

## ICMA ANNUAL CONFERENCE SITE SELECTION PROPOSAL GUIDELINES

*Updated August, 2010*

This document is designed to help potential bidders evaluate the commitments and major responsibilities involved in hosting the ICMA Annual Conference. It also outlines the information to be included in proposals to host the conference.

Proposals to host the ICMA Annual Conference are submitted by prospective conference host committees that are usually formed by state, regional, or provincial associations of local government managers/assistant managers. The prospective host committee should work closely with the convention and visitors bureau of the city they wish to propose for the conference to assemble a proposal package demonstrating the appeal of the city to ICMA members and their families. Please review the logistical requirements with the local convention and visitors bureau representative. The proposal should also give the details of a financial package in support of the conference that includes financial contributions and/or reduced rates or no-cost goods and services from the site city or host committee. See the accompanying "Annual Conference Host Committee Guidelines" document for details about the responsibilities and commitments of ICMA conference host committees.

### **Site Selection Process**

The site selection process occurs in two phases. First, ICMA staff review proposals that have been submitted and prepare a comparison report for the ICMA Executive Board. The board narrows the field to not more than 3 cities for staff site visits. Based on the visits, staff prepares a report and recommendation for the Board, which makes the final site selection decision. The selection process takes approximately eight months from the time proposals are received.

### **Recent ICMA Annual Conference Attendance**

<u>Year, Place</u>	<u>ICMA Members</u>	<u>Other Registrants</u>	<u>Partners</u>	<u>Youth</u>	<u>Total</u>
2000, Cincinnati, OH	2,068	480	557	162	3,267
2001, Salt Lake City, UT*	1,727	468	587	168	2,950
2002, Philadelphia, PA	1,979	616	645	228	3,468
2003, Charlotte, NC	1,775	604	427	113	2,919
2004, San Diego, CA	2,100	616	769	257	3,742
2005, Minneapolis, MN	2,002	529	524	112	3,167
2006, San Antonio, TX	2,398	631	702	134	3,865
2007, Pittsburgh, PA	2,271	505	519	98	3,311
2008, Richmond, VA	2,155	536	497	56	3,244
2009, Montréal, Québec	1,402	242	465	63	2,171

*\*The 2001 conference took place twelve days following the September 11 terrorist attacks.*

## Hotel Room Requirements

ICMA’s normal double occupancy rate is 35%–40%. Following is the history of peak-night hotel rooms used at recent conferences (excluding exhibitors and attendees who stayed elsewhere).

<u>Year, City</u>	<u>Rooms</u>
2000, Cincinnati, OH	2,468
2001, Salt Lake City, UT	1,627 ( <i>12 days following 9/11/01</i> )
2002, Philadelphia, PA	1,801
2003, Charlotte, NC	1,763
2004, San Diego, CA	1,947
2005, Minneapolis, MN	2,006
2006, San Antonio, TX	2,257
2007, Pittsburgh, PA	2,157
2008, Richmond, VA	2,167
2009, Montréal, Québec	1,257

Expectations are for the following room requirements at future conferences, including approximately 2,200 peak-night rooms.

Wed.	Thurs.	Fri	Sat.	Sun	Mon	Tue	Wed
30	140	700	2000	2200	2200	2000	700

ICMA currently utilizes the services of The Housing Connection in Salt Lake City, UT for conference housing. In the event this relationship no longer exists, ICMA may select the city’s CVB to handle conference housing, since they typically offer complimentary housing and either complimentary or very reduced rates for convention center rental.

## Meeting and Exhibit Space Requirements

*Monday prior to move in and continuing through the following Wednesday:*

- Three (3) **staff offices** are needed with a minimum of 1,500 square feet each.

*Friday and Saturday:*

- **Board meetings** will be held in the headquarters hotel.

*Friday through Wednesday (includes set-up and move-out):*

- **Exhibit hall space** of approximately 80,000–100,000 GSF is required. Though equivalent to approximately 150 10x10 booths, there are usually fewer since some exhibitors opt for other booth sizes. Included in the total square footage is a book store, pavilion, and central gathering area at 8,000–12,000 sq. ft., a classroom at 1,500 sq. ft., (3) theaters at 2,500 sq. ft. each, and (8) roundtable discussion areas at 1,200 sq. ft. each. A 5% increase per year in square footage is anticipated.
- Five (5) **additional offices** of approximately 600-2000 square feet each are required.

