

**TO: APA California Chapter Board Meeting**

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

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

**SUBJECT: 2016 Chapter Conference (Los Angeles Section) Pasadena**

*This is an information report to the Board regarding the 2016 Chapter Conference to be hosted by the Los Angeles Section at the Pasadena Convention Center on October 22-25, 2016. The conference theme is “The Art of Planning: Crafting our Future”. CHC Co-Chairs will attend the Board meeting to present a conference update.*

**BUDGET**

The Conference Co-chairs continue to finalize the 2016 Conference budget Betsy McCullough, Vice President of Conferences. The Conference Host Committee is very mindful of ensuring that conference expenses will be controlled and sponsorship opportunities will be maximized to reach the minimum target of at least $100,000 in net revenue. A draft budget will be forwarded for Board consideration under separate cover.

**2015 CONFERENCE**

The CHC Co-Chairs, most Committee Co-Chairs, and many of the other 2016 volunteers attended the successful 2015 Conference in Oakland. This group staffed the 2016 Conference booth in the exhibitor hall and promoted the upcoming 2016 Conference by distributed marketing materials including magnets, postcards, and a very popular colored pencil set. The Sponsorship Co-Chairs solicited sponsorship from the exhibitors on hand, offering early selection of prime booth locations. The group was able to secure an impressive amount of sponsorship commitments and return exhibitors.

**CONFERENCE SITE VISIT**

The CHC Co-Chairs and other members of the committee leadership revisited the 2016 Conference site on Saturday, December 5. The group examined potential spaces for the major conference functions: special event spaces, mobile workshop/orientation tour gathering and loading, a potential technology wall, exhibitor locations, plenary sessions, Awards, CPF Auction, and all the needed meeting rooms. Various configurations for the conference are still being considered.

**CONFERENCE-AT-A-GLANCE**

With the Pasadena conference site space constraints and opportunities in mind following the site visit, the group has been hard at work blocking-out the programming structure of the 2016 Conference.

**CALL FOR PRESENTATIONS & MOBILE WORKSHOPS**

As of December 10 calls are now out for both conference presentations and mobile workshops. Presentations are sought for six core conference tracks: Resiliency, Sustainability, By the Numbers (Data, Demographics and Technology), City Beautiful 2.0, Community Outreach - The Art of Communicating with the Public, and Crafting Meaningful Regulations. The submission window for presentations closes on February 10, 2016 while submissions for mobile workshops are due by February 6.