

DATE: February 2, 2018

TO: APA California Chapter Board Retreat February 2018

FROM: Hanson Hom, AICP, Vice President Conferences

SUBJECT: 2017 CONFERENCE CLOSURE REPORT & DISTRIBUTION OF CONFERENCE PROFIT

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**RECOMMENDATIONS**

1. ***Accept the 2017 Conference Closure Report and Profit & Loss Statement.***
2. ***Distribute the 2017 conference profit to the Chapter and Sections in accordance with the Conference Requirements Handbook.***

**DISCUSSION**

**Conference Closure Report**

Pursuant to the Conference Requirements Handbook, the VP for Conferences and Conference Host Committee (CHC) prepares a Conference Closure Report for the Board following the conference. Additionally, the 2017 CHC will provide a “Wrap-Up Report” at the Board meeting. The following discussion summarizes conference registration, sponsorships, income and expenses. A post-conference survey was also sent out all attendees. In addition to accepting the Closure Report, the Board should also approve the distribution of the conference profit.

*Registration:*

Total registration for the conference was 1,462. This considerably exceeded pre-conference projections and past APA California conferences held in Sacramento. Approximately 90 percent of attendees registered for the full conference. The breakdown of registration was as follows:

****Registration Category Number Percent

APA Members 829 56.7%

Non-Members 176 12.0%

Registered Speakers 138 9.4%

Students 137 9.4%

Young Planners 74 5.1%

Life Members 34 2.3%

Exhibitors 43 2.9%

Event Sponsor Packages 31 2.1%

**TOTAL 1,462 100.0%**

Attendance at the Sacramento conference compares to prior years as follows:

Conference Total Registration

**2017 Sacramento Valley 1,462**

2016 Los Angeles 1,758 2015 Northern 1,590

2014 Orange 1,257

2013 Central 717

2012 Inland Empire 708

2011 Central Coast 879

2010 San Diego 838

Attendance would have been higher had we not limited registration during the final week due to concerns about exceeding the capacity of the Convention Center.

*Conference Profit:*

The Conference Requirements Handbook requires that conferences achieve a minimum profit of $120,000 based on 900 registrants. The Handbook further sets a profit margin guideline of 20-25 percent (net income/gross income) for larger conferences. This guideline balances providing a high quality and complete conference experience for attendees while ensuring that conferences generate income to fund the ongoing programs of the Chapter and sections. The Host Section also heavily depends on its share of conference profits to fund its activities for multiple years.

***The 2107 conference generated $833,610.30 in gross income. Total expenses were $681,712.82, which includes repayment of a Chapter pass-through of $48,000 to cover early conference expenses. Net income or conference profit, not deducting the pass-through, was $199,897.48. This represents a profit margin of 24.0 percent.***

*Income:*

Sources of income are summarized below with line item details available in the attached Profit and Loss statement for the 2017 conference:

Income Source Amount Percent

Registrations $ 674,091.30 80.9%

Sponsorships $ 127,137.00 15.2%

Misc. Income/Credits\* $ 32,382.00 3.9%

**TOTAL $ 833,610.30 100.0%**

\* Includes mobile workshops and extra event tickets; excludes pre-conference sessions, donations to Historic Archives and CPF, and credits to the Chapter.

*Sponsorships:*

The CHC Sponsorship Subcommittee generated $127,137 in sponsorships for the conference. They were also able to sell out all exhibit booths. The committee was effective and systematic in seeking sponsorships and conducted considerable outreach. The historic trend between conference profit and sponsorships is shown below.

