LOCAL HOST COMMITTEE
Update

Date: June 9, 2014
To: California State APA Board
From: Sheri Vader Dussen and Jennifer Lilley Co-Chairs 2014 Conference
Subject: 2014 State Conference – Anaheim Update

The 2014 Conference planning is continuing to move along with great efficiency and momentum. The Local Host Committee has had consistent leadership through the 18 Chairs for the various committees. Each committee has several dedicated volunteers keeping things moving forward. The following provides a breakdown of the progress of each committee to date.

**SPONSORSHIPS**

The committee revamped the sponsorship package. We focused on creating a more expansive and creative approach to sponsorship. The package breaks into three categories: advertisers, exhibitors and sponsors. We also have included an “a la carte” approach to “add ons”. This approach is allowing those wishing greater visibility to our audience to consider being a part of other events, media or promotions throughout the conference. In lieu sponsorships have also been received and promoted to allow for in kind things like branding, printing, postage, etc. We believe that our new approach to sponsorships is offering more flexibility and greater opportunities to the 2014 conference. The packaging of the information is also greatly improved and provides a great “first face” of APA and the Conference to those we are reaching out to. The deadline for sponsoring is July 15 (about one month from now). We have over 30,000.00 in collected sponsorships (checks have been received) and another 40,000 in committed sponsorships (checks are on the way) to date. This gives us approximately 70,000 in income with still a month to the deadline. We have seen a tremendous increase in activity just in the last week and our committee is putting all resources available on this task to ensure that we reach or exceed our goal. We expect to have another milestone report by June 18 (our next committee meeting). We a list of more than 200 past and potential sponsors. The responses from personal, direct contact has been the most productive and Sheri and Jennifer are working to offer tailored packages to respond to needs of the vendors.

**BUDGET**

Our committee has had no significant expenses to date. We have finalized prices for extra tickets and mobile workshops as well as the Saturday Professional Development day. As registration goes live, we will begin to get a sense of the early registration numbers and how they line up with projections. Based on the response to room reservations, the committee is expecting to have a great turn out for this conference. Expenses for the budget are still predominantly the hard conference costs associated with the facility, food and beverages. Transportation, promotions, special events, etc. have been kept to a minimum to stay in line with the budget goals for the conference.
SPECIAL EVENTS

Plans for the Opening Reception are going well. The Committee met with Disney to revamp this event to respond to the reduced budget and do all that is possible to kept the costs affordable and within the approved budget. The new proposal allows for a fun reception at the conference hotel followed by a unique experience inside the park. In keeping with the California's Adventures in Planning theme: the Opening Reception is going to be a “California Road Trip” theme. Guest will be treated to a travel through California visiting “wine country” fisherman’s wharf, china town and other iconic places throughout our great state. Each area will offer food fitting this theme. An opening reception pin will be designed for all attendees and other fun aspects of the event are being discussed as the committee works with specific sponsors to identify needs and sponsorship levels. While the event will have fun and creativity it has greatly reduced our costs and now fits well within our budget. The committee will continue to work with Disney to ensure that all aspects meet the needs of the attendees and maintain our budget.

PROGRAMS

Our programs are all set. Our Programs committee assisted by Betsy, Laura, Kurt, Francine and Dorina have all the sessions selected, scheduled and confirmed. According to Kurt, this is a first to have the sessions all set and confirmed this early. We are very proud of the diversity and variety of topics and speakers. We believe that this will be a great draw for our members. All of the information about the sessions has been forwarded and the at-a-glance and program is moving ahead as well. There have been some requests to modify the schedule. These requests are being resolved as needed and our committee is tracking requests for changes for speakers, times, etc. We are ahead of schedule for submitting proposals for CM credit and the Law sessions will be submitted for CME credit.

PROMOTIONS/MARKETING

The committee is working on the July issue of CalPlanner. Various members are working on articles about each component of the program, such as mobile workshops, professional development, awards and the opening reception. We are also working with our Orange Chapter of APA and Marc Yeber to develop articles that will highlight the region and significant planning projects occurring in the OC to encourage not only attendance at the conference but highlight and showcase the great planning that is happening in the region. The deadline for this information to get to Marc and Dorina is June 13 and several of the articles have already been sent.

The LHC is going to launch a video series to highlight the conference and encourage registration. The script for the first video has been developed and is being reviewed and tweaked. The theme: The Real Planners of OC. The script is funny and plays off of the reality series in a lighthearted way. The committee will be issuing a challenge to other sections to create their own promotion video for their “Real Planner of the _______”
region. It would be great if the other Sections throughout the State would develop a short promotion of their region and why they are choosing to come to the conference and of course show off their creativity and fun sides. The video is expected to go live in July.

