



I hope everyone has fully recovered from a great week in Portland, OR. Thanks again for our partners, both the local hosts and our corporate sponsors, for all their hard work helping us create a good experience for members, and a place to connect and recharge.

In the next update, I'll be able to share some final numbers on VenueConnect, but as reported at the board meeting, we will come very close to reaching our financial goal for this event, which positions us well for the remainder of the fiscal year.

As I also reported to you at VenueConnect, we are inviting professional members to help us create our new mid-level certification, the Certified Venue Professional. If you are attending AMC or ICCA, we would very much appreciate a couple of days of your time before or after those events, to help us create the body of knowledge that will serve as the basis of the CVP. Please contact Michelle Johnson at [michelle.johnson@iavm.org](mailto:michelle.johnson@iavm.org) if you want to participate. Thanks again to the IAVM Foundation for its generous support on this important project.

The new member model has launched, and you'll be pleased to know we have our very first Group Venue Membership, from AT&T Performing Arts Center right here in Dallas. Thanks to Russell Read, CFE for making this happen! Second in the door was Carol Wallace, from the San Diego Convention Center, and more inquiries come our way each day.

As you should know by now, the bylaws ballot has been sent to every active professional member. You have until September 2 to make your voice heard, and if you have any questions, please contact a board member or go to the IAVM website for more information.

Finally, we had a really incredible visit from Western Kentucky University, Department of Kinesiology, Recreation and Sport. They brought 29 students working toward their Master of Science and Recreation and Sport with a concentration in Facility & Event Management. We helped coordinate visits for them to most of the major venues in town. It was truly exciting to see the professionalism and enthusiasm they brought to the table, and we appreciate the faculty for making this happen:

- Amy Fitzpatrick, Coordinator, Graduate Programs
- Dr. Fred Gibson, Associate Professor/Graduate Coordinator
- Evelyn (Evie) Oregon, Faculty
- Brad Stinnett, Faculty

- Thomas Scott Lyons

## Operations

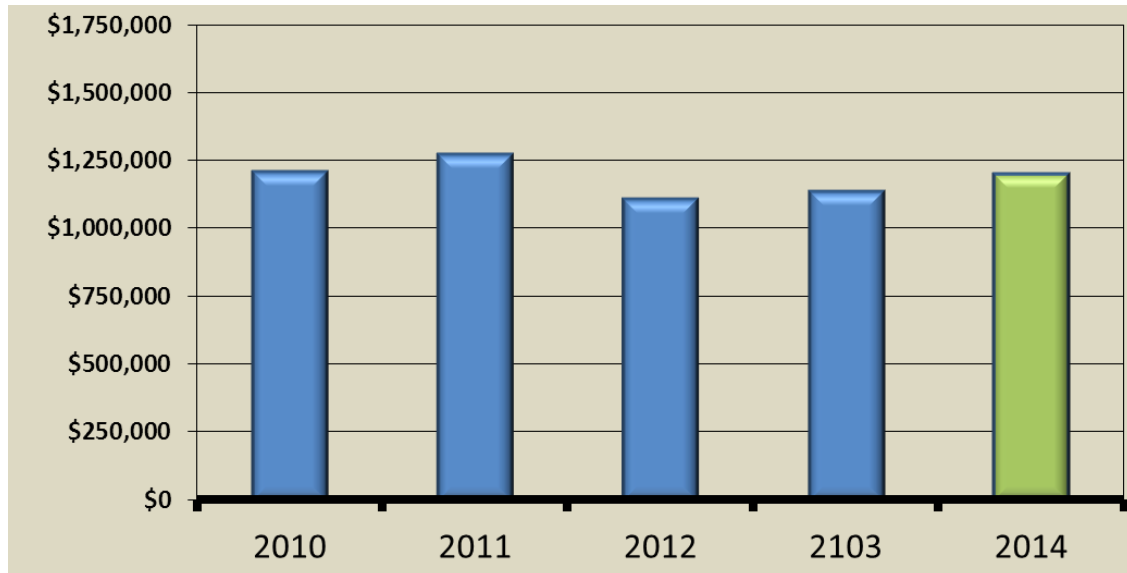
### Financials

For April the Association had a net deficit of \$111K on revenue of \$162K compared to a budgeted deficit of \$113K on revenue of \$158,000. We are migrating our financial reporting to our new database, which delayed us in closing May, which we should be able to do very soon. (Note: We closed late for April due to migrating our financials to Ungerboeck. The migration has occurred and we have since closed May and June.)

