



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Edward K. Shikada

**SUBJECT:** SEE BELOW

**DATE:** April 29, 2009

Approved

Date

5/11/09

**SUBJECT: PREPARATION FOR HOSTING LEAGUE OF CALIFORNIA CITIES 2009 ANNUAL CONFERENCE**

## RECOMMENDATIONS

Adoption of a Resolution of support for Administration activities necessary to coordinate the planning host City responsibilities for the 2009 League of California Cities (LOCC) 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 LOCC 2009 Annual Conference.

## BACKGROUND

In 2006, the League of California Cities (LOCC) Board of Directors awarded the proposal to host the LOCC 2009 Annual Conference and Expo to the City of San Jose. The conference will be held on September 16-18 at the San Jose Convention Center. The mission of the LOCC is to restore and protect local control for cities through education and advocacy to enhance the quality of life for all Californians. The annual conference provides elected officials and public administrators with the opportunity to connect, learn and network at the only statewide event designed for local elected officials and city staff. The annual conference also offers a wide-range of programs and workshops that provide cutting edge dialogue on innovative community services, and critical state issues affecting cities.

The theme of this year's LOCC 2009 Annual Conference and Expo "Strong Cities, Strong State, Strong Nation," is intended to reflect how closely our state and national interests are impacted by the collective vitality of our cities. The conference presents a unique opportunity to bring communities together to address mutual concerns, 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. It is also anticipated that hosting the 2009 Annual Conference and Expo

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will have substantial economic benefits for the City's hospitality and tourism industry, infusing approximately \$1.9 million into the local economy. For additional information on the annual conference program and registration go to <http://www.cacities.org/ac>.

### **ANALYSIS**

This memorandum outlines the local host city's role in preparing for the conference, current work underway, and the anticipated staff involvement and resources needed to support the conference. As the host city for the 2009 LOCC Annual Conference, San Jose's primary role is to produce and fund the Host City reception. The Host City reception will be held at 6 p.m. on the first day of the Conference after the Opening General Session, (September 16, 2009), and will take place at The Tech Museum of Innovation. Attendance is expected to be approximately 1,200-1,500.

To coordinate planning for the Host City Reception, a Team has been formed, led by Senior Deputy City Manager Shikada, and comprised of City Manager staff, Team San Jose staff, and LOCC staff serving as resources.

The fundraising target for the Host City Reception is \$35,000. The anticipated San Jose City involvement in fundraising efforts includes:

- Developing the sponsorship and recognition program.
- Contacting potential sponsors to provide information about the annual conference.
- Requesting financial contributions to sponsor the host reception.

Recognition of sponsors for the Host City Reception will include the opportunity to display company and/or organization signage at the event entrance, tickets to the reception, and sponsor badges. Attachment A provides an overview of the Host Reception and benefit offerings.

Staff would appreciate any support that Council members can offer in explaining the benefits of sponsorship opportunity to potential companies and organizations and referring any prospective donors to staff for follow-up. Sponsorships will be accepted solely from entities that demonstrate support for the values of the profession, the League, and its members. 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.

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. Staff will provide the City Council with status updates as planning proceeds.

### **EVALUATION AND FOLLOW-UP**

Staff will provide Council with status updates as planning proceeds.

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### 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 the Administration's activities necessary to coordinate the planning and hosting of the LOCC 2009 Annual Conference Host Reception will be handled within existing resources. Staff will advise Council should any unanticipated expenses arise.

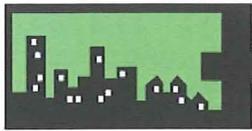
### CEQA

Not a project.

If you have any further questions contact Ed Shikada at (408) 535-8190, or Betsy Shotwell, Director of Intergovernmental Relations at (408)535-8270.



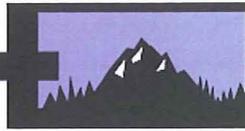
EDWARD K. SHIKADA  
Deputy City Manager



Strong Cities



Strong State



Strong Nation

## HOST CITY RECEPTION

### SPONSORSHIP FACT SHEET

## 2009 League of California Cities Annual Conference

September 16-18 San Jose, CA

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**What:** The City of San Jose will host the opening reception for the 2009 League of California Cities Conference. The theme of this year's conference "Strong Cities, Strong State, Strong Nation," is intended to reflect how closely our state and national interests are impacted by the collective vitality of our cities. The conference presents a unique opportunity to bring communities and decision makers together to address mutual concerns while working towards a more vibrant future. The City of San Jose is seeking sponsors at all levels to support this important event. Approximately 1,200-1,500 elected officials and City Administrators are expected to attend the opening host reception. For additional information on the annual conference program go to <http://www.cacities.org/ac>.

**When: Host City Reception**  
Wednesday, September 16, 2009  
6:00-7:30 pm

**Where: The Tech Museum of Innovation**

### Why Sponsor the Event:

- Over 1,000 elected official and public administrators across the State in one place at one time
- Sponsorship signage at the event entrance, tickets to the reception, and sponsor badges
- Visibility and opportunity to meet and network with potential clients and customers

### Sponsorship Opportunities and Questions:

For additional sponsorship information or to become a sponsor please complete the information below and submit to or contact directly:

Edward K. Shikada, Deputy City Manager  
City of San Jose, City Manager's Office  
408-535-8115  
[ed.shikada@sanjoseca.gov](mailto:ed.shikada@sanjoseca.gov)

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Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Company Web-site: \_\_\_\_\_  
 Donation Amount: \_\_\_\_\_

# Strong Cities • Strong State • Strong Nation

San Jose Convention Center • September 16-18, 2009

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**The City of San Jose invites you to be a supporter of the Host City reception for the 2009 League of California Cities Conference. The reception will be held at the Tech Museum of Innovation on September 16 at 6:00- 7:30 pm.**

## THE LEAGUE OF CALIFORNIA CITIES

The League of California Cities (LOCC) is an association of California city officials who work together to enhance their knowledge and skills, exchange information, and combine resources so that they may influence policy decisions that affect cities. For over 100 years, the League of California Cities has worked aggressively, often in coalition with other groups, to protect local revenues and advocate on matters of statewide significance to cities. The League of California Cities 2009 Strategic Goals include:

- Protect funding for vital community services;
- Promote economic stimulus and infrastructure investment;
- Support sustainable communities; and
- Promote reform of state governance, budget and fiscal systems.

## The Conference & Host Reception

On September 16-18, 2009 over 1,000 elected officials and public administrators across the State will be in San Jose for the 2009 League of California City's Annual Conference. As the host City, San Jose will hold the opening reception for the conference. The reception will provide a unique opportunity for organizations to network with policy makers and to build relationships.

## The Participants

As the central decision makers and administrative personnel in their cities, counties and other local governments, LOCC members are key local government decision-makers. Attendees range from City Mayors, City Managers, Council Members, and other high level management team members and decision makers from cities within CA.

## Host Reception Sponsorships

The City of San Jose is seeking sponsorships at all levels or a sole sponsor (at \$30,000) to fund offerings (e.g., hors d'oeuvres, beverages, drink tickets, etc.) at the Host Reception. Benefits include:

- Connect with local government leaders and key decision makers from throughout the State's 480 cities.
- Recognition signage at the event entrance, tickets to the reception and sponsorship badges!
- Visibility and opportunity to meet and network with potential clients and customers!

## Important Deadlines

Sponsorship Commitment Deadline	July 1, 2009
Complete Sponsorship Agreement with City of San Jose	August 1, 2009
Deadline for Payment	September 1, 2009
Host City Reception	September 16, 2009

**Act Now to Become a Sponsor of the Host City Reception!**