

ICMA ANNUAL CONFERENCE SITE SELECTION PROPOSAL GUIDELINES

Updated June, 2017

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 visitor 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>
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
2010, San Jose, CA	1,710	350	365	46	2,471
2011, Milwaukee, WI	1,947	322	345	47	2,661
2012, Phoenix, AZ	2,063	427	421	75	2,986
2013, Boston, MA	2,397	529	510	124	3,560
2014, Charlotte, NC (100 th)	2,547	540	449	45	3,581
2015, Seattle, WA	2,693	578	473	70	3,814
2016, Kansas City, MO	2,546	584	348	31	3,509

Hotel Room Requirements

ICMA’s normal double occupancy rate is 30%. 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>
2007, Pittsburgh, PA	2,157
2008, Richmond, VA	2,167
2009, Montréal, Québec	1,257
2010, San Jose, CA	1,588
2011, Milwaukee, WI	1,872
2012, Phoenix, AZ	1,964
2013, Boston, MA	2,422
2014, Charlotte, NC	2,444
2015, Seattle, WA	2,594
2016, Kansas City, MO	2,255

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
3	50	600	1875	2200	2200	2100	450

ICMA currently utilizes the services of Experient, Inc. for conference housing. In the event this relationship no longer exists, ICMA may select the city’s Convention and Visitor Bureau (CVB) to handle conference housing, since they typically offer complimentary housing. It is important for the CVB to share with the hotels the potential for ICMA to use either a private housing company or the CVB for their housing services so that the housing fees are covered by the hotels.

*Please note that ICMA has engaged the services of **Experient Inc., A Maritz Global Events Company**, 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.*

Convention Center and Hotel Meeting and Exhibit Space Requirements

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

- Four (4) **staff offices** are needed with a minimum of 1,200 square feet each.

Thursday through Wednesday

- One (1) additional **staff office** is needed with a minimum of 1,500 square feet.
- **Exhibit hall space** of approximately 125,000–150,000 GSF is required (*includes set-up and move-out*). There are approximately 150 10x10 booths. Included in the total square footage is an ICMA pavilion (5,000 sq. ft.), a central gathering/F&B area at 8,000–12,000 sq. ft., and three (3) theaters at 2,500 sq. ft. each. A minimal percentage increase per year in square footage is anticipated.

Friday and Saturday:

- **Board meetings** will be held in the headquarters hotel requiring two (2) ballroom sections at 2,500 sq. ft. or one (1) at 5,000 sq. ft. and four (4) breakout rooms at a minimum of 500 sq. ft. each.

Friday through Wednesday:

- Two (2) **additional offices** of 800-1,000 square feet each are required beginning on Friday.
- Two additional meeting rooms accommodating 25-50 each in rounds with AV
- **General session space** (*includes set-up and move-out*) with a minimum of 50,000 square feet and accommodating a minimum of 3,500 attendees, preferably with chevron theater style seating, is required. The general session has rear projection screens and moderate 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:

- Fifteen (15) **rooms for concurrent sessions** set in rounds or classroom accommodating approximately 50 persons each are needed. If not all are available in the convention center, the balance will need to be blocked in the headquarters hotel.

Sunday through Wednesday:

- 4–6 **meeting rooms of 400–500 each in hybrid rounds/theater set**, simultaneously used with 6–10 **meeting rooms of 150–350 each in rounds** (if the meetings cannot be accommodated in rounds the next preference is theater style), and taking into account LCD/Screens (likely 2) and a 8’x18’x24” riser
- 6–10 **smaller meeting rooms of 100–150 each in rounds**, and taking into account LCD/Screen (likely 2) and a 8’x12’x24” riser
- 5–7 **meeting rooms ranging from 400 to 1,500 square feet** with various sets as needed.
- 2 **meeting rooms ranging from 3,500 to 4,600 square feet** for meal functions; set in rounds for 220 to 250 with LCD/Screen (likely 2) and a 8’x12’x24” riser

Food functions include daily refreshment breaks in the exhibit hall and typically informal pick-up and carry lunches. There is a major opening reception on Sunday evening, which is 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 and headquarters hotel as well as some affiliate and exhibitor hospitality functions. Food and beverage revenue is currently estimated at approximately \$225,000, exclusive of tax and gratuities. Hotel meeting space must be provided at no charge and ideally the convention center is also at no charge or heavily subsidized by hotel rebates, food and beverage revenue, discounts from the convention center, and contributions from the CVB.

Hotel Contract Provisions:

- Hotel room rates should be in at least 2018 terms with no more than a 3% increase per year. A flat rate is preferred.
- Rates should include a \$10 rebate for convention center costs or association subsidy. Rates should also include a per night or per reservation dollar amount to be paid to the housing provider or to ICMA to cover housing services if complimentary housing services are not being provided by the CVB.

- A minimum number of hours of registration assistance must be provided by the CVB at no charge to ICMA if requested.
- 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 40 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 in the headquarters property.
- Additional complimentary suites and/or upgraded rooms at the larger overflow hotels.
- 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 spread throughout the block.
- Thirty (30) rooms for staff and speakers at 50% off of the group rate. These can be spread throughout the group hotels.
- 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. These can be split between the headquarters property and one two of the larger hotel blocks.
- 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.
- Complimentary Internet in hotel guest rooms and public space.
- Complimentary or at least discounted Internet and discounted electrical in hotel and convention center meeting space. No surcharges for electric if we are not using the in-house AV provider.
- 10% off of published menu prices in headquarters hotel.
- 35% off of published audio visual prices in headquarters hotel. We typically don't use if PSAV is handling – though if the discount is good enough we could use in-house at the hotel.
- Children 18 and under stay free with parent in guest room.
- No surcharge from hotels to provide and distribute room keys for use by ICMA sponsors.
- Complimentary access to hotels' dark channels to air ICMA tv programming throughout the conference dates.
- Headquarters hotel to offer at least two complimentary room nights to ICMA to be awarded in an attendee drawing.

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 \$100,000 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 \$175,000 to \$300,000 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 lighter 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>2026</u>
Labor Day	September 7
Rosh Hashanah	September 12
Yom Kippur	September 21
Columbus Day	October 12
Thanksgiving (Canada)	October 12

2. *Hotel commitments.* Each hotel to be used for the conference should be specified, including name, number of sleeping rooms committed, average rates in 2018 terms (both rack and group rates being offered to ICMA), 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 key hotels.

3. *Meeting facilities/convention facilities.* If a convention center facility is proposed, a firm commitment of all space and pricing 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, city and airport welcome signage, 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-half 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-/post-conference tours.* What pre- or post-conference 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, bowling 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 practices that the city, convention center, and potential headquarters 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? Provide some sample airfares from major markets to the cities under consideration. 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 \$100,000 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.

A complete copy of the proposal should be prepared and mailed or e-mailed to:

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