

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Edward K. Shikada

**SUBJECT: PREPARATION FOR HOSTING
ICMA 2010 ANNUAL CONFERENCE**

DATE: January 14, 2009

Approved

Date

1/15/09

RECOMMENDATIONS

Adoption of a Resolution of support for Administration activities necessary to coordinate the planning and hosting of the International City/County Management Association (ICMA) 2010 Annual Conference.

OUTCOME

Approval of the recommended Resolution will provide staff support for the City to meet local host city responsibilities in preparation for the ICMA 2010 Annual Conference.

BACKGROUND

In July 2002, the International City/County Management Association (ICMA) awarded the proposal to host the ICMA 2010 Annual Conference to the City of San Jose. The conference will be held on October 17-20, 2010. ICMA is the premier professional and educational association for appointed local government administrators throughout the world. The annual conference provides public administrators with an unparalleled opportunity to experience the best in networking, professional development, and acquire cutting edge tools and techniques to address common issues and problems facing communities and local government administrators.

The ICMA 2010 Annual Conference will result in significant tangible benefits to the City. The Conference typically attracts 3,500 to 4,000 local government professionals, exhibitors, and related visitors. It is anticipated that hosting the 2010 Annual Conference will have substantial economic benefits for the City's hospitality and tourism industry, infusing approximately \$4 million into the local economy. The conference also presents a unique opportunity to showcase the City's programs, services, and facilities, and to reinforce the City's reputation as an innovative leader in municipal management and service delivery. The event also will facilitate the professional development of local public administrators through a leading-edge international dialogue on municipal issues.

ANALYSIS

This memorandum outlines the local host city's role in preparing for and producing the conference, current work underway, and the anticipated staff involvement and resources needed to support the conference.

Local Host City Responsibilities

There are four key groups involved in planning and producing the ICMA Annual Conference - the ICMA Executive Board, a Planning Committee, an Evaluation Committee, and a local Host Committee. The primary role of the Executive Committee is to select the host city and review the conference budget, while the Planning and Evaluation Committees develop and assess the conference program (such as theme, educational/technical sessions, speakers, etc.). As the host city for the 2010 ICMA Annual Conference, San Jose's primary role is to support the responsibilities of the Host Committee. The Host Committee typically is chaired by the local host city and is comprised of city managers and public administrators from throughout the region and representatives from professional organizations. The Host Committee has the overall responsibility for the following aspects of the conference:

- Finance and fundraising
- Volunteer coordination
- Exhibit booth at prior year's conference (Montreal 2009)
- Registration packets (including local promotional material)
- Major social events
- Field demonstrations
- Inspirational breakfast
- Athletic events (golf, tennis, 5k run/walk)
- Assistant activities (special programming for assistant executives)
- Business and logistics support

Anticipated Staff Involvement and Resource Commitments

Conference Host Committees are asked to contribute their time and resources in a number of ways to make the annual conference a success. To coordinate all aspects of conference planning that is required of the Host Committee, it is anticipated staff involvement will include the following.

1. Host Committee and Working Teams

Planning for the ICMA annual conference typically commences two years prior to the event with specific milestones to be achieved at key planning stages. The Host Committee for the ICMA 2010 Conference organized and held its first planning meeting in May 2008. City Manager Figone serves as chair of the committee. City staff, Team San Jose staff, and ICMA staff serve as resources. Eleven working teams have been established and are responsible for individual aspects of the conference planning and execution. Ongoing staff involvement will include

planning and coordinating quarterly Host Committee meetings and providing a City liaison to support the work of the eleven planning teams.

2. Rental Fee for Use of the Convention Center

In November 2001, the City submitted a bid to host the 2010 Annual Conference. As part of the City's bid, the City proposed waiving the rental fee for the San Jose McEnery Convention Center. The value of this allowance in 2003 terms is \$90,600. It is anticipated that this financial commitment will be met through the City's Use Fund (set up for City events that it schedules) as part of the management agreement with Team San Jose for the Convention Center.

3. Finance and Fundraising Efforts

The fundraising target for the conference is \$150,000-\$200,000, with a stretch goal of \$250,000. Currently \$30,825 has been raised for the conference by the City Managers' Department of the League of California Cities on registration collected in 05, 06, 07, and 08 for the City Managers' Annual meetings. The funds will continue to be collected annually.

The Finance Team, led by Los Gatos Town Manager Greg Larson, has secured the League of California Cities (League) to serve as fiscal agent for the ICMA 2010 Host Committee. The League's role will be to receive deposits either from a member of the host committee or directly from contributors and write checks in payment of Host Committee expenses approved by a designated host committee member. A letter of understanding has been signed by the City outlining the League's role in serving as the fiscal agent, and the League is currently working to secure a taxpayer identification number for the Host Committee and open a checking account to process all financial transactions.

In addition, the Finance Team conducted a request for proposals to hire a professional fundraiser to develop and manage a sponsorship program for the conference. The fundraiser will assist the Host Committee in identifying potential donors, creating sponsorship benefit offerings, collateral material, and directly solicit sponsorships. The Team is currently negotiating the scope of work and budget with the successful proposer and anticipates completing the contract and commencing work in February 2009. The anticipated San Jose City staff involvement in fundraising efforts includes:

- Develop the sponsorship and recognition program.
- Execute a contract with a fundraising consultant and manage consultant's work.
- Contact potential sponsors to provide information about the annual conference.
- Oversee administration of sponsorship funds with the League.
- Authorize payment of invoices on behalf of the Host Committee.

Staff will work with the Attorney's Office to ensure that the sponsorship program adheres to existing Municipal Code provisions and City policies related to fundraising, and will adhere to ICMA's Policy for Corporate Partners and guidance on professional conduct for fundraising activities.

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4. Conference Logistics Support

As the conference approaches, staff will also provide as-needed support to ensure a successful event. This will likely include liaison and coordination among conference participants, sponsors, volunteers, and key organizers.

EVALUATION AND FOLLOW-UP

Staff will provide Council with status updates as planning proceeds.

POLICY ALTERNATIVES

Not applicable.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

This staff report has been coordinated with the City Attorney's Office.

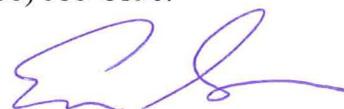
COST SUMMARY/IMPLICATONS

It is anticipated that all costs for Administration activities necessary to coordinate the planning and hosting of the ICMA 2010 Annual Conference will be handled within existing resources. Staff will advise Council should any unanticipated expenses arise.

CEQA

Not a project.

If you have any further questions contact Ed Shikada at (408) 535-8190.



EDWARD K. SHIKADA
Deputy City Manager