

Date: September 23, 2017

To: Pete Parkinson, APA California Chapter President and Board of Directors

From: Hanson Hom, Vice President for Conferences

Subject: Conference Planning Updates – 2017, 2018 and 2019 and 2020 Conferences

**RECOMMENDATION**

*No action required. For information only.*

**DISCUSSION**

**2017 Conference – Sacramento, September 23-26, Sheraton Grand Hotel/Sacramento Convention Center**

The Sacramento Valley Section Conference Host Committee (CHC) deserves considerable accolades for a job well done. The conference represents countless hours of volunteer time by committee members. Much thanks is also extended to Chapter staff and contractors who did much of behind-the-scenes work to ensure a successful conference. A conference wrap-up report will be provided by the CHC for the January Board Retreat.

Registration for the conference is considerably higher than projected. As of September 9th, total registration was 1,243, of which approximately 90 percent were full registrations (update to be provided at meeting.) This number does not include unregistered speakers. With a targeted day for Planning Commission and Board members (Sunday), a large number of appointed officials have registered for the conference. The CHC has also planned a variety of student/young planner activities throughout the conference.

While the registration level is very positive, this will challenge the total seating capacity of the session rooms at the Sacramento Convention Center. The contract with the Convention Center was executed before the 2015 Oakland and 2016 Pasadena conferences, which realized record attendance levels. An all-day workshop jointly organized by the Governor’s Office of Planning and Research and the Strategic Growth Council will increase the available seating capacity on Monday. Additionally, the conference will offer 18 mobile workshops to divert some of the attendees. Nevertheless, most sessions are expected to be at full capacity. The special events and plenaries will be able to accommodate the expected attendance however.

Total registration revenue as of September 9th was approximately $615,000. The Conference Host Committee was also successful in raising approximately $130,000 in sponsorships, would will further offset conference expenses. With the high attendance level, the conference is expected to easily exceed the minimum income goal of $120,000, which is based on an attendance of 900. A final income/expense statement will be provided at the Chapter Retreat in January.

**2018 Conference – San Diego, October 7-10, Sheraton San Diego Hotel & Marina**

The Co-Chairs for the conference will be attending the Board Retreat to provide a status report on conference planning to date.

The 2018 CHC has been organized and has completed the initial phases of conference planning. With Board approval of the conference theme in June, “Shaping Our Future – Planning Places for All,” the CHC issued a request for proposals to select a design for the conference logo. The selected logo is displayed on the “give-aways” being distributed at the Sacramento Conference. The CHC has also started to prepare the conference budget, program schedule and sponsorship program. As previously reported, the location for the Opening Reception, USS Midway, was secured earlier this year. A kick-off meeting to introduce the conference staff and contractors to the Co-Chairs is scheduled in October. Minimum monthly conference calls will be held leading up to the conference date.

**2019 Conference – Santa Barbara, September 15-18, The Fess Parker Resort**

With Board approval in May of The Fess Parker Resort for the 2019 Conference, the contract with Fess Parker was executed in June. Possible venues for the Opening Reception are being researched. The CHC is recruiting volunteers to fill the identified CHC committees, but Conference Co-Chairs have been selected. The Section Director will provide a separate memorandum to present the Co-Chairs for Board confirmation at the September meeting.

**2020 Conference – Inland Empire Section**

The Site Selection Committee has initiated the process to select the location for the 2020 conference. Several options have tentatively been identified. The Chapter conference consultant, Paul Miller of HPN Global, is contacting these venues to investigate available dates, conference facilities, pricing structure and preliminary contract terms. The preferred locations are either the City of Riverside Convention Center or the Pechanga Resort and Casino at the City of Temecula. Both locations would provide an attractive backdrop for the conference: Riverside has a historic downtown and an interesting planning context; Pechanga is near downtown Temecula and the region has a thriving wine industry. Riverside requires negotiating separate contracts with the convention center and hotels and may offer a capacity constraint, while Pechanga is “one-stop shop” with a combined hotel and ample convention facility. A site visit to both facilities will be arranged later this year. The goal is to present the Board with a recommendation at the January Retreat, and to execute a contract by Spring 2018. The City of Ontario has been identified as a third option if Riverside and Temecula do not satisfy the Chapter’s conference criteria or prove to be infeasible. The main advantage of Ontario is that it is convenient to the airport.