



American Planning Association  
**California Chapter**

*Making Great Communities Happen*

DATE: January 25, 2020

TO: APA California Chapter Board

FROM: Hanson Hom, AICP, Vice-President Conferences

SUBJECT: 2020 CONFERENCE BUDGET AND REGISTRATION RATES

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### RECOMMENDATIONS

1. Approve the proposed budget for the 2020 APA California Conference.
2. Approve the registration rates for the 2020 APA California Conference (no changes from 2019 rates)

### DISCUSSION

#### Conference Planning

The 2020 APA California Conference will be held from Saturday, September 12 to Tuesday, September 15 at the Riverside Convention Center in downtown Riverside. Several hotels have been secured including room and the historic Mission Inn Hotel & Spa. Conference and hotel registration is expected to open on or about May 1, 2020. Planning for the conference is well underway by the Inland Empire Conference Host Committee (CHC) with monthly call occurring between the CHC Cochairs, subcommittees, conference contractors and VP of Conferences. A productive site visit with the Cochairs, Subcommittee Chairs, VP Conferences, Conference Manager was held in October 2019. This meeting focused on facility and hotel matters, audio/visual needs, opening reception, and other initial conference planning priorities.

The 2020 Conference Website <https://www.apacalifornia-conference.org/> is up and running and more information will be posted as it is developed. Check out the wonderful video that was created by the CHC. The website also includes the Conference Sponsorship Brochure and the Call for Presentations which was just released this week with a deadline of February 21, 2020. This was preceded by a Call for Topics (new process) which yielded about 175 responses that helped shape the tracks and session topics for the conference. Initial work on organizing mobile workshops is also underway.

The Cochairs will discuss further the conference tracks and topics at the Board retreat. Additionally, the Cochairs would also like to receive suggestions from the Board on possible keynote speakers and will share an initial list they have put together. Expect to see more conference information and publicity via the conference website, email blasts, social media and the Cal Planner.

### Proposed 2020 Conference Budget

The proposed 2020 conference budget is attached (Attachment 1). Based on 1,300 attendees, a gross income of \$801,570 is estimated which include registrations, sponsorships, mobile workshops and other incidental income. Projected income consists of \$662,220 (Line 4600) from registration and \$143,250 (Line 4700) from sponsorships.

Estimated conference expenses total \$553,169 which are based on specific costs for Riverside as well as recent conference expenses. Net income or conference profit is projected to be approximately \$252,555. This far exceeds the minimum conference profit goal of \$120,000 and represents a profit margin of approximately 32 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 generous cushion for absorbing unexpected or extra costs without jeopardizing the conference profit objective.

The following items are noted regarding budgeted expenses:

- The Opening Reception will be held on the spacious grounds of the Riverside Convention Center. The total estimated cost is \$61,854 (Line 6400) or \$69 per person based on an attendance of 900. No transportation costs will be incurred since the Reception will be held at the Riverside Convention Center.
- As typically for all conferences, the major expense category pertains to food and beverage. In addition to the Opening Reception, other food and beverage costs total \$143,770 (Line 6420). This cost includes the Student Awards Luncheon, Planning Commissioner Breakfast, CPF Auction, Consultants Reception, Networking Luncheon, breakfast each day, an afternoon break and one luncheon event.
- A “lunch-on-your own” will be set aside for one day of the conference similar to the practice in the past four conferences. This will allow attendees to venture to nearby restaurants in downtown Riverside.
- Another major expense category pertains to conference facility expenses: the total amount of \$139,875 (Line 6450) is primarily for audio/visual equipment and setup (Line 6453 - \$101,185) A proposed audio/visual enhancement is supplying a laptop in each session room and having a speaker ready room with technical staff available to remotely load presentations before the start of sessions. This is similar to the set up at the national APA conferences.

### Proposed 2019 Conference Registration Rates

Because of healthy attendance and conference profits in 2016, 2017, 2018 and 2019 as well as a comfortable projected conference profit for 2020, the VP Conferences recommends maintaining the same registration rate for all categories for the 2020 conference as follows:

## RECOMMENDED 2020 CONFERENCE REGISTRATION RATES

<b>FULL CONFERENCE</b>	<b>2020 Rate</b>
Member – Early**	\$545
Member – Regular**	\$575
Member – Late**	\$650
Non-Member - Early	\$750
Non-Member - Regular	\$800
Non-Member - Late	\$875
Life/Retired Member - Regular	\$300
Student – Regular	\$100
Young Planner - Regular	\$375
Speaker - Regular	\$450
<b>ONE-DAY RATE*</b>	<b>2020 Rate</b>
Member – Regular**	\$375
Non-Member - Regular	\$450
Student – Regular	\$50
Young Planner - Regular	\$250
Speaker – Regular	\$300

\* One-day rate apply to Sunday only, Monday only, or combined Tuesday/Wednesday only.

\*\* Rate for Planning Commissioners and other Public Board Members also.