Membership revenue of \$108,000 was the primary revenue source as no events were scheduled in April. In regard to expenses, the Association incurred a lease commission of \$29,000 relating to the signing of a 5 year tenant lease agreement. With the most recent lease the building is now fully occupied.

### Cash and Investment Balance

As of April the cash & investment balance was \$1,201,000 compared to \$1,136,000 at the same time last year resulting in an annual cash increase of \$65,000.



### Operations / IT

The main focus for the IT department continues to be working closely with the USI support team to implement solutions for the key outstanding issues.

## Education

### **Professional Development, Meetings and Events**

#### Academy for Venue Safety & Security:

The Education Team in conjunction with the Academy for Venue Safety & Security (AVSS) faculty participated in a retreat with an agreed upon vision to strengthen AVSS. The first step is a joint effort to design and revise the schedule and core content.

A Delphi study was conducted which outlines the standards for effective security management. The study identified standards in eleven categories that we will incorporate as part of the AVSS. These standards have been identified as Perimeter Control, Access Control, Credentialing, Physical Protection Systems, Risk Management, Emergency Management, Recovery Procedures, Communications, Security Personnel, Training, Modeling and Simulation, and WMD-Toxic Materials Protection.

A critical step in the design process for AVSS is to develop effective partnerships with emphases on delivering consistent training programs in a variety of formats through classroom lectures, live-demonstrations, tabletop exercises, field exercises, and online courses. Staff is currently working with the Department of Homeland Security, the Texas Crime Commission and the International Association of Chiefs of Police in order to secure homeland security-related training and subject matter experts.

We also partnered with the DHS Sport Subsector, composed of all the of the professional sports leagues' security chiefs, with the goal of supporting each other's mission and goals.

#### Guest X (formerly ICMC)

IAVM has changed the name of the ICMC Conference to GuestX in order to better reflect the terminology used in the industry that includes guest experience, crowd management, and security. The conference will continue to focus on these three areas and is tentatively planned for February.

#### VenueConnect – Portland, OR, July 26-29, 2014

Final program details will be on the website and available on our mobile app.

Description	Actual	Budget	Last Year (Final)
Registration	\$414,670	\$509,095	\$442,555
Paid Attendees	539	685	711
Sponsorship	\$219,100	\$230,000	\$228,000
Booth Sales	\$646,620	\$675,000	\$616,608
Total Revenue	\$1,280,390	\$1,414,095	\$1,287,163

AMC – Long Beach, CA, September 14-16, 2014

Description	Actual	Budget	Last Year (Final)
Registration	\$5,440	\$93,516	\$70,255
Paid Attendees	12	206	167
Sponsorship	\$29,400	\$68,000	\$75,600
Total Revenue	\$34,840	\$161,516	\$145,855

ICCC – Vancouver, BC, October 2-4, 2014

Description	Actual	Budget	Last Year (Final)
Registration	\$5,535	\$83,715	\$77,005
Paid Attendees	11	159	155
Sponsorship	\$26,500	\$70,000	\$74,750
Total Revenue	\$32,035	\$153,715	\$151,755

## Research

The FY 2013 Operating Expense/Revenue survey ended on May 23<sup>rd</sup> and the Sustainability Survey closed in July. We plan on producing a written report tracking the results of this research in 2012 and 2014.

