
Sustainable Events



Western Association
of Chamber Executives

About Chino Valley



Chino Valley Chamber of Commerce

- Lupe Hurst, Director of Event Operations
- Chino, CA
- Staff size: 9
- Members: 466
- 2023 Events: 13
- 2024 Events: 15



Agenda

- Getting Started and Preparing for an Event
- Harnessing the Power of Community Resources
- Optimizing Revenue through Strategic Partnerships

Getting Started and Preparing

1. Identify the objectives, goals, outreach initiatives, target audience
2. Define roles and responsibilities internally within organization
3. Set a realistic timeline for project competition.
4. SMART OBJECTIVES
 - a. Specific, Measurable, Achievable, Relevant and Time-bound



Specific

-What will we accomplish?



Measurable

-How will we know when it's done?



Assignable

-Who is responsible for making it happen?



Realistic

-Can we do this?



Timebound

-When will this be accomplished?



ROLES & RESPONSIBILITIES

1. Get to know your team
2. Lead with mission statement and objectives
3. Clear communication
 - a. Identify key roles such as Marketing outreach, membership and sponsorship outreach
4. Team Collaboration with Asana
 - a. track deadlines, create strategic plan with timeline



Event Sponsorships

Watch Event Video Here:



Salute to Public Safety

Our annual Salute to Public Safety event is highly anticipated as we recognize and honor the hard work and dedication of local public safety personnel, including police officers, firefighters, and paramedics, California Institute of Men and Women.

Your sponsorship allows the opportunity for local businesses to connect with public safety officials by showcasing your commitment to the community.



Chairman's Circle Sponsorship Level	Sponsorship Price	Included in Sponsorship
Chief	\$5,000	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion 5x8 full page ad in event program Reserved seating for up to 16 sponsor guests' 16 tickets will be allocated to cover public safety staff to attend the event
Battalion Chief	\$3,000	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion 5x8 full page ad in event program Reserved seating for up to 8 sponsor guests' 8 tickets will be allocated to cover public safety staff to attend the event
Captain	\$1,500	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion 4x5 half page ad in event program Reserved seating for up to 6 sponsor guests' 4 tickets will be allocated to cover public safety staff to attend the event
Lieutenant	\$900	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion 2.5x4 one-fourth page ad in the event program Reserved seating for up to 4 sponsor guests' 2 tickets will be allocated to cover public safety staff to attend the event
Seargent	\$600	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion Reserved seating for up to 2 sponsor guests' 2 tickets will be allocated to cover public safety staff to attend the event
Officer	\$300	Logo on all marketing materials which includes event program, powerpoint presentation and email marketing promotion Reserved seating for 1 sponsor guest

Form, logo and payment must be received to guarantee inclusion in marketing materials.

CHINOVALLEYCHAMBER.COM

1. Highlight the advantages of sponsoring, including exposure, networking, and supporting the local business community.
2. Include a QR code with a call-to-action
3. Accommodate all budgets

Event Planning Roadmap

1. Schedule Events One Year in Advance
2. Establish a Budget
3. Seek Sponsorship Opportunities and Collaborations
4. Schedule First Committee Meeting
5. Begin Planning Processes Five Months in advance



Harnessing The Power of Community Resources

- 1. Committees**
 - a. Resources for sponsorships**
 - b. Creative input**
- 2. Municipalities**
 - a. Community outreach**
 - b. Partnerships**
- 3. Local members**
 - a. Restaurants**
- 4. Colleges / Universities**



Great things in business are never done by one person. They're done by a team of people." - Steve Jobs

Strategic Partners

Key characteristics:

1. Shared Objectives
2. Mutual Benefit
3. Long-Term Commitment
4. Open Communication
5. Resource Sharing
6. Risk Mitigation
7. Innovation



Economic Development



Building Successful Strategic Partnerships

- 1. Establish a clear foundation**
- 2. Acknowledge each others capabilities**
- 3. Understand Individual motivations**
- 4. Invest the right tools, procedures and personnel**
- 5. Accountability and Metrics**
- 6. Create a thriving Collaboration**

Thank You!



