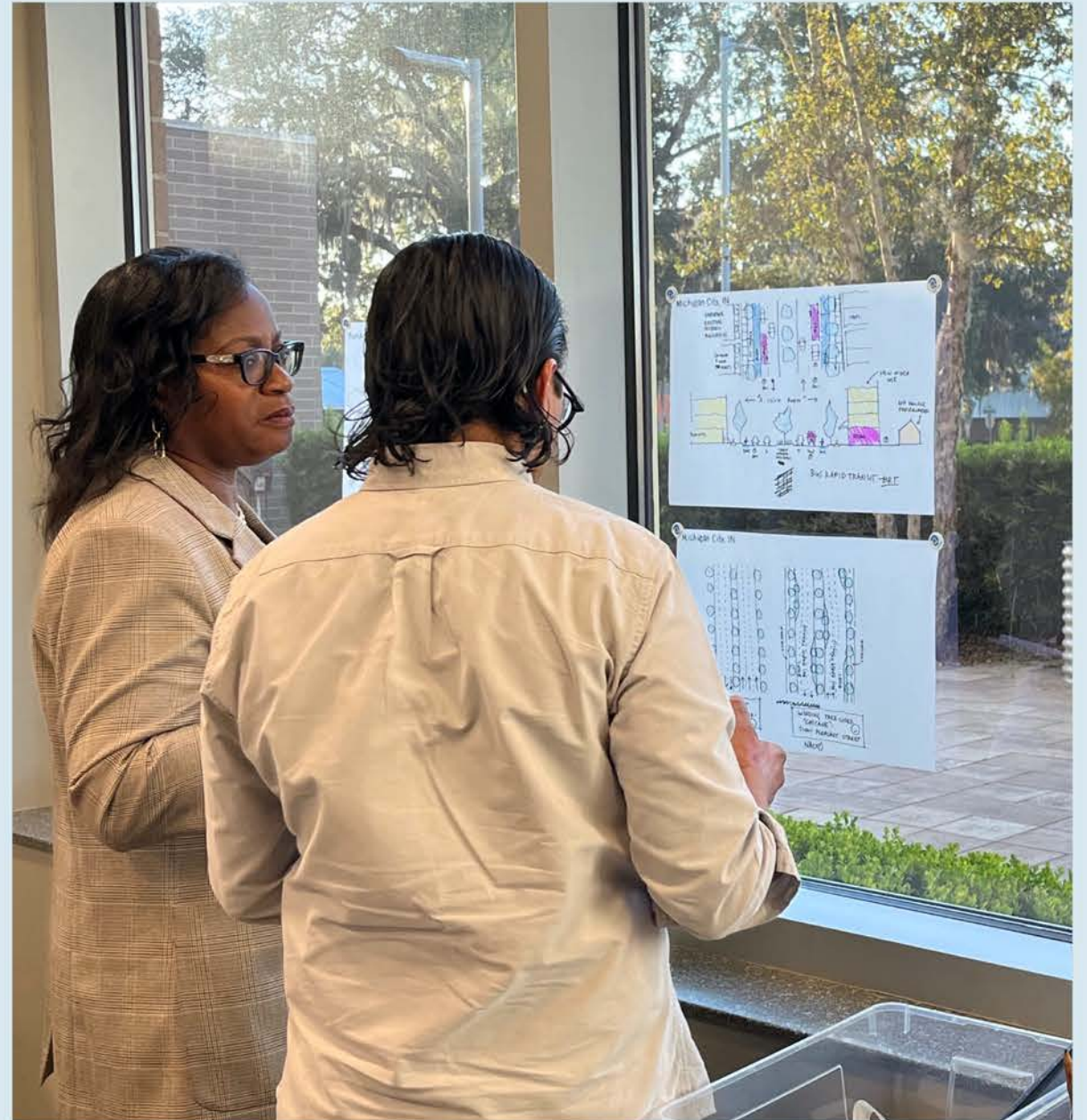
- + Submit a polished package with all required components
- + Include photos where helpful
- + Check for typos
- + Demonstrate support from project director and institutional leadership for time and resources needed
- + Articulate project director's expertise and network of experts
- + Demonstrate commitment to diversity



Next steps

MICD staff will...

- + Schedule an in-person meeting to tour proposed venues and provide guidance
- + Work with hosts to determine session dates
- + Provide a list of mayors approved to invite, and work with hosts to finalize the list of professionals to invite
- + Provide timelines, templates, and guidance for hosting an MICD session
- + Invite Project Director to serve on another Resource Team before hosting





Recent hosts



- + University of Florida School of Architecture
- + MASS Design Group
- + New York University Urban Lab
- + University of South Florida
- + University of Hawaii School of Architecture
- + Iowa State University College of Design
- + Tulane School of Architecture
- + University of Oklahoma Institute for Quality Communities
- + Van Alen Institute
- + Landmark Columbus



Questions?



Mayors' Institute on City Design

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