



# LOCAL HOST COMMITTEE

## Update

Date: August 20, 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 counting down to a very strong ending of a terrific planning and preparation season. We would like to begin by sharing how wonderful our committee chairs and volunteers have been throughout this entire effort. The dedication, time, energy, creativity and commitment to the Conference have been remarkable and we believe will be reflected in the implementation and results at the conference. We know that we would not have been able to accomplish all that is required and that has been added to benefit the attendees without the support of these wonderful committed individuals. We also want to specifically thank Francine and Dorina for all of their efforts and time working with all of the requests, tasks, needs and corrections each and every day. They have been invaluable in this effort and a truly amazing resources for the State and our LHC. We are also grateful for the support and help from Kurt, Brooke and Betsy. We have had enjoyed being a part of this very wonderful team.

The following provides a breakdown of the progress of each committee to date.

### Sponsorships

To date, we have raised \$113,600. Our original target was set at 158,000.00. We are \$44,400 short of this target. While we are disappointed that we did not achieve the full goal we are so proud to report that we were able to raise sponsorship above \$110,000.00. We have broadened the audience of potential sponsors for APA. Our new sponsor/exhibitor/advertiser format has been really well received. And the new format for the exhibitor hall (time and days) has been an overwhelming successful change as well.

We are continuing to work on some of our outstanding sponsors and hope to have additional sponsorships to report in the next several weeks. Some areas to highlight:

#### Opening Reception:

We have raised more than \$25,000.00 in sponsorship money that is specially related to the opening reception. As we discussed in January we targeted firms that were not typically sponsors of the conference or firms that were sponsors but would be interested in additional support to the conference because of the unique opening reception



# LOCAL HOST COMMITTEE

## Update

opportunity. We are pleased to report that 9 of the 12 opening reception sponsors are new to APA and have not previously been sponsors of any kind. Two sponsors are also exhibitor sponsors and one of those has actually taken two exhibit booths. The final sponsor is MIG/Hogle. While they previously have been a bag sponsor, with the recent merger they were only interested in sponsoring if there was an event they could have maximum exposure to the attendees. The opening reception offered them that opportunity. We believe the opening reception provided a unique opportunity for the \$25,500.00 of sponsorship money that would not have been raised otherwise.

We had a exhibit budget target of \$48,000 for approximately 19 booths and 10 tables. In May we had approximately 8 booths and 7 tables sold. By the middle of July we had sold out our tables and were only left with 3 booths available. We have reconfigured and redesigned our exhibitor space twice and have been able to add exhibit spaces such that we have accommodated 26 booths and 14 tables (approximately \$60,000.00 in revenue, as some tables/booths have discount arrangements). We have completely sold out of exhibit space and are working with HPN and the hotel to determine if we would be able to accommodate any additional spaces as we have some “soft” interest from potential sponsors.

We are still receiving applications and are still working with some interested sponsors to see if options can be accommodated.

Our LHC’s priority is also to ensure all sponsors receive all committed benefits. We have devoted time to review and confirm all benefits, establish logistic coordination to provide all benefits before, during and after the conference. We are happy to have HPN on board and will be getting them up to speed on all of the sponsors, their benefits and ensuring they receive the welcome and recognition they are entitled to throughout the conference.

### Budget

The overall goal for the conference budget was to ensure a profit of 100,000.00. Our current projections show that we will meet and exceed this goal. Some areas to highlight:

Our original target was for 900 attendees. Our expected income for this target was 387,000.00. We have more than 1,033 people registered for the conference. We anticipate that our registration will be at about 1,200. This should provide an income for



# LOCAL HOST COMMITTEE

## Update

registration at about \$551,000.00. We are thrilled with the response to the conference.

The largest expense related to this conference is for food and beverage. HPN is working to finalize the food and beverage contract and provide for us firm estimates of costs. At this time we have only used rough estimates (and estimated high) for food and beverage. Once we have these more exact numbers we will have a much clearer picture on the overall costs for the conference. While the increase in registration is terrific, the increase also affects food and beverage, so it is critical that we have these numbers to clearly understand the bottom line.

We are tracking tickets for mobile workshops, the reception, etc. We had estimated about \$9,000 for extra tickets; we are already at \$27,000 in revenue. The majority of this income is Opening Reception tickets. (158 for theme park only; 8 for lawn reception only; 54 for both). That is a difference of \$18,000.00 attributed to the opening reception alone.

Costs have been kept at an absolute minimum. All LHC events have been without costs with the exception of the meeting in May. That lunch meeting that was held on property and hosted the LHC and the State Board representative was all paid by the donations of the City of Anaheim, Lilley Planning Group and the Orange Section of APA. No conference funds were used.

We have completely sold out of all of the rooms in the block as well as the additional rooms in the block at the Grand Californian and the additional room blocks that were added to both hotels. In total we have contracted with the hotel for 1920 rooms.