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Western Association
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Evaluating Your Events & Programs



Anna Robinson
Program Manager
Vail Valley Partnership (CO)



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Vail Valley Partnership (CO)

VVP At A Glance

- **Staff Size** - 8 FT/2 PT
- **Community Size** - 56,000 (Regional Chamber, 10 towns/munis)
- **# of Members** - 700+
- **Major industries** - Tourism, Outdoor Recreation, Construction, Government. Includes 2 ski resorts (Vail & Beaver Creek)



Who We Represent



Evaluating Your Events & Programs

Evaluate all events & programs annually

- Mission
- Finance
- Resources
- Stakeholders
- Intangibles
- Train Whistles

Assign a letter grade

- A & B = minimal discussion
- C, D & F = discuss long-term viability,
- potential improvements, or elimination



Sample Criteria

Mission:

- Generates tax revenue
- Provides community connections
- Promotes the town/local businesses

Finance:

- Profit/Loss/Break Even
- OR Does it meet budget?
- Are you protected in a bad year?
- Other factors (i.e. – tax revenue, heads in beds, etc)

Resources:

- Staff Hours
- Timing
- Opportunity Cost
- Resources of partners (i.e. – public works, police, fire)

Stakeholders:

- Level of support/buy-in
- Agreement with your evaluation
- Understanding of the “why”

Intangibles:

- Anecdotal feedback
- Satisfaction surveys
- Web traffic
- Community building
- Marketing/Publicity/Imagery

Train Whistles:

- Future competition/relevance
- Changes in market conditions
- Technology shifts
- Climate change

To keep or not to keep? That is the question.

Case Study #1: Platinum Service Program

Grade: C



Program Report Card
Vail Valley Partnership



Platinum Service Program

MISSION	HIGH	NOTES
Promotes the town/local businesses	B	Connections = member interaction
Generates tax revenue	n/a	
Provides community connections	A	
Category Grade:	A-	

FINANCE	LOW	NOTES
Bottom Line (Profit/Loss/Breakeven)	n/a	Budgeted loss
AND/OR Does it meet Budget?	A	
Bad Year Protection	n/a	
Other (tax revenue, heads in beds, etc)	n/a	
Category Grade:	A	

RESOURCES	MED	NOTES
Staff Time	D	Very little ROI on staff time. Could be better spent on new programs.
Time of Year	D	
Opportunity Cost	D	
Resources of Partners (Public Works/Police/Fire/Etc)	n/a	
Category Grade:	D	

STAKEHOLDERS	MED	NOTES
Level of Support/Buy-In	C	Participation is down YOY again. Only participating for ski passes.
Alignment of Evaluation	n/a	
Understanding of the "Why"	C	
Category Grade:	C	

INTANGIBLES	LOW	NOTES
Satisfaction Surveys	n/a	Member connections, bragging rights, some social media traffic
Anecdotal Feedback	n/a	
Web Traffic	n/a	
Community Building	B	
Marketing/Publicity/Imagery	C	
Category Grade:	B-	

TRAIN WHISTLES	HIGH	NOTES
Future competition/relevance	F	TripAdvisor, Yelp, Google Reviews, Social Media, people book travel differently
Changes in market conditions	F	
Technology shifts	F	
Macro Shifts (Climate Change/Politics/Etc)	n/a	
Category Grade:	F	

MY GRADE: C GROUP GRADE: C DECISION: DROP

The shifts in technology and how people book has drastically reduced the program's relevance and is a factor we can't change or influence.

To keep or not to keep? That is the question.

Case Study #2:
The Beaver Creek Rodeo
Grade: C





Beaver Creek

Rodeo

Avon

- 7 Weeks
- 2,000 Guests/Week
- **Budget:** \$250,000
- **Demo:** Affluent, Multi-Generational Families
- **Goal:** Room Nights & In-Resort Spend

Program Report Card
Beaver Creek Resort Co.



Beaver Creek Rodeo Series

MISSION	HIGH	NOTES
Promotes the town/local businesses	B	Can't quantify revenue
Generates tax revenue	C	
Provides community connections	A	
Category Grade:	B	

FINANCE	MED	NOTES
Bottom Line (Profit/Loss/Breakeven)	A	Can't quantify tax/heads in beds. Meets/exceeds budget
AND/OR Does it meet Budget?	A	
Bad Year Protection	A	
Other (tax revenue, heads in beds etc)	C	
Category Grade:	A-	

RESOURCES	LOW	NOTES
Staff Time	C	Midweek event, high summer season, high impact event
Time of Year	A	
Opportunity Cost	A	
Resources of Partners (Public Works/Police/Fire/Etc)	C	
Category Grade:	B	