The committee is working on the pin trading promotion. A letter will be sent out by the end of June to encourage exhibitors, sponsors, universities, section, etc. to design and offer pins at the conference. The committee is confident some groups may already have lapel pins and they can simple gather (100 or so) these pins and bring them with them. Others may want to design a specific conference oriented pin. The LHC released the first pin at the Visalia conference promoting the 2014 conference and they have a design that is being refined for the official conference pin. In addition there will be at a minimum thus far an opening reception pin, an awards brunch pin, a sustainability pin, and CPF has indicated they will be creating a pin as well.

Finally to promote the conference one Professional Development session; a seat on a mobile workshop; and two extra tickets to the opening reception were donated to the silent auction held during the Orange Sections Award program. These items were heavily competed for and three “winners” purchased these items. These items definitely succeeded in spreading the word in the Orange Section about these special opportunities at the conference.

PROFESSIONAL DEVELOPMENT

Our three sessions are finalized and complete at this time. We will offer: real estate finance pro form, form based codes, and management from the ground up. A flyer is being developed to be distributed to members, post on web, etc. to promote the sessions. Information has been transmitted to Francine for registration and the at-a-glance. It is important to note that conference the exact same session with the same speakers costs $500.00 at National. Given the low price for registration for this day, no discounts will be offered to young professionals or students. Our budget has been revised budget to reflect this income, and a projected attendance of 30 people per session.

MOBILE WORKSHOPS

We have a finalized list of mobile workshops. Offerings range from a tour of a water treatment plant to tours of downtowns, an outrigger tour of a harbor, a bike ride along the river and a visit to the great park. The committee has also coordinated and finalized an orientation tour. The plan is to focus on the central corridor but the hope is to get down to the beach as well. Write-ups for all of these offerings have been transmitted to Francine and Dorina as well as submitted for CM credits. A grid has been created to
calculate cm credits being offered. The committee has worked to get speakers on the busses to maximize cm credits.

**HOSPITALITY**

This committee is working to provide options for seeing “the town” while you are enjoying your Adventure in California Planning. On Saturday (on your own) attendees will be offered through the mobile app options for things a “planner” might enjoy in the region. Think of it as a Planner’s specific yelp guide. In addition, on Monday night after the programmed events, attendees purchase tickets to the Angels game and enjoy a night out at the ballpark. Finally, the hospitality committee is also working on a list of attractions/restaurants/activities attendees can enjoy while in oc for families, singles and those staying before and after the conference. We hope this service adds value to the experience for our members.

**STUDENTS**

Our student programs are finalized for Saturday. There will be one session in the morning; the awards lunch; and two sessions in the afternoon. Students have suggested that a better variety of sessions would be helpful. So more variety has been offered this year on topics and speakers. They are now focused on ensuring that all schools and students are aware of the conference since the Universities have been graduating and leaving campus.

The LHC is offering free tables to each university at the conference. They will be able to have displays, meet, network and participate in the conference this way. In addition, the Committee is seeking $500 sponsorships for an alumni mixer at the Disneyland hotel that will be held after the Saturday student program. No alcohol will be served to try to keep costs down. The mixer will be open to all professionals so we will be focused on communicating this event to all attendees hoping they will participate. The mixer will be added to the Hospitality list as well.

The Orange Section will be using scholarship money to help students and young professionals with the cost to attend the conference on Sunday. There is a hope that other Sections will offer help to students as well increasing participation that day. Since this is not a school day we believe that offsetting the costs will be a great incentive to students that would not typically be able to stay on given the conflict with the school schedule.

**VOLUNTEERS**

A community service project has been designed to allow our attendees to give back while they enjoy the conference. In collaboration with CHOC we are working to collect items
that can be donated to children, like coloring books, crayons, stickers, etc.

**SUSTAINABILITY**

To encourage sustainability awareness the committee is designing a pin for those that donate (similar to the idea of the bracelets in Santa Barbara – I’m tired of plastic). A generous member has graciously paid for the cost of the pin and so all money collected for the pin can be donated to the charity organization. The pin will be ordered in July. In addition the committee is working on highlight throughout the conference ways that the conference is promoting and exceeding sustainability goals.

**OTHER REPORTS AND ANNOUNCEMENTS**

A meeting was held with the Co-Chairs and CPF’s auction team to discuss plans for the auction. Plans are going well and collaboration for making this a successful and profitable event are happening. The group will have a follow up meeting to discuss information needed to finalize the planning.

The Awards program and the promotion and marketing committee are working together on trying to secure a celebrity/speaker as part of the awards program. A pin is going to be designed as a “final” collectible for the conference. Other ideas on how to best promote the event and encourage all to attend is making progress.