Assuming \$114,000 in sponsorships, and an increase in catering costs to accommodate additional attendees, we will generate more than \$112,000 in profit, which was our goal. Because the opening reception went through much review and discussion during the January retreat we wanted to provide the following comparison to show how this year's conference is lining up with conferences in the past. We believe the LHC has come through with meeting and hopefully even exceeding the plan that was outlined in January.



# LOCAL HOST COMMITTEE

## Update

### Special Events

Plans for the opening reception are being finalized. Angie and Lisa will be working on the menu. The order of the event has been modified to accommodate a later closing time at the theme park. The lawn reception will run from 7 to 9 p.m. We'll enter the theme park around 9:30. The park will close at 10, when we'll have Cars Land to ourselves. We will end the evening with a "Good night kiss," which is our private showing of World of Color around 11:30.

Extra ticket sales: 158 for theme park only; 8 for lawn reception only; 54 for both. We anticipate this number increasing. We have had several people not attending the conference, and not in the profession wanting to attend this event. It has certainly become the draw we were anticipating.

A special opening reception pin has been developed to commemorate the event. KTGy generously donated their design team to develop the logo for the opening reception. The lawn reception will be a "road trip" through California. This will continue our "California's Adventures". The food is intended to be themed from the Ocean, Hollywood and wine country, touching on all the regions of our great State. The budget for the lawn reception has been kept to 25,000.00 to maintain the limit committed to in January. But our committee has been working closely with Disney's staff to ensure that we get a great event with entertainment, elegance and a wonderful memorable experience from start to finish.

The keynote speakers are all confirmed and will be sharing great information with attendees. The only details left on this portion of the program is coordinating AV needs and any special request.

When the conference begins, guests will be able to participate in a scavenger hunt that will take them in and around the conference property in search of hidden clues, tasks to complete and things to collect. The idea is to encourage people to network and take a break from time to time and explore the great area that the conference is hosted in. With this hunt will be the potential for prizes. All of the details are being finalized and we are looking forward to having this fun option for our attendees to enjoy.

### Programs

Our program committee has done an exceptional job. Sessions were selected, rooms



# LOCAL HOST COMMITTEE

## Update

assigned and the program completed earlier than any other conference prior. We are confident that we have an outstanding program for our attendees. We have actually received an inquiry (and now a registration) from a planner in Alaska that is attending our State conference because of the “tremendous wealth of educational options and interesting topics that we offered”. We are thrilled to hear this type of response and are excited to host these wonderful session.

Five to ten sessions will be recorded – one in each session block. In addition the Diversity Summit and the Keynote sessions will be recorded. These sessions will be available for distance education. We have a track of sessions that are focused for legal professionals. Saturday/Student day has a full day worth of sessions targeting students and young professionals and continues into Sunday with a track that is targeting participation from these young professionals.

All sessions have been approved for MCLE and CM credit. A flyer identifying the MCLE credits has been prepared for attorneys.

Laura has been a great help with coordination with the moderators. She has sent an update to all moderators so presentations can be uploaded, AV needs met, and any other questions or needs can be responded to.

Signs and logistics are now being worked out to ensure everyone is able to find their session, choose options and plan their conference well in advance of arriving on property.

### Professional Development

There are three sessions being offered to attendees and non-attendees alike for Saturday’s professional development training. To date, 44 attendees have registered for the Saturday sessions. Our LHC has been working with Betsy to determine how to best promote the sessions at this time to increase attendance. Some feedback has been that these sessions are repetitive of the 2013 Saturday topics and in the future having different session topics may encourage participation. Pricing and other details have also been considered.

The LHC has been promoting the sessions through APA Orange Section’s eblast list and the Planning Director’s Association eblast list. These are great lists of local professionals that typically come out and sign up for monthly lunch trainings and extended day



# LOCAL HOST COMMITTEE

## Update

workshops. We will continue to push for attendance in the coming weeks.

The price for the Management course has been reduced in hopes of promoting enrollment. Enrollment in Form Based Codes and the Management session are low. Our Chair for Professional Development will check to make sure we have enough people to move forward with all sessions. Should the speakers or the topic not lend itself to smaller groups we will consider cancelling and giving the registrant the option of going to another session or being refunded registration. Our hope is this will not be necessary. All session coordinators are prepared and ready.

### Mobile Workshops

15 Mobile Workshops have been planned and are on track to take place throughout the conference. Enrollment for the workshops is sluggish. We will be working with Kurt to determine at what time and which workshops will need to be cancelled should participation continue to be low. The LHC has coordinated with APA Orange, San Diego, Los Angeles and Inland Empire to promote the mobile workshops to those that may not be attending the conference. Orange Section will host registration separately on their website to allow for ease of signing up for just a mobile workshop and the hopes that those that could not commit to the whole conference can still participate in a small way.