STAKEHOLDERS	HIGH	NOTES
Level of Support/Buy-In	F	Board wants to drop event. No other stakeholders matter
Alignment of Evaluation	F	
Understanding of the "Why"	F	
Category Grade:	F	

INTANGIBLES	HIGH	NOTES
Satisfaction Surveys	A+	Everyone loves this event!
Anecdotal Feedback	A+	
Web Traffic	A+	
Community Building	A+	
Marketing/Publicity/Imagery	A+	
Category Grade:	A+	

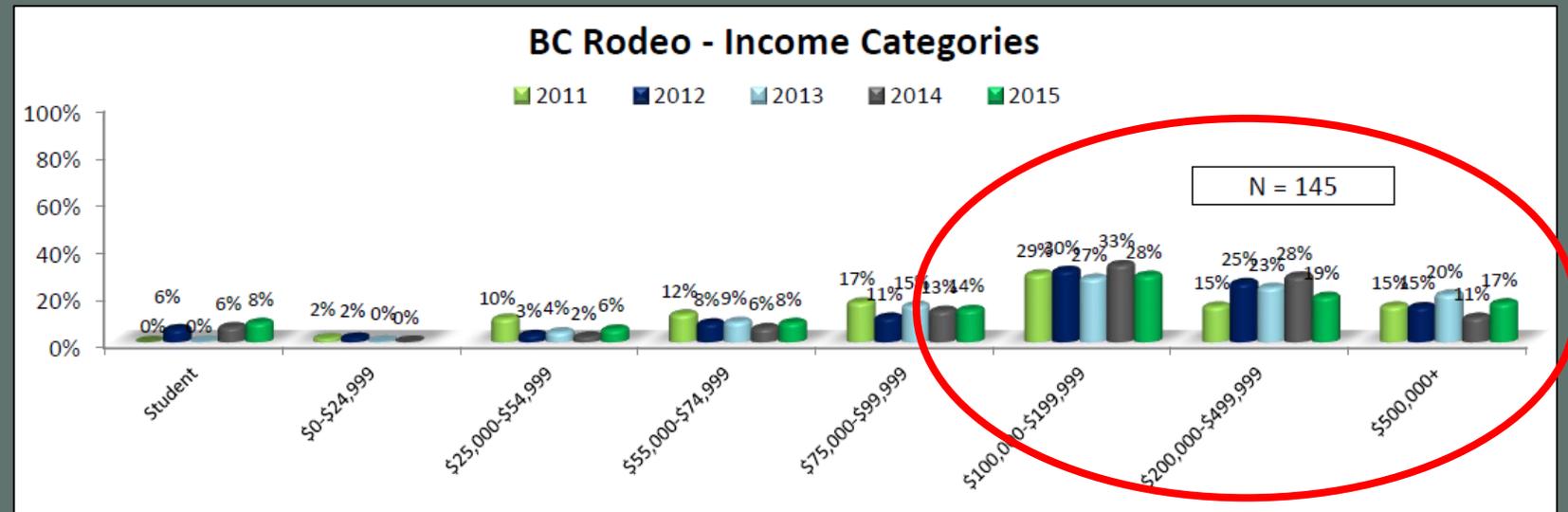
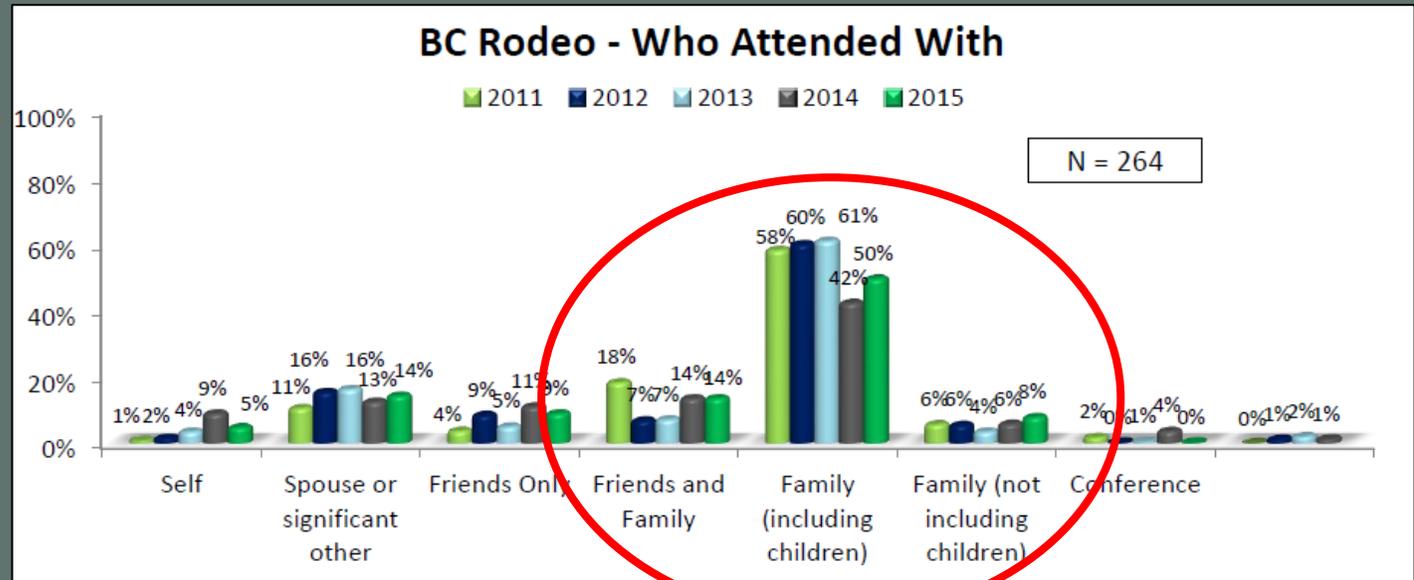
TRAIN WHISTLES	LOW	NOTES
Future competition/relevance	A	Increasingly unpredictable weather, wild fires, animal rights.
Changes in market conditions	A	
Technology shifts	A	
Macro Shifts (Climate Change/Politics/Etc)	C	
Category Grade:	A-	

