NASSS Conference City Recommendation
2022 NASSS Conference
Board of Directors Meeting
Virginia Beach, VA November 6, 2019

Submitted to