

## **Plain Green Conference Fresh Ideas**

### **Target:**

Young adults in the Sioux Falls area

Individuals who don't have a professional connection to the Plain Green Conference

Individuals who haven't attended previous Plain Green Conferences

### **Features:**

Three keynote speakers at the 2014 conference: Jeff Speck, Allan Savory, Emily Pilloton

- Jeff Speck focuses on walkability and focusing on reducing urban sprawl through effective town planning

- Allan Savory coined the term "holistic management" and works combatting desertification

- Emily Pilloton founded Project H and teaches youths imperative design and building skills

Trash 2 Treasure Contest

### **Fresh Ideas:**

#### **1. You Can Talk the Talk, But Can You Walk the Block: the Downtown Walking Challenge**

Jeff Speck advocates a walkable city, a notion that's not so unfamiliar in Sioux Falls, South Dakota. We build off this idea with an epic downtown walking challenge. Coinciding with the First Friday in August, downtown visitors will be given an individual map and invited to explore downtown on foot, following the map to find Sioux Falls sites and businesses while reaching checkpoints and practicing Jeff Speck's most powerful idea of walkability. Included on the map would be important aspects of Speck's ideology and information about the conference. Fun additions could include a "step count" to certain destinations (i.e. "From this checkpoint, you are 1,800 steps away from the Hilton Garden Inn – the location of this year's Plain Green Conference!"). If participants find all the checkpoints, they could bring their map to the conference to receive a prize/promotion.

#### **2. Downtown Parking Spot Chalk Messages**

A main obstacle in Jeff Speck's fight against urban sprawl is the automobile. We intend to get the downtown Sioux Falls community thinking about their car use with a powerful sidewalk chalk campaign – would you think twice if your parking spot told you that "Americans only walk about half as much as they should" or "vehicles produce over a third of harmful chemicals in the air." What if it simply reminded you that "It's a beautiful day out...get walking!" We will write messages promoting more walkability along with information about the Plain Green Conference in various parking spots throughout downtown area.

### **3. Trash 2 Treasure Evolved: Found Object Sculpture Garden**

One of the unique events that the Plain Green Conference sponsors every year is the “Trash 2 Treasure” contest. We expand on this idea with creating a beautiful sculpture garden located in Downtown Sioux Falls. We would invite the public to send us their trashed-out, obsolete items that could be incorporated into a sculptural art piece – we hope that getting the public involved in the piece will inevitably spark interest in the conference. Set up in the heart of downtown Sioux Falls, the sculpture garden will invite viewers to experience a number of beautiful art sculptures while celebrating the idea behind Plain Green’s inspired contest. Examples of trashed items that could be incorporated are small household appliances, electronics, recyclables, etc.

### **4. Plain Green Dance Video – Walkability to Danceability**

With this project, we appeal to the younger audience – a group who we feel is generally excited about sustainability and various conversation topics at this year’s conference. We will recruit a talented dance team (one that comes to mind is Evolution, a local, highly decorated dance group) to promote walkability by not just walking but dancing through the streets of downtown. This concept could even be incorporated with the Downtown Walking Challenge: the team could perform a flash mob or a choreographed routine around the walking challenge path during the event. We will film the performance and post the video online, providing more lasting promotion for the Plain Green Conference.

### **5. The Plainest Conference on Earth: Come See the Show!**

We spice things up a little bit with a circus side show style poster campaign promoting the three Plain Green keynote speakers and their missions. We reinvent Jeff Speck into “Speckzilla,” a man with legs long enough to walk the globe. Allan Savory is a minotaur, a man/buffalo who has a passion for restoring our grasslands. Emily Pilloton is a woman with superhuman strength - fitting for one who builds our children’s future (literally). We create vintage-style posters reminiscent of old circus or rock concert posters and hang them all over Sioux Falls and online. The goal is to create a spectacle around the Plain Green Conference 2014 – something you would have to be crazy to miss.