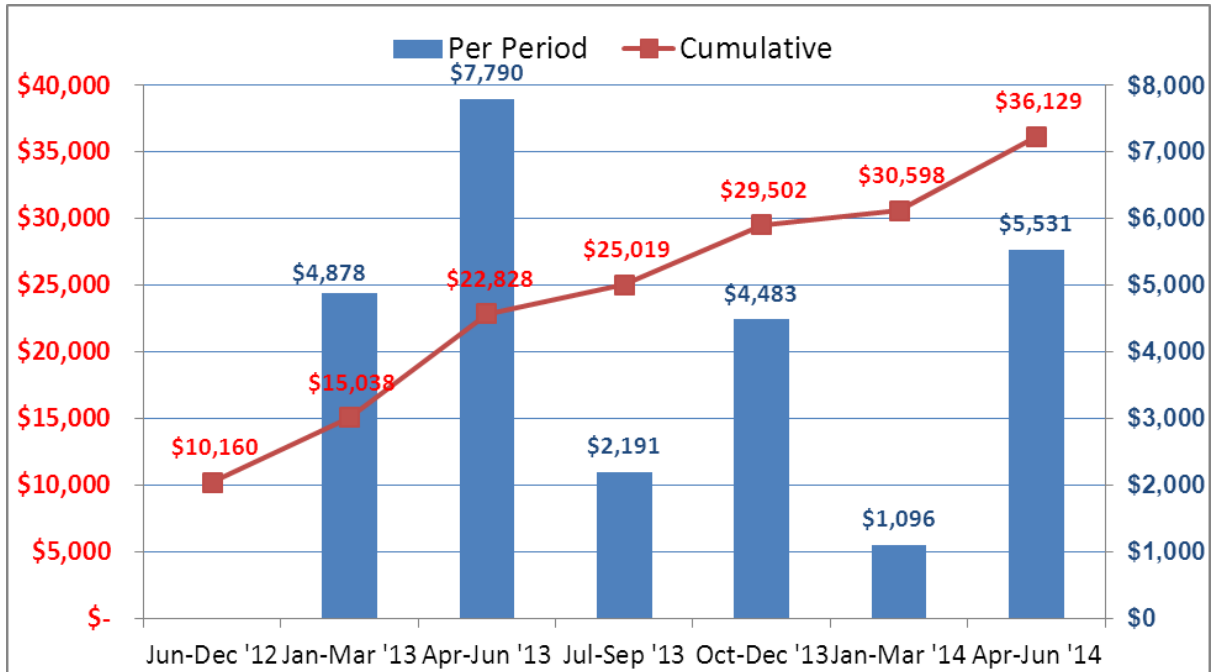
The 2<sup>nd</sup> Quarter survey among our 250 *Business Barometer* panelists was launched on July 8<sup>th</sup> and will be completed by the end of July or very early August.

Our VenueConnect activities include testing two new ideas to increase member value and raise revenue.

- The “Top 10 Venues to Work” program, which offers a free employees satisfaction survey to member venues.
- Tested to see if members would consider using IAVM to conduct other online research projects for them, for a much smaller fee than can be found by using outside research firms.
- In addition, VenueDataSource will be giving a Trade Show floor presentation of the preliminary results seen in the Operating Expense/Revenue survey.

VenueDataSource is also planning on presenting at the AMC in September, at ICCC in October and at PAMC in February 2015, and we may have a slot allotted at SEVT in November.

VDS Sales



## Marketing & Creative Services

The marketing team added two great team members as a part of a restructure focused on increasing our production capabilities. Val Bhakta, taking on the newly created Marketing Manager role, joins us from the corporate office at Boston's Pizza and is focusing on social, digital, and print communications. Jessica Khoury, a recent graduate from Kansas State University, has joined the IAVM team as our Junior Graphic Designer.

VenueConnect promotion was front and center for May and June, including over 4,000 posters mailed to attendees, members, and prospects. The posters featured advice from members and colleagues in Portland, highlighting dozens of unique ways to experience Portland during the conference.

Content marketing was also a focus for our team, including interviews and editorial featuring speakers and sessions from VenueConnect and ICCC.