- **General session space** with a minimum of 50,000 square feet and accommodating a minimum of 3,500 attendees, preferably with chevron theater style seating, is required. General sessions have rear projection screens and extensive staging. The space needs to be available for set up beginning on Friday morning and continuing through 11:59 p.m. on Wednesday, including tear down.

*Saturday through Wednesday:*

- Eight (8) to 10 **rooms for concurrent sessions** set in rounds accommodating approximately 50 persons each are needed. If not available in the convention center, they will need to be blocked in the headquarters hotel.

*Sunday through Wednesday:*

- 4–6 **meeting rooms of 400–800 each in rounds**, simultaneously used with
- 6–10 **meeting rooms of 150–350 each in rounds**, as well as
- 6–10 **smaller meeting rooms of 100–150 each in rounds**, and
- 5–8 **meeting rooms ranging from 400 to 1,500 square feet** with various sets as needed.

Food functions include daily refreshment breaks in the exhibit hall and possibly informal pick-up and carry lunches. There is a major opening reception on Sunday evening, which is usually held in the convention center exhibit hall.

There are a number of breakfasts, lunches, receptions and dinners that will be held in the convention center or headquarters hotel as well as some ICW and exhibitor hospitality functions. Food and beverage revenue is currently estimated at approximately \$180,000, exclusive of tax and gratuities.

**Contract Provisions:**

- Hotel room rates should be in 2011 terms with no more than a 3% increase per year. A split rate is preferred.
- Rates should include a \$5 rebate for either convention center or association subsidy.
- Housing and a minimum number of hours of registration assistance must be provided by the CVB at no charge to ICMA.
- 30% off rack rates for suites being occupied by ICMA members, excluding any suites being used for hospitality by exhibitors.
- Block of 45 government rated rooms that can be spread out over several of the hotels if they are not all available in one hotel.
- One (1) complimentary room per 50 utilized on a cumulative basis including early arrivals and stay overs. To be utilized or credited to the master account at ICMA's option.
- Three (3) complimentary presidential-type suites of equal or similar size in headquarters property.
- Three (3) one-bedroom suite upgrades at the group rate.
- Experient is commissionable at 10%.
- 30 upgrades to club level or preferred rooms category for board members and VIPs in headquarters property.
- Three complimentary rooms for Experient staff.
- Thirty (30) rooms for staff and speakers at 50% off of the group rate.

- Three (3) rooms for two (2) nights for four (4) ICMA planning meetings (total of 24 room nights) to be complimentary prior to the conference based on availability. These can be spread out throughout the hotels.
- Ten (10) complimentary round-trip airport transfers.
- Three (3) week cut-off for room reservations.
- Group rate to apply three days before and after the days shown in the room block above.
- Group rate to apply after the cut-off date based on availability up to the group block.
- No penalty for reservations cancelled 72 hours prior to arrival.
- No deposit for master account items.
- Individual guest room guarantees by major credit card.
- No charge for hotel meeting space.
- Children 18 and under, stay free with parent in guest room.

*Note: The three major suites and concessions for the board must be in one hotel. Staff-rated rooms and other concessions can be spread throughout the hotel room blocks.*

### **Financial Requirements**

The financial commitment of host committees and convention and visitors bureaus varies depending on location, but every site is expected to provide some financial support to the conference. Since the conference is expected to cover all costs and generate a profit from other than registration fees, the ICMA Executive Board has expressed a preference for conference sites offering the highest and best financial commitment.

Expense reductions, such as free facilities, subsidized shuttle busing, or donated clerical staff, plus actual cash contributions, help keep overall costs down for attendees. Cash contributions come from four major sources: the host local government, the host convention and visitors bureau, ICMA members in the state or region, and private sector sources.

Host committees are asked to make a minimum financial commitment of \$50,000 to cover costs that may include registration bags, a booth at the prior year's conference, attire for committee members and volunteers, dinner for the Conference Planning Committee, restaurant guides, and administrative expenses. Most recent committees have wanted to raise funds well beyond this minimum, raising as much as \$150,000 to \$200,000 to subsidize social event ticket prices, pay rental fees for reception venues, serve refreshments at the host area in the convention center, purchase gifts for the registration packets, throw a reception for volunteers, or contribute to the speaker budget.

