

M E M O R A N D U M

TO: Jim Malloy, ICMA President

FROM: Marc A. Ott, ICMA Executive Director/CEO

DATE: September 3, 2021

SUBJECT: Board Update – ICMA Annual Conference & *PM* Magazine Awards

As part of my ongoing commitment to keep you informed about health and safety updates for the 2021 ICMA Annual Conference in Portland next month, I want to share with you that starting next week, in addition to current state face mask mandates for all indoor and most outdoor activities, the Oregon Convention Center is requiring either proof of full vaccination or a negative COVID-19 PCR or Rapid test result within 48 hours of the first day of the event for people 12 years of age or older.

I have expressed to you, the ICMA membership and staff that the safety of our attendees, partners, staff, exhibitors, sponsors, guests, and the community is my highest priority. As we have been following the Delta variant and the status of conferences and events around the country, I am making sure to research all options, including potentially canceling the in-person event. Some of the metrics I have been watching include Centers for Disease Control (CDC) guidance and attendee cancelations, and I have also asked ICMA's legal counsel to review our contracts as well. In addition, I have asked my Director of Conferences to develop a financial analysis of the annual conference to determine ICMA's exposure should the in-person event be canceled.

Based on initial estimates, we have calculated the exposure to be \$2.5 million, as ICMA would be responsible for hotel rooms in the ICMA Hotel Room Block, Convention Center rental, and deposits and payment for services rendered due for vendors such as AV/Production, Transportation, and Show Decorator. In addition, exhibit booth and sponsorship revenue would need to be refunded and registration revenue for in-person registrations would be decreased for those attendees wanting to convert to the digital event.

I continue to gather information as well as having internal discussions daily. This is an important time for ICMA and our members, which is why I want to keep you informed and engaged as we move through the month of September and get closer to meeting in Portland.

Additionally, we wanted to let the Board know that, over the past few months, *PM* magazine has received five awards for two issues published in 2020. *PM* received three awards in the [41st Annual EXCEL awards competition](#), the largest and most prestigious program recognizing excellence in association publishing. *PM* took home two gold awards in a new award category, Diversity and Inclusion Initiatives. The first gold was awarded for the [October 2020 Equity and Inclusion issue](#). *PM* received a second gold award for the June 2020 special supplement, "[Moments of Change: Leading with Courage and Commitment for Racial and Social Justice](#)." The supplement includes observations and commentary from over a dozen local government leaders, along with resources for addressing community needs and ways to take action.

In addition to gold, the [October 2020 Equity and Inclusion issue](#) received a bronze award as well, in the category of Best Single Topic Issue with a circulation of 10,001 to 20,000.

The second awards competition was the [33rd Annual APEX Awards for Publication Excellence](#). We won an Award of Excellence for both the Oct 2020 Equity and Inclusion issue and the Moments of Change supplement from June 2020.

We were so proud to be recognized for some of the great equity and inclusion content we developed last year, and we are excited to continue our coverage of this important topic going forward.

As always, please let me know if you have any questions.

cc: Troy Brown, ICMA President-Elect
Jane Brautigam, ICMA Past President
ICMA Executive Board Members
ICMA Leadership Team
ICMA Regional Directors