Behind the scenes, the marketing team developed the framework and functionality for a completely new online magazine experience. The new FM Magazine is in progress with the web development team, and will begin appearing online in early September. As presented to the IAVM Board during the mid-year meeting in Dallas, these changes to the magazine will enable more editorial inclusion from members, integrate our content into online channels, and improve the reach of the magazine to our expanding membership.

## **Social Media:**

With the addition of Val to the team, our online engagement has improved both in reach and in consistency. Content updates from our conferences and events are now anchoring our social schedule, moving us closer to our 80:20 ratio of content over promotions.

### Growth and Engagement

- Facebook
  - 1,2507 likes; an increase of 90
- Twitter
  - 2,038 followers, an increase of 128
- LinkedIn Group
  - 4,806 members, an increase of 115

### Email Marketing Campaigns

14 standalone emails and 10 weekly newsletters were sent out in May/June. These emails promoted VenueConnect, VMS, the IAVM Foundation, and the VDS Sustainability Survey.

### Blog and E-News Activity Report

#### *Front Row News (blog.iavm.org)*

We are continuing to develop the IAVM blog as the content hub for our newsletter and social communications. As you'll see in the stats below, we are seeing a steady increase in traffic:

- Page views: 12,863 (previous two months: 10,006)
- Visits: 7,955 (previous two months: 5,979)
- Avg. Pages per visit: 1.62 (previous two months: 1.67)
- Avg. page duration: 1:07 (previous two months: 1:18)
- Bounce rate: 79.09 (previous two months: 75.38)
- Mobile/Tablet visits: 1,867 (previous two months: 1,254)

Top 5 Blog Posts based on page views:

- Project Tango Plans to Make Your Venues More Awesome
- Watch: Coca-Cola Excels at Improving the Guest Experience
- Are "Haters" Your Best Employees?
- OK, Google Glass
- Industry Remembers Mark "Radar" Hennen

## **Marketplace Sales**

### VenueConnect 2014

Marketplace Sales budgeted sales goal for VenueConnect 2014 is \$955,000. Year to date sales including exhibit space, sponsorship, DirectConnect, and added value items total of \$916,720, compared to this time last year's total of \$841,108, a difference of \$65,678.

**2014 VenueConnect**

Sponsorship Budget	\$230,000.00	Sponsorship Sales	\$219,100.00
Exhibit Budget	\$675,000.00	Exhibit Sales	\$646,620.00
DirectConnect Budget	\$50,000.00	DirectConnect Sales	\$39,000.00
		Extras (program, eblast, SCANVenger)	\$12,000.00
<b>2014 VC Total Budget</b>	<b>\$955,000.00</b>	<b>YTD Total Sales</b>	<b>\$916,720.00</b>

2014 VC Sales Budget	\$950,000.00	2013 VC Sales Budget	\$985,000.00
2014 VC Actual Sales(YTD)	\$916,720.00	2013 VC Actual Sales(YTD)	\$841,108.00
2014 Difference Needed (YTD)	<b>(\$33,280.00)</b>	2013 Difference Needed (YTD)	<b>(\$143,892.00)</b>

DirectConnect

DirectConnect has prequalified 41 Professional participants with over \$130 million dollars in buying power, an increase from last year's \$90 million dollars of buying power. Year to date we have twenty-one (21) participating allies generating \$39,000 in revenue, doubling last year's revenue and four (4) remaining spots to sell.