MY GRADE:	C	GROUP GRADE:	C	DECISION:	KEEP & GATHER DATA
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This event is solid and well-loved but the benefits to the resort aren't being captured in a way that speaks to the board. Start surveying in a way that gives quantitative economic data to the board.

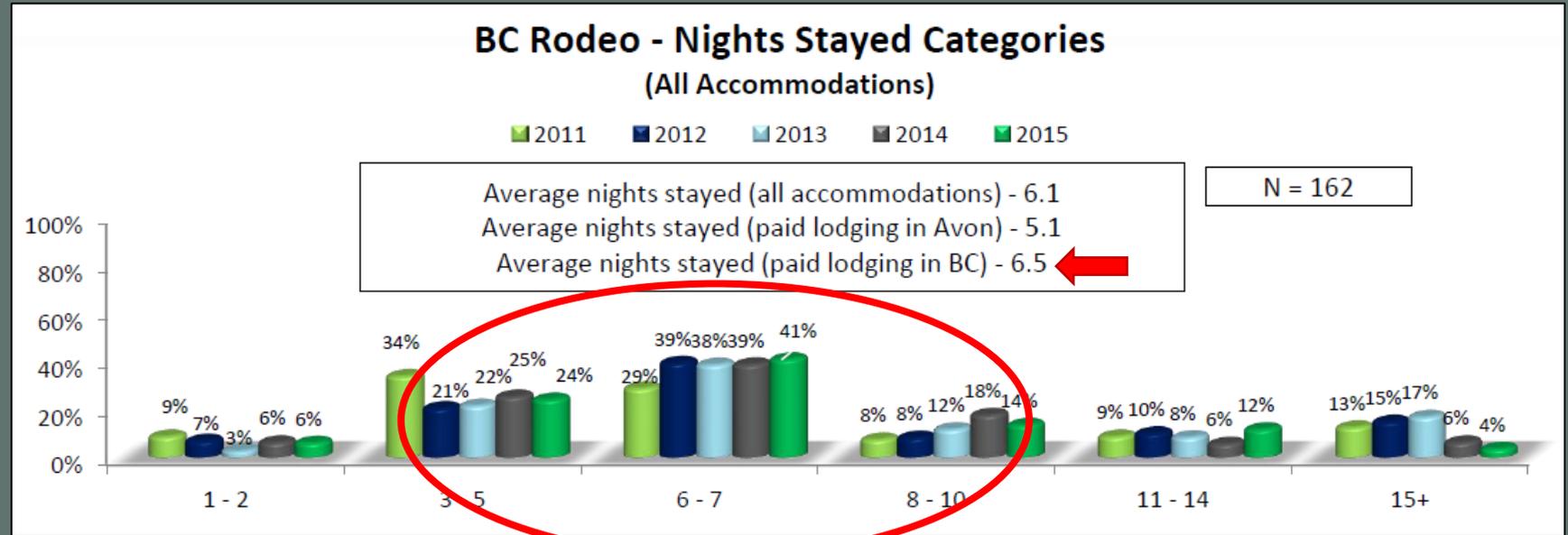
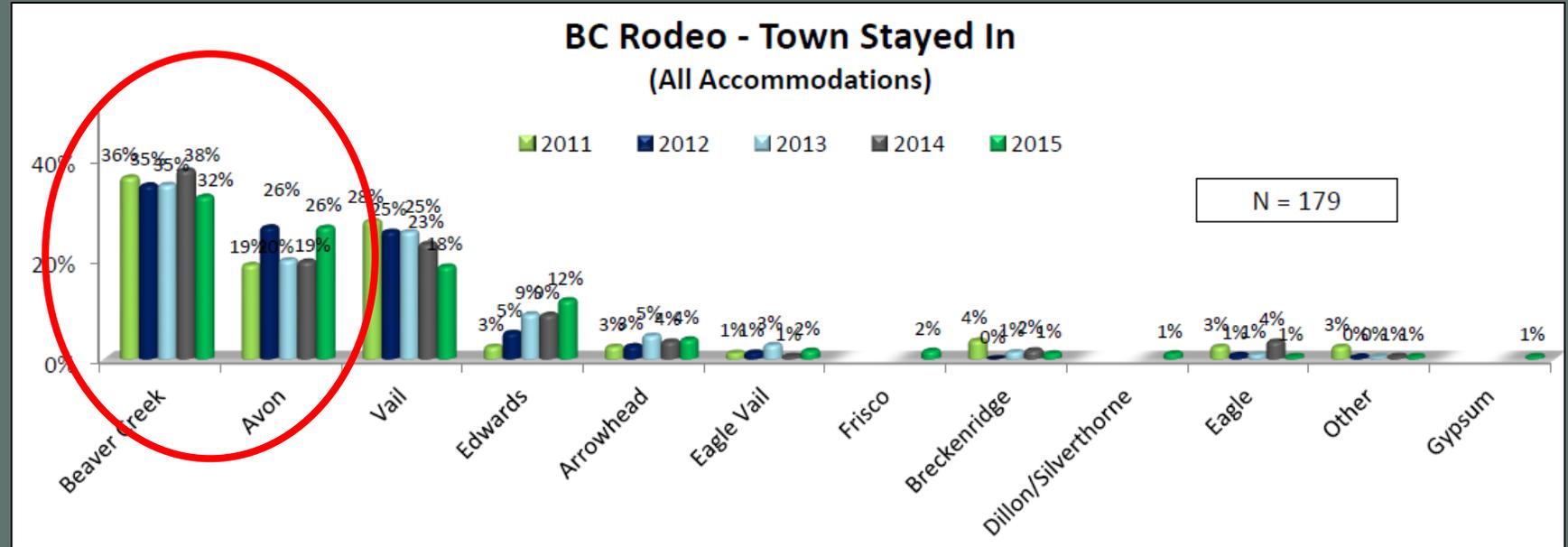
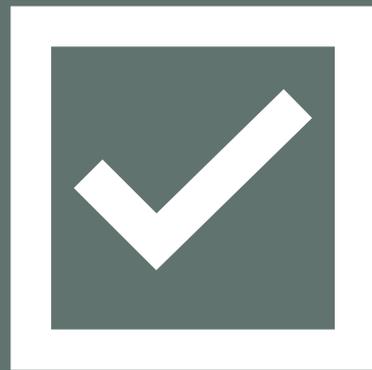
Who, Where & How Much?

WHO is coming?