### **Information to Include in Proposals**

1. *Proposed conference dates.* Conferences are usually held between mid-September and late October. The current Saturday-to-Wednesday schedule is expected to continue for the foreseeable future. Participant arrivals begin on Friday, are heaviest on Saturday, and are light on Sunday. The dates of national and religious holidays as well as other major conferences should be considered so that there will be no conflicts.

<u>Holiday</u>	<u>2019</u>
Labor Day	September 2

Rosh Hashanah	September 30-October 1
Yom Kippur	October 9
Columbus Day	October 14
Thanksgiving (Canada)	October 14

2. *Hotel commitments.* Each hotel to be used for the conference should be specified, including name, number of sleeping rooms committed, average rates (both rack and conventional rates), concessions offered, and details of all meeting room space with a floor plan. All room blocks and conference facilities should be put on a first-option-hold basis for the suggested hotels.

Since future sleeping room rates are unknown, hotels should be urged to provide some formula basis for conference rates (e.g., rate increase not to exceed more than 3% increase per year) that can be guaranteed. It is also important to include costs and other details of meeting and banquet space at hotels, since the conference is not always held in a convention facility.

*Please note that ICMA has engaged the services of **Experient Inc.**, a multi-management and consulting company that will work closely with ICMA throughout the site selection and contract negotiation process. It is very important to mention this relationship to the convention and visitors bureau during initial conversations with them.*

3. *Meeting facilities/convention facilities.* If a convention center facility is proposed, a firm commitment of all space should be included. Details should also be provided for banquet rooms, meetings rooms, and exhibit space. Be sure to include associated costs; where possible, the use of facilities at no cost to ICMA should be stressed in the proposal. All conference facilities should be put on a first-option-hold basis.
4. *Convention and Visitors Bureau Support.* Describe the availability, use of, and role of the local convention and visitors bureau. Of particular interest are the services provided to a conference, especially housing, registration staff, promotional materials, and help for the host committee in identifying tours and programs.
5. *Transportation.* It is important to have continuous shuttle service between hotels that are more than one-quarter mile from each other and/or the convention facility. Describe bus services available to provide this type of service; possible restrictions (such as non-availability of buses at certain times during the day), and, if possible, estimated costs; additional bus availability for tours, partners, and youth programs; and host committee arrangements for VIP airport transportation. Also describe public transportation/light rail options that would be available to conference attendees on a complimentary or reduced fare basis.
6. *Field demonstrations.* Describe suggested tours or visits to facilities of professional interest to local government managers (e.g., innovative transportation center, special training facility, modern waste treatment plant, etc.).
7. *General tours.* Give suggestions for morning/afternoon tours of general interest available from Sunday through Wednesday (e.g., orientation tour of the city, architectural tour, special facility tour, such as a winery).

8. *Pre-/postconference tours.* What pre– or postconference tours are suggested that best reflect the flavor of the area? Past post-conference tours have included visits to the Grand Canyon; Niagara Falls; Guadalajara, Mexico; and Williamsburg, Virginia.
9. *Sports.* Describe golf, tennis, 5K, racquetball, basketball, or other facilities that are available for general daily activity and possible tournament play.
10. *Major events.* Describe major sporting, cultural, social, or general interest events (e.g., rival college or professional sports, concerts, plays, special festivals) that typically take place at the proposed conference time.
11. *Green Practices.* Describe the green practice that the city, convention center, and potential headquarter hotel currently has in place and plans for the future. Include information on recycling, waste reduction, energy efficiencies, and any other environmentally responsible practices. ICMA intends to lessen our meeting's environmental impact.
12. *Accessibility.* Is there a major airport near the city? Are there direct flights from most major cities into the area? What does it cost to go from airport to hotel? What type of transportation is available from airport to hotels? What is the distance?
13. *Alcoholic beverage laws.* Describe any state or local restrictions for conference receptions, hospitality suites, or private parties, including days or hours when alcohol may not be served.
14. *Host Committee commitment.* Is the committee willing to fund a minimum of \$50,000 toward their conference activities? What other contributions does the committee propose to make (e.g., social event subsidy, clerical help, printing services, chauffeured cars, conference staffing, communication equipment)? Ideas for welcome packet gifts may also be suggested.

**Three** complete copies of the proposal should be sent to:

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