APA CALIFORNIA CONFERENCE

PROFIT & SPONSORSHIP PATTERNS

|  |  |  |  |
| --- | --- | --- | --- |
| YEAR | LOCATION/SECTION | PROFIT | SPONSORSHIPS |
| **2017** | **Sacramento/Sacramento Valley** | **$ 199,897** | **$ 127,137** |
| 2016 | Pasadena/Los Angeles | $ 343,488 | $ 144,675 |
| 2015 | Oakland/Northern | $ 135,931 | $ 147,645 |
| 2014 | Disneyland/Orange | $ 38,763 | $ 114,100 |
| 2013 | Visalia/Central | $ 136,737 | $ 76,021 |
| 2012 | Rancho Mirage/Inland Empire | $ 140,000 | $ 120,650 |
| 2011 | Santa Barbara/Central Coast | $ 131,000 | $ 81,900 |
| 2010 | La Costa/San Diego | $ 78,782 | $ 56,390 |
| 2009 | Squaw Creek/Sacramento Valley | $ 52,690 | $ 82,750 |
| 2008 | Hollywood/Los Angeles | $ 143,036 | $ 173,300 |
| 2007 | San Jose/Northern | $ 216,216 | $ 158,450 |
| 2006 | Garden Grove/Orange | $ 142,258 | $ 174,840 |
| **TOTAL** | | **$ 1,758,798** | **$ 1,457,858** |
| **12-Year Average** | | **$ 146,567** | **$ 121,488** |

*Expenses:*

The attached Profit and Loss statement details expenses and provides a comparison of actual and budgeted expenses. It should be noted, however, that budgeted expenses are based on only 1,000 projected attendees. Major expense categories consisted of the following:

Operations (including conference contractors) $ 147,756

Conference Facility/Audio Visual $ 158,263

Food and Beverage: includes Keynote lunch,

Consultants Reception and CPF Auction $ 183,835

Publicity/Social Media/Mobile App $ 47,548

**Distribution of Conference Profit**

The Conference Requirements Handbook (Article III.H) stipulates how conference profits are to be distributed to the Chapter, Host Section and the other seven sections. The first $120,000 is to be distributed 40% or $48,000 to the Chapter, 40% or $48,000 to the Host Section, and 20% or $24,000 split equally among the other seven sections. Any amount above $120,000 are split 50/50 between the Chapter and Host Section.

The total conference profit to be distributed per the above formula is **$199.897.48**. The Chapter’s initial 40 percent share or $48,000 has already been paid back to the Chapter and is shown as a pass-through expense in the Profit & Loss Statement. Distribution of the 2017 conference net profit would be as follows:

DISTRIBUTION of 2017 CONFERENCE PROFIT

|  |  |
| --- | --- |
| APA California Chapter | $48,000 (pass-through) + $39,948.74 = **$87,948.74** |
| Host Section | $48,000 + $39,948.74 = **$87,948.74** |
| Other Sections | $24,000/7 = **$3,428.57 each section** |

**Post Conference Survey**

The conference offered two pre-conference workshops, two plenaries, 109 sessions, and 18 mobile workshops totaling 225 AICP CM credits, which included 12 Law and 6 Ethics credits. Taking advantage of the Sacramento location, the CHC conference included an all-day workshop jointly organized by staff in the Governor’s Office of Planning and Research (OPR) and Strategic Growth Council. The Opening Reception was held at nearby Capitol Park with the State Capitol Building providing an impressive backdrop. Darrell Steinberg, Mayor of the City of Sacramento and Former President of the California State Senate, provided the opening keynote. The topic for the Diversity Summit was “Supporting Vulnerable Communities: Lessons learned from a History of Urban Renewal and Displacement.” The conference ended with a closing plenary by Carolyn Coleman, Executive Director of the League of California Cities.

As part of our continuing effort to improve our conferences and meet the expectations of planners, a survey was sent out to attendees after the conference. Close to 400 responses were received and many observations and recommendations were offered to assist with future conference planning. Regarding the quality and breadth of conference sessions, 96 percent were satisfied with the topics offered, and an equal percentage felt the sessions were applicable to their current job or practice. The mobile workshops and opening reception also received very favorable feedback. Particularly helpful were suggestions for future topics and feedback for improving sessions, mobile workshops and events.

An overwhelming number of respondents were satisfied with the onsite staff support provided at the conference. However, a reoccurring comment was that due to the large attendance, the conference facilities were stretched, with many sessions at full capacity. While it is positive that conference registration has significantly grown in recent years, the Chapter will need to secure larger venues for future conferences.

A primary goal of our conferences is to promote sustainable practices. For example, we discourage distributing handouts if possible. Given this objective, we asked attendees if they relied more on the printed program or the mobile app for conference information. The response was split with many referring primarily to the printed program and a slightly lower percentage relying primarily on the mobile app. Preference was expressed for both, although some expressed difficulty with using the app. The takeaway for now is that we should continue to provide a printed program, while also striving to improve the usability of the app.

*Attachment: APA California 2017 Conference Profit & Loss Budget vs. Actual*