

**TO: APA California Chapter Board Meeting**

**FROM: Betsy McCullough, AICP, Vice President of Conferences**

**DATE: January 15/16, 2016**

**SUBJECT: 2015 Chapter Conference (Northern Section) Closeout Report**

Recommended Action:

*Receive the closeout report for the 2015 Chapter Conference in Anaheim, including a summary of highlights and recommendations. The Profit & Loss statement, along with the final distribution of profit, will be provided to the Chapter Board when available – either prior to, or at, the January Board meeting.*

Background:

The 2015 Chapter conference was a spectacular effort of the Northern Section Conference Host Committee that attracted 1900 attendees to Oakland October 3-6. The APA National President Carol Rhea was in attendance along with Angela Brooks, National APA Director-at-Large, who was our closing keynote speaker.

The Chapter’s new Conference Management Contractor, HPN Global, participated all year along with our long-term contractors ATEGO Resources, NHE Enterprises, and GranDesigns.

Areas deserving to be highlighted are below:

* Mobile Workshops: The CHC developed an ambitious program of mobile workshops to highlight the Northern Section. There were 50 proposals for mobile workshops, and all 16 mobile workshops that were accepted were carried out, with many utilizing public transportation or conducted as walking or biking tours. Mobile Workshops often incur most expenses than income, but this year income exceeded expenses by approximately $2,000.
* Registration Process: Registration was managed by HPN. Keeping online registration open into the conference greatly reduced on-site waiting time for those who had pre-registered. The system allowed for individuals to modify their registrations prior to arriving at the conference site.
* Programs: The Programs Committee received over 330 session submittals from which to select about130. The California Planning Roundtable again presented quality sessions as did the California Planning Foundation. The CM evaluation forms – submitted primarily online - contained high praise for the creditworthiness of the sessions presented.
* Sponsorships: The Sponsorship Chair Jean Long, supported by co-chair Darcy Kremin, attracted an amazing $141,500 in sponsorships, exceeding their 100% goal of $136,000 by more than $5000.
* Meeting Room Challenge: A main challenge for the CHC was the space for sessions and events. In particular, some of the session block rooms were small and overcrowded since ALL sessions were popular. It was one of the primary comments on evaluation forms.
* CPF Donations Through Registration: For the second year, attendees had a chance to donate to the California Planning Foundation while they were registering. Over $1300 was donated, separate from the CPF Auction proceeds.
* Registration of Attendees by Category:

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| --- | --- |
| **Category of Conference Registration\*** | **Number of Attendees** |
| Member | 870 |
| Student | 221 |
| Press | 3 |
| Young Planner | 58 |
| Non-Member | 199 |
| Life Member | 26 |
| Exhibit Booth Staff | 62 |
| Total Speaker (member & non-member | 461 |
| Session-Only Speakers | 276 |
|  |  |
| Total | 1900 |

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| **Other Categories** | **Number of Registrants** |
| Pre-Conference Sessions (2) | 60 |
| Mobile Workshops | 439 |

\*At this time, we are unable to breakdown categories into early/on-site or full conference/

1-day registrations.

Final Conference Accounting

The final conference accounting is not available at this report’s due date. It is expected that the final Profit and Loss Statement along with Final Distribution of Profit will be available for the Board meeting in January.

Attachment: 2015 APA California Conference Host Committee Summary Report (note: the Programs Section of the report has 7 attachments; these attachments are not attached to this report to the Board but will be included to the report posted to the APA California Chapter website.