We are still awaiting information and pricing on transportation. This is a key piece in determining costs related to the many of the mobiles. HPN is getting quotes now (August 20) and we are hopeful we will have all the information necessary to make informed decisions shortly.

### Hospitality

We have sold 40 tickets to the Angels game to date. Ticket orders had to be finalized by August 18 so whatever the final number that came in that is the only cost associated with this venture. So while it is not a huge attendance it is a good amount of planners that will have the option of something fun to do with their Monday evening.

The hospitality committee has coordinated a “local guide” that will be hosted on the mobile app. Recommendations for restaurants and excursions have been compiled and will be available highlighting where to go and how to best enjoy the region.

A “concierge” table/booth will be set up throughout the conference that will have information related to what to do around the conference (scavenger hunt, pin trading,



# LOCAL HOST COMMITTEE

## Update

special events, where to find things and maps for transit options and walking areas in and around the resort and properties.

### Students

Saturday will be a full day of sessions for students. The student sessions for Saturday have been finalized. And the committee has worked to ensure that Sunday includes a track of sessions that would be appealing and encourage student attendance.

The student lunch is being sponsored by CalTrans and they will be speaking again at the lunch to share with students about options for careers in planning and options with CalTrans.

The student LHC committee is has been working to hold an Alumni Mixer on Saturday night. They are continuing to seek sponsors for the Alumni Mixer and have commitment from Cal Poly Pomona and one other University to date. Everyone is encouraged to attend the mixer. All universities have been encouraged to also participate in pin trading.

A exhibit room will be set up during the entire conference for University's and student related information to be held. The LHC is working to confirm which schools will participate in the display area designated for schools.

Students have been encouraged to volunteer throughout the conference as well.

### Volunteers

The LHC has gathered an energetic and robust group of volunteers. More than 70 volunteers will be helping throughout the conference with session rooms, registration, CPF, Mobiles, meals and special events.

A volunteer schedule has been created that identifies all of the activities that volunteers have been assigned to. Approximately 40 volunteers will be needed each day.

Volunteers will be provided name badges and volunteer ribbons to be easy to identified throughout the conference.

Additionally, our LHC volunteer committee has developed a service project for all attendees to participate in on Sunday and throughout the conference. A station will be set up where anyone can drop off unused eyeglasses that will be repurposed for charity. Also, a station will be set up where participants can assemble goodie bags for CHOC





# LOCAL HOST COMMITTEE

## Update

patients and prepare cards of well wishes. We are thrilled to incorporate simple acts of giving back in this year's conference.

### Sustainability

For this year's sustainability offset, we are offering members a collectible pin (made of recycle and sustainable materials). The idea is that once registered (immediately adjacent) attendees can purchase a pin and give money to offset their carbon footprint. As part of this area, the sustainability LHC will also be providing material explaining how the resort and the conference and APA are doing more to be sustainable in the conference.

### Promotion and Marketing

The committee has been working hard to promote attendance, promote sponsors and promote awareness of all the changes the conference is offering this year. The Cal Planner magazine devoted to the Conference was a successful effort by the LHC to ensure that all aspects of the conference, the Section and the region were highlighted and also that potential attendees would want to learn more by signing.

The committee will promote the Saturday sessions and mobile workshops. Promotions via Facebook, LinkedIn and Twitter about all the special events have been occurring.

Pins, pins and pins. The committee has been working diligently to secure participants in the pin trading program. Letters went out to all the sponsors, exhibitors, universities and local sections encouraging their participation. The LHC has designed a conference pin and an opening reception pin.

We committed to helping promote and market the awards program. We have designed an awards pin to promote and market that event and encourage attendance by ensuring that it is the only way that you can get this pin. We are also helping to highlight the event in all publications and ensure that all programs show the event as a highlight and not a closing event.

Finally, to help promote and market CPF we are working with the CPF Board to ensure the auction is integrated into the Monday's events and is included in the main activities held on that day. The auction will be held in the exhibit hall along with the happy hour events in that same room. The sound system will be for CPF ensuring that the auction is what is heard throughout the room rather than event noise interfering with the auction.





# LOCAL HOST COMMITTEE

## Update

The LHC has coordinated to ensure that additional screens, tables, displays and other needs for CPF can be accommodated. Finally, the P&M LHC will assemble a shadow box of all of the collectible pins for auction with all proceeds going to CPF.

### Other

It has been a great pleasure to serve the State APA and Orange Section of APA Boards as conference co-chairs for the 2014 State conference. We are hopeful and confident that all the sessions, events, activities and details will highlight the profession and the organization in the most positive light. It has been an honor to serve with the amazing volunteers that have helped us along the way and we are looking forward to an outstanding memorable conference this September. Thank you for your support and see you in Anaheim!