**ATTACHMENT 1**

**American Planning Association, California Chapter  
Proposed Conference Budget**

**2020 Riverside Conference (based on 1,300 registrations)**

	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
<b>INCOME ITEMS</b>					
	Conference Registration (4600):	<b>1,300</b>			
4600.1	Full Registration (Members & Non-Members)	68%	\$575	495,593	
4600.2	Full Registration (Speakers)	8%	\$450	45,630	
4600.3	Full Registration (Students)	3%	\$150	5,704	
4600.4	Full Registration (Young Planners)	9%	\$375	42,778	
4600.5	One-Day Registration (Members & Non-Members)	7%	\$375	33,272	
4600.6	One-Day Registration (Speakers)	2%	\$300	7,605	
4600.7	One-Day Registrations (Students)	2%	\$50	1,268	
4600.8	One-Day Registrations (Young Planners)	1%	\$300	3,803	
4600.9	Mobile Workshops			19,013	
4600.10	Guest Tickets			3,656	
4600.11	Pre-Conference Sessions	50	\$80	3,900	
<b>4600</b>	<b>TOTAL Conference Registration Income</b>			<b>662,220</b>	<b>Sum of 4600.1-4600.11</b>
	<b>Conference Sponsorships (4700):</b>				
<b>4710</b>	<b>Exhibit Booth/Event Sponsorship Packages (4710):</b>			0	Insert customized sponsor here
4711	Opening Reception	7	\$7,000	49,000	
4712	Conference Give-Away	1	\$8,000	8,000	
4713	Conference Lanyards	1	\$12,000	12,000	
4714	Opening Keynote	6	\$4,000	24,000	
4716	Awards Ceremony	4	\$3,000	12,000	
4717	Mobile App	2	\$3,000	6,000	
4718	Student Awards Luncheon	2	\$2,500	5,000	
4719	Continental Breakfast	3	\$2,500	7,500	
4720	Closing Keynote	3	\$2,500	7,500	
4721	CPF Reception	4	\$3,000	12,000	

	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
4722	Diversity Summit	2	\$2,500	5,000	
4723	Hotel Key	1	\$8,000	8,000	
4724	Additional Giveaway			0	
4710	Total Exhibit Booth & Event Sponsorship Packages			156,000	Sum of 4710-4724
4725	Special Events (4725):	10	\$500	5,000	Mobile Workshops
4726	Student Orientation/Walking Tour	4	\$500	2,000	
4727	Opening Reception/Keynote	4	\$2,000	8,000	
4728	Awards/CPF Auction/Closing Keynote/Diversity Summit	4	\$1,500	6,000	
4729	Student Awards/YPG Mixer/Diversity Mixer	4	\$500	2,000	
	Afternoon Break	4	\$500	2,000	
4725	Total Special Events			25,000	Sum of 4725-4729
4737	Public Agencies	4	\$1,000	4,000	
4738	Non-Profit Organizations	2	\$500	1,000	
	Advertising (4740):				
4741	Conference Pen			0	
4743	Mobile Application	5	\$1,000	5,000	
4744	Program Sponsors			0	
4745	Other Advertising			0	
4740	Total Advertising			5,000	Sum of 4741-4745
4700	TOTAL Conference Sponsorships (75% of total)			143,250	
4800	TOTAL Misc. Conference Income			0	
	TOTAL INCOME			805,470	
	Less Chapter Income			3,900	
	ADJUSTED TOTAL INCOME			801,570	
ITEM	EXPENSE ITEMS				
	Conference Management (5106):				
5106.1	Conference Management Contractor			34,375	Deene Alongi + commission adjustment
5106.2	Reimbursable Travel & Incidental Expenses			4,000	Assumes three site trips plus one for travel director.
5106.3	Onsite Conference Staffing	3	\$3,750	11,250	Assumes 3 contract assistants
5106	TOTAL Conference Management (Contract)			49,625	Sum of 5106.1-5016.3

	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
5107	Conference Registration (Contract)			7,500	
	Operations/Miscellaneous (5110):				
5110.1	Hotel Rooms (conference)	38	209	7,942	Assumes conference budget will have approximately 38 room nights left to pay after utilizing all anticipated earned comps from two hotels.
5110.2	Volunteer Stipends			0	
5110.3	ASCAP			500	
5110.4	Other Expenses			5,000	
5110	TOTAL Operations/Miscellaneous			13,442	Sum of 5110.1-5110.4
5115	Speaker Fees and Expenses			4,500	
5120	Insurance			3,000	
5145	Office Supplies			100	
5150	Phone, Fax and Postage			100	
5175	Credit Card Fees			28,000	
5180	Conference Registration/Sponsor Support (Contract)			13,500	
5185	Conference Program/AICP CM Support (Contract)			7,500	
5520	Design Services (Contract)			10,000	
5521	Proofreader (Contract)			2,500	
5620	Accounting/Tax Services (Contract)			7,000	
6261	Committee Meals & Expenses			1,750	
	Conference Opening Event (6400):				
6400.1	Facility Charge/Rental Fee			0	Convention Center
6400.2	Food			36,883	Based on hors d'oeuvres for 900 persons for a 1.5 hour reception.
6400.3	Beer and Wine			19,971	Two drink tickets
6400.4	Transportation			0	
6400.5	Entertainment			0	
6400.6	Furniture Rental			0	
6400.7	Fencing			0	
6400.8	Paper Goods			0	