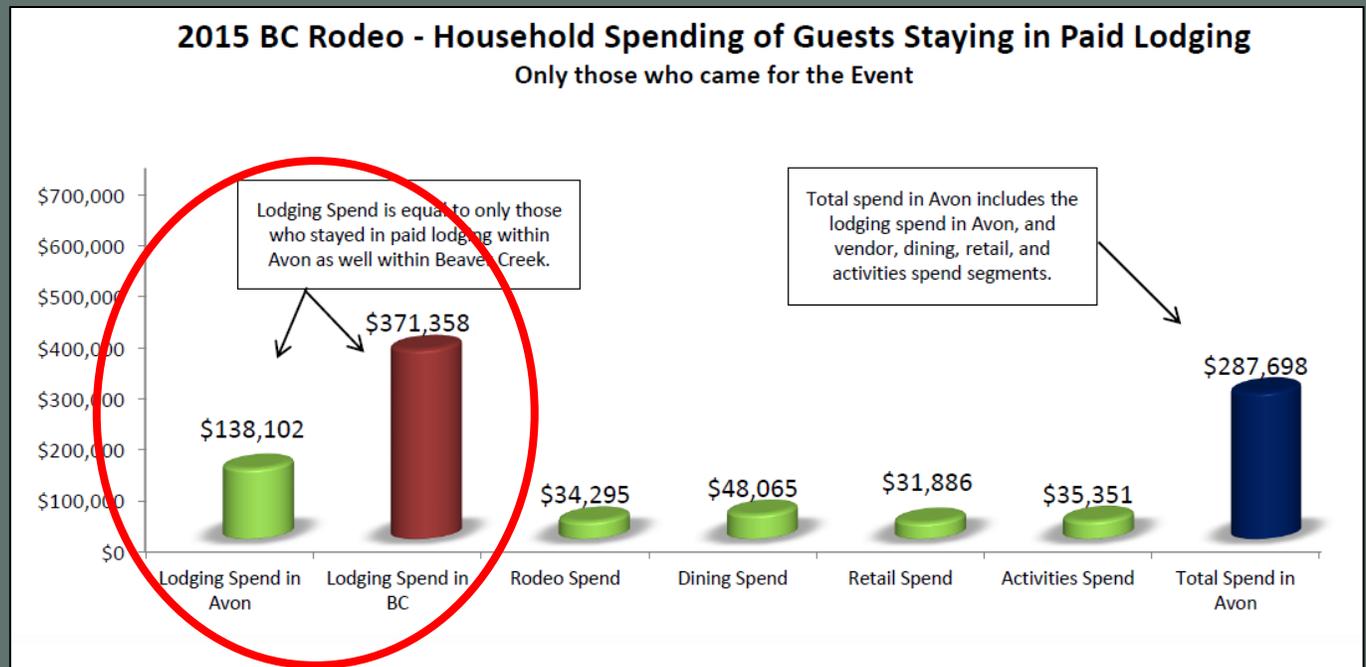
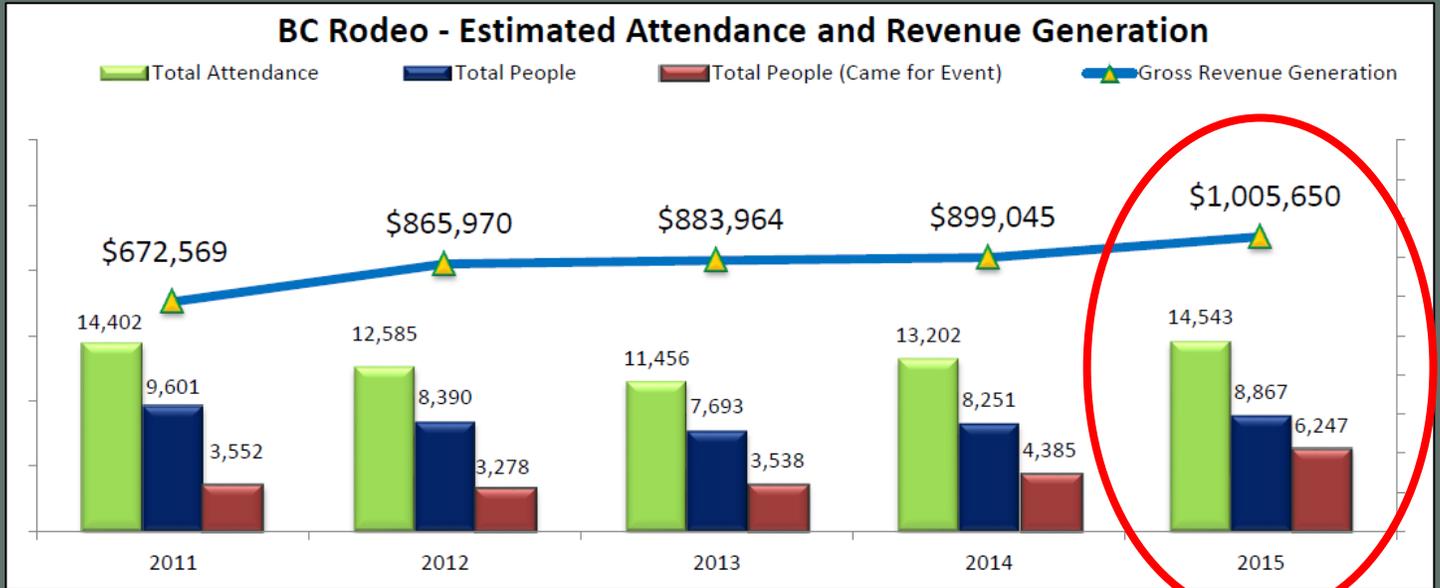
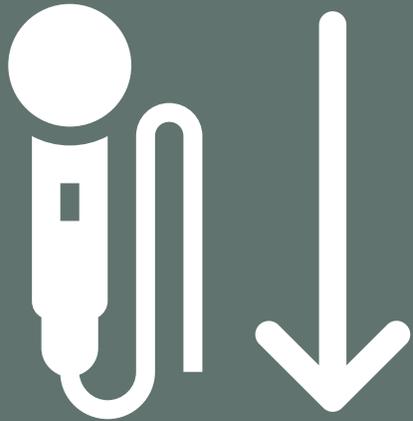
Who, Where & How Much?

