

DATE: February 2, 2018

TO: APA California Chapter Board

FROM: Hanson Hom, AICP, Vice-President Conferences

 Carey Fernandes, San Diego CHC Co-Chair

Gary Halbert, San Diego CHC Co-Chair

Brooke Peterson, San Diego CHC Co-Chair

SUBJECT: 2018 CONFERENCE BUDGET AND REGISTRATION RATES

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RECOMMENDATIONS

1. ***Review and approve the attached budget for the 2018 APA California Conference.***
2. ***Adopt the registration rates for the 2018 APA California Conference with an amendment to the fee for onsite registration.***

DISCUSSION

Conference Planning

The 2018 APA California Conference will be held on October 7-10 at the Sheraton San Diego Hotel and Marina Bay Tower. Planning for the conference is well underway by the Conference Host Committee (CHC) with close coordination among the CHC Co-Chairs, subcommittees, conference contractors and VP Conferences. Publicity for the conference will be increasing with articles and announcements on the conference website, social media and CalPlanner. The Call for Sessions recently closed on January 31, so the Programs Subcommittee will be reviewing and selecting sessions during the next months. The Sponsorship Subcommittee is actively soliciting conference sponsors and exhibitors. See the attached Conference Planning Update from the Conference Host Committee (CHC) Co-Chairs.

Estimated Conference Income and Expenses

San Diego is a popular conference destination with much to offer for planners. The conference is expected to draw a healthy attendance similar to past conferences held in this city. Additionally, given that recent conferences have experience higher attendance, including close to 1,500 attendees in Sacramento in 2017 and over 1,700 attendees in Pasadena in 2016, the CHC prepared its conference budget using a realistic estimate of 1,500 registrants. The draft budget also includes assumptions for a lower and higher attendance of 1,200 and 1,800, respectively.

Based on 1,500 attendees, a gross income of $960,650 is estimated which include registrations, sponsorships, mobile workshops and other incidental income. Conference expenses, totaling $683,638, are projected with the assistance of Deene Alongi, Conference Management Contractor, and reference to past conference budgets. Net income or conference profit is projected to be approximately $277,012. This far exceeds the minimum conference profit goal of $120,000 and represents a profit margin of approximately 29 percent. While this profit margin exceeds the guideline in the Conference Requirements Handbook of 20-25 percent, expenses have been budgeted cautiously to allow a cushion (approximately $37,000) for absorbing extra costs without jeopardizing the conference profit objective.

The following items are noted regarding budgeted expenses:

* The Opening Reception will be held at the USS Midway, which has been reserved entirely for APA California. The per person cost is about $84, which include the facility rental fee, food and beverage, entertainment and shuttle bus from the Sheraton. While this amount is above our general guideline of $75 per person for an Opening Reception event, the total projected conference profit accommodates this expense.
* Instead of our typical Opening Keynote Luncheon, an informal networking lunch will be organized and the Opening Keynote will be a special morning event.
* A “lunch-on-your own” will be set aside for one day of the conference similar to the program schedule in Pasadena and Sacramento.
* With the proposal to contract with APA national for registration services, the cost reduces from about $27,000 for the 2017 conference to an estimated $15,000 for the 2018 conference. Our credit cards fees will also be significantly reduced with APA handling our registration.
* The budget does not reflect members’ voluntary donations to the Chapter’s Historic Archives Program or CPF Student Scholarship Program since these funds are not credited to the conference. However, these donations will continue to be available when registering for the conference.

Conference Management Expense

The contract cost for our new Conference Management Contractor is $55,000, not including reimbursable expenses. A portion of this cost (about $25,000) would have been covered through a commission that the contractor earns for securing the conference hotel for APA California. This commission is paid directly to the contractor by the hotel. However, the hotel for the 2018 San Diego conference was secured by our previous contractor, and it has been determined that they are entitled to receive the commission. Therefore, the Chapter must cover the full contract cost for our current contractor. The same situation will apply to the 2019 conference in Santa Barbara. In 2020, our current contractor will start receiving a hotel commission, so the Chapter’s cost for conference management will be reduced considerably in future years. It should be noted that the 2017 conference management expense was $53,525 even with the previous contractor receiving a hotel commission.

The 2018 and 2019 conferences will be bearing a combined additional cost of approximately $50,000 associated with the change in contractor. A suggestion has been made that it would be more equitable to have this cost allocated among future conferences rather than borne entirely by the San Diego and Central Coast Sections. This is an issue for the Board can discuss when it reviews the draft budget.

Conference Registration Rates

Because of healthy attendance and conference profits in 2016 and 2017, no increase in early, standard or late registration fees are proposed for the 2018 conference.

Last year, the Board adopted a $25 fee which gets added onto the late registration fee for APA Members and Non-Members that register onsite at the conference. The purpose was to encourage attendees to register before the conference to minimize delays at the registration booth, especially on the first day of the conference. Online registration was also available up until the day before the conference, which will continue to be the practice for 2018.

For the 2018 conference, we have discussed providing a “self-help” station with a laptop to allow attendees to register online at the conference. This should facilitate onsite registration, but staff will still need to complete the registration process.

In 2017, we still receive a sizable amount of onsite registrations. To further incentivize attendees to register before the conference, the VP for Conferences is proposing to increase the added fee from $25 to $50 for APA Members and Non-Members that register onsite for the FULL conference. We would keep the added fee at $25 for ONE-DAY registrations. Additionally, an added fee of $25 is proposed for Life Members, Students and Young Planners that register onsite for the full conference or one-day. No added fee is proposed for Speakers. Refer to the attached table which highlights in yellow the proposed fee changes for 2018.

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**FULL CONFERENCE REGISTRATION RATES:**

| **Registration Type** | **Adopted****2017 Rates** | **Proposed****2018 Rates** |
| --- | --- | --- |
| Member - Early | $545 | $545 |
| Member - Standard | $575 | $575 |
| Member - Late/Onsite | $670/$675 | $650/$700 |
| Non-Member - Early | $750 | $750 |
| Non-Member - Standard | $800 | $800 |
| Non-Member - Late/Onsite | $850/$875 | $850/$900 |
| Life Member (full/one-day) – Standard/Onsite | $300 | $300/$325 |
| Student – Standard/Onsite | $150 | $150/$175 |
| Young Planner - Standard/Onsite | $375 | $375/$400 |
| Speaker - Standard | $450 | $450 |

 **ONE-DAY CONFERENCE REGISTRATION RATES:**

| **Registration Type** | **Adopted 2017 Rates** | **Proposed 2018 Rates** |
| --- | --- | --- |
| Member - Standard | $350 | $350 |
| Member - Late/On-Site | $400/$425 | $400/$425 |
| Non-Member - Standard | $425 | $425 |
| Non-Member - Late/Onsite | $475/$500 | $475/$500 |
| Student – Standard/Onsite | $50 | $50/$75 |
| Young Planner - Standard/Onsite | $250 | $250/$275 |
| Speaker - Standard | $300 | $300 |

Attachments:

1. 2018 CHC Conference Planning Update
2. 2018 Conference Draft Final Budget