	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
6400.9	Other Expenses			5,000	e.g. permits, allowance for other expenses
6400	<b>TOTAL Conference Opening Event</b>	<b>900</b>	<b>\$ 68.73</b>	<b>61,854</b>	<b>Sum of 6400.1-6400.9</b>
	Other Events - Food & Beverage (6420):				
6420.1	Chapter Board Meeting (breakfast/lunch)	45	56.53	2,544	Assumes a light breakfast and buffet lunch.
6420.2	Pre-Conference Sessions	50	\$32.20	1,610	Assumes a total of 50 persons for two workshops.
6420.3	Student Awards Luncheon	135	31.45	4,246	Assumes a plated luncheon.
6420.4	Planning Commission Breakfast	60	19.63	1,178	Assumes an upgraded continental breakfast.
	<u>Breakfasts/Coffee Service:</u>				
6420.5a	Day One - Coffee Service Only	600	3.51	2,106	
6420.5b	Day Two - Breakfast	800	22.51	18,008	Offering coffee service, sliced fresh fruit, and breakfast sandwiches.
6420.5c	Day Three - Breakfast	800	22.51	18,008	Offering coffee service, sliced fresh fruit, and breakfast sandwiches.
6420.5d	Day Four - Breakfast	600	14.92	8,952	Offering coffee service, sliced fresh fruit, and breakfast sandwiches.
6420.5	Total Breakfasts/Coffee Service			47,074	
6420.6	Lunch Event(s)	900	40.45	36,405	
6420.7	Afternoon Breaks	900	15.57	14,010	Assumes two afternoon breaks (Sunday/Monday) serving sweet/savory snacks, coffee, and beverages. Unit Price of \$15.57 is based on per person for two days.
6420.8	CPF Auction	400	35.50	14,200	Assumes one drink ticket (\$10.14) plus two food stations each based on 200 persons.
6420.9	Consultants Reception	800	26.88	21,504	Assumes one drink ticket (\$10.14) plus passed hors d'oeuvres.

	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
6420.10	Other Food & Beverage Expenses			1,000	Assumes YPG Mixer costs plus any other miscellaneous-type costs not noted elsewhere.
6420	TOTAL Other Events - Food & Beverage			143,770	Sum of 6420.1-6420.10
	Conference Facility Expenses (6450):				
6451	Exhibitor Services Provider (contract)			14,000	TotalExpo services
6452	Meeting Rooms - Facility Space Fee (contract)			1,775	
6453	Audio/Visual (contract)			101,185	MiMedia Productions. Includes upgrades - computers in all rooms/Speaker Ready room costs/Cameras for recording. If MiMedia does not do the recording, we can deduct \$3,450 from this line item.
	Other Facility Expenses (6454):				
6454.1	Internet/Electrical/Rigging			16,115	Includes rigging for general session room/hard-wired internet for registration and CPF auction.
6454.2	Security			4,300	Security services starting Saturday evening through Tuesday morning for exhibits/general session equipment.
6454.3	Signage			2,500	based on 2019
6454	Total Other Facility Expenses			22,915	Sum of 6454.1-6454.3
6450	TOTAL Conference Facility Expenses			139,875	Sum of 6451, 6452, 6453 & 6454
6460	Publicity Materials (6460):			500	
6466	Conference Give-Away Item			0	
6467	Lanyards			2,500	
6468	Printing Costs			7,500	
6460	TOTAL Publicity Materials			10,500	Sum of 6460-6468
	Mobile Workshops (6470):				



	Chapter Budget Items (Conference budget details shown in gray)	No. or %	Unit Cost	Total Cost	Notes
6471	Transportation			8,240	This is an estimate based on 10 mobile workshops that will require busing. This number will probably decrease once we know more.
6472	Food & Beverage			4,000	
6473	Other Expenses			1,000	
6470	TOTAL Mobile Workshops			13,240	
6480	Social Media (6480):			1,000	
6481	Website:				
6481.1	Website and Registration Hosting (per Contract)			20,413	Contract + website template
6481.2	Website Support (per Contract)			2,500	
6481	Website			22,913	Sum of 6481.1-6481.2
6482	Mobile App:				
6482.1	Mobile App Hosting (per Contract)			5,000	
6482.2	Mobile App Support (per Contract)			5,000	
6482	Mobile App			10,000	Sum of 6482.1-6482.2
6480	TOTAL Social Media			33,913	Sum of 6480, 6481, & 6482
6205	VP Conference Expenses			1,500	
	TOTAL EXPENSES			553,169	
	Less Chapter Expenses			4,154	Chapter Board + Pre-Conference Sessions
	ADJUSTED TOTAL EXPENSES			549,015	
	NET INCOME			252,555	
	PROFIT MARGIN (20-25% Guideline)			32%	

Revised Janaury 8, 2020

Conference Detail Line Items (not included in Chapter budget)  
Chapter Budget Line Items