WHERE are they staying and for how long?



Who, Where & How Much?

HOW MUCH are
they spending?



Questions?

Anna Robinson

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Big Events With A Small Chamber

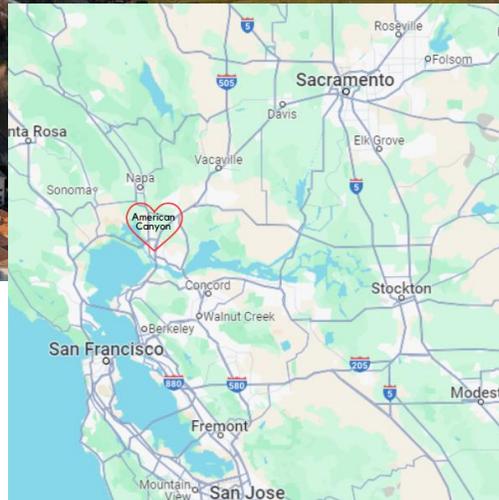


Valerie Zizak-Morais
President/CEO
American Canyon Chamber of Commerce



Western Association
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About American Canyon



Demographics

- Located in South Napa County, 35 miles from SF, 50 miles from Sacramento.
- Population of 23,000, predicted to be 33,000 by year 2027
- 265 members, 1 full time staff, 1 part time staff, adding another part time in 2024
- Chamber, Welcome Center, DMO, Foundation
- Major Industries are Manufacturing, Distribution, and Wine Warehousing.
- We are and a bedroom community.



How We Spend Our Time

Events

Meet Me In The Street- 3
Ribbon Cuttings- Average 10/year
Annual Awards- 1
State of the City-1
Halloween in the Plaza -1
Holiday Marketplace-1
Candidates Forums
Restaurant Campaign October-March

Networking

Chamber Coffee Chat-11
American Canyon Executives -52

Workshops

Business Builders- 12
Kids Commerce- 8 weeks
Voter Education

How to Determine the Need

- Hear what your membership needs.
- Stay away from the drinking free wine events.
- Do a few things well, once mastered add more.
- Try to maximize the amount of engagement you get. If only a small portion of your membership attending, should you keep doing it?

MEET ME IN THE STREET



How We Get It Done

Road Closure

Police
Public Works
CERT



Entertainment

Arts Foundation
High School Music
Local Dance Teams
Local Martial Arts
Battle Of The Bands



Helping Hands

Military
ACHS Football Team
Chamber Members
4-H Club
Key Club
ACHS Students
Boys And Girls Club
Other Service Clubs
Summer Interns



Meet Me In The Street American Canyon

Questions?

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