**Membership**

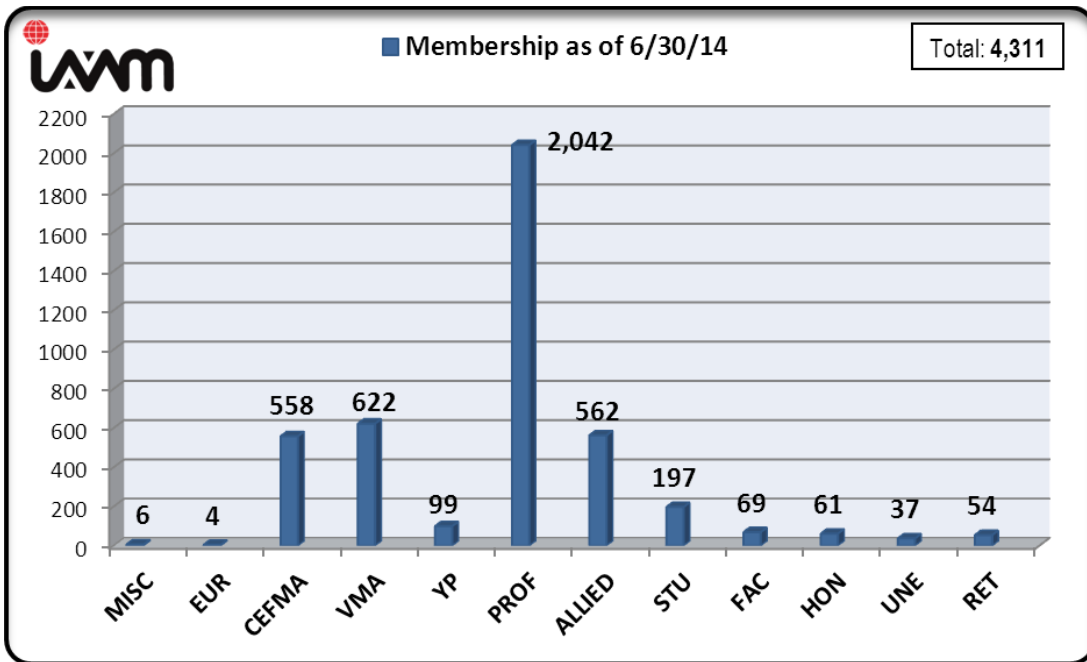
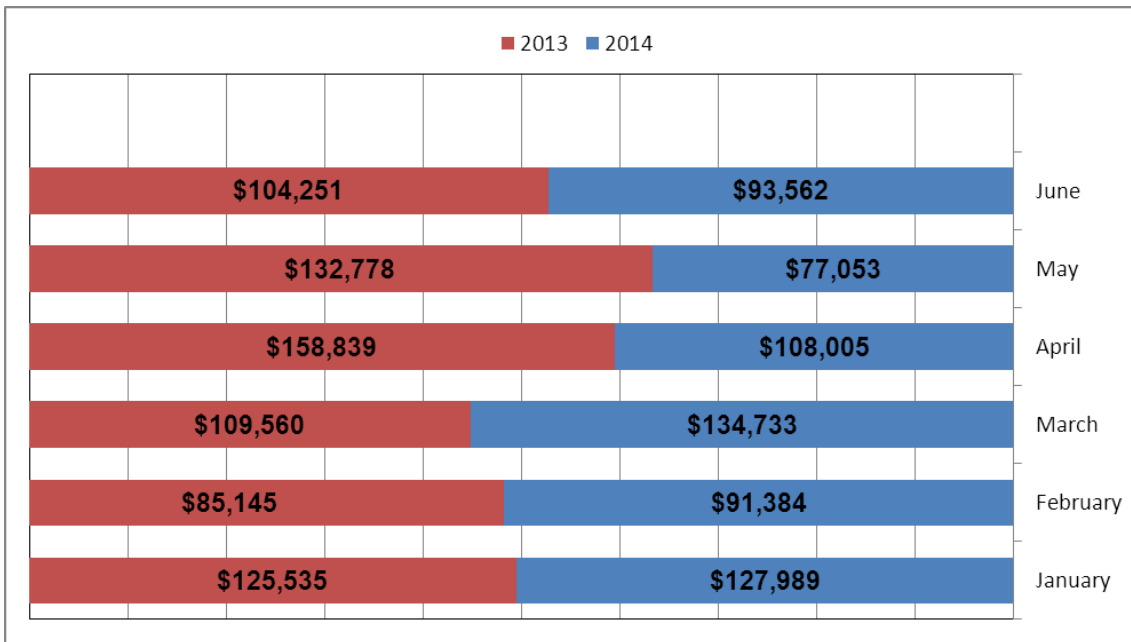
Counts	May 2014	June 2014
<b>Total Members</b>	4,323	4,311
<b>New Members-Month*</b>	33	138
<b>Dues Revenue:</b>	\$77,053	\$93,562

\*Sources of new members for May and June

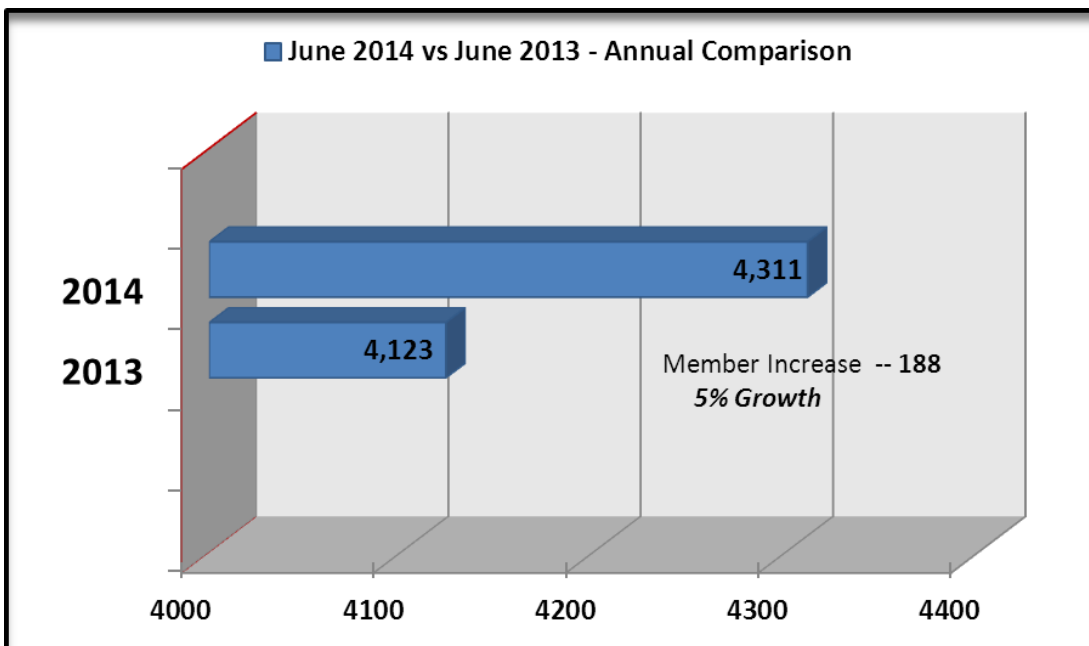
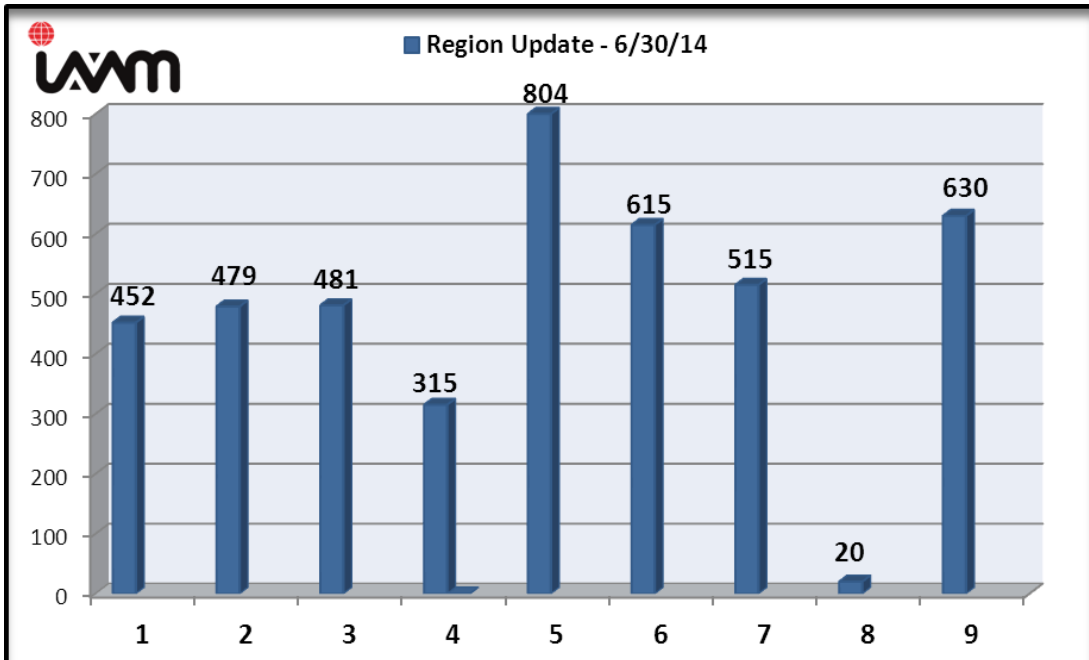
- IAVM – 42
- VMS - 41
- AMEREF- 55

Note: Dues payments are still being applied for the months of May and June. The above revenue figures may change after all monies are applied.

## Cash Receipts by Month Comparison







Recruitment/Retention Efforts

Retention average is 93% through June.

IAVM added 41 new members from the nonmember attendee list from the recent Venue Management School.

AMEREF, our newest affiliation partner, provided their member list to us in June. We added 55 new members as a result of their communication. Dues have been received for these members.

CEFMA notified IAVM they will suspend their affiliation agreement with us that expires in September 2014. The current CEFMA membership stands at 558 members. To offset the potential loss of members, IAVM will begin a recruitment campaign shortly after VenueConnect to keep these members.

The offer will aggressively target them to remain as IAVM members through a series of email and direct mail campaigns. A transition period of one year will be extended to interested CEFMA members.

A collateral piece will be created with the following facts.

- Convey the value of membership with these facts:
  - 94% of members say IAVM is a reliable trusted source of information
  - 81% of members state IAVM is an essential resource
  - 96% membership provides opportunities to network with industry professionals
  - 63% list Networking as the #1 reason for joining
  - 93% indicated they planned to renew their membership
- IAVM's education and professional development portfolio will be showcased
- Identify new training that will be of interest to get them to attend face-to-face meetings
- Of particular interest to this sector are IAVM's life safety products and online learning and webinars
- Feature stories will be sought for FM and the blog

## **IAVM Foundation**

### **Board of Trustees**

During the month of June, Trustees met as a full Board and discussed strategies for reaching their auction, golf tournament and wine tour goals. All teams have had great progress in reaching their goals.

### **Annual Fundraising**

The 2014 campaign had a budgeted goal of \$175,000 for total giving and a 20% member participation goal. The campaign, which ends December 31, has reached 5.4% member giving and \$90,355 in proceeds to date.

Annual Giving Comparisons

(numbers based on calendar year giving January 1, 2014 – December 31, 2014)

	Amount Raised:	# of Donors:	% of Member Participation:	Chair's Circle Members:
<b>2011 Campaign</b>	\$72,745	286	10%	37
<b>2012 Campaign</b>	\$111,985	290	9.7%	46
<b>2013 Campaign</b>	\$89,399	325	8.1%	47
<b>*2014 Campaign – currently underway</b>	\$90,355	142	5.4%	39

*\*Reflects year to date including: sponsorships, major gifts, corporate and individual giving*

VenueConnect Fundraising: Silent Auction

Chair: Bob Hunter and Jason Rittenberry

Online Dates: June 15 – July 23, [www.biddingforgood.com/iavmfoundation](http://www.biddingforgood.com/iavmfoundation)

Onsite Dates: July 26 – 27

Raffle: three items with a value of \$500 or more, three \$500 sponsorships

- The online auction is off to a great start since opening on June 15 and currently has \$19,715 in bids.

Confirmed Sponsors:

- Title Sponsor (\$20,000)
- FELD Entertainment
- Supporting Sponsors (\$500 - \$5,000)
- Joe Floreano

Auction Comparisons

	# of Items	Sponsorship: Budget	Sponsorship: Actual	Total Revenue: Budget	Total Revenue: Actual
<b>2010 Houston</b>	136	\$15,000	\$15,000	\$50,000	\$50,963
<b>2011 Phoenix</b>	220	\$15,000	\$15,000	\$58,000	\$58,000

<b>2012</b> <b>Ft. Lauderdale</b>	232	\$15,000	\$15,000	\$70,000	\$80,906
<b>2013</b> <b>New Orleans</b>	244	\$20,000	\$23,100	\$79,000	\$84,880
<b>2014</b> <b>Portland</b>	146	\$25,000	\$22,000	\$85,000	\$41,715

VenueConnect Fundraising: Golf Tournament

Chair: Stephanie Curran  
Date: Friday, July 25  
Time: 8:00 AM Shot gun start  
Where: Pumpkin Ridge Golf Club, Portland, OR  
Price: \$215 Registration; \$800 Foursome

Confirmed Sponsors:

*Event Sponsors (\$5,000 - \$10,000)*

Anheuser-Busch – Beer sponsor  
IRG Sports + Entertainment™  
Sodexo – food & beverage sponsor  
TicketsWest – golf gift sponsor

*Tee & Flag Sponsors (\$1,500 - \$2,000)*

360 Architecture  
CSL International  
FELD Entertainment  
Joe Floreano  
Micros  
Robbins Sports Surfaces  
SICO  
Sink Combs Dethlefs  
Skanska  
Walter P Moore  
Ungerboeck

*Contest Sponsors (\$2,000 - \$5,000)*

Daktronics – longest drive  
Feld Entertainment – closest to the pin  
Smith, Seckman & Reid – putting contest

*General Sponsors (\$500 - \$1,000)*

PC Sports

Golf Comparisons

	Registered: Budget	Registered: Actual	Sponsorship: Budget	Sponsorship: Actual	Total Revenue: Budget	Total Revenue: Actual
<b>2010</b> <b>Houston*</b>	120	102	\$31,000	\$31,000	\$47,750	\$54,315
<b>2011</b> <b>Phoenix</b>	115	120	\$40,000	\$32,000	\$55,000	\$47,525
<b>2012</b> <b>Ft. Lauderdale</b>	115	126	\$60,000	\$50,750	\$82,400	\$69,685

<b>2013</b> <b>New Orleans*</b>	110	116	\$50,000	\$50,000	\$64,000	\$65,410
<b>2014</b> <b>Portland*</b>	80	97	\$60,000	\$55,250	\$76,000	\$71,335

\*denotes one 18-hole course

VenueConnect Fundraising: Wine Tour

General Wine Tour

Chair: Susette Hunter

Date: Friday, July 25

Time: 11:00 AM – TBD

Where: Willamette Valley “History of Oregon Wine Business”

Price: \$200 Registration

VIP Wine Tour

Chair: Robyn Williams, CFE

Date: Friday, July 25

Time: 11:00 AM – 4:00 PM

Where: Willamette Valley “Best of Oregon Wine”

Price: \$300 Registration

Confirmed Sponsors:

*Title Sponsor (\$20,000):*

Sodexo

*Supporting Sponsors (\$500 - \$5,000):*

Aramark (in-kind)

Alternate Activity Comparisons

	Registered: Budget	Registered: Actual	Sponsorship: Budget	Sponsorship: Actual	Total Revenue: Budget	Total Revenue: Actual
<b>2012</b> <b>Ft. Lauderdale</b>	8	42	\$5,000	\$500	\$6,200	\$6,964
<b>2013</b> <b>New Orleans</b>	40	23	\$20,000	\$22,000	\$27,000	\$26,500
<b>2014</b> <b>Portland</b>	28	42	\$20,000	\$20,000	\$24,000	\$27,400

*2012 alternate activity was sport fishing*

*2013 alternate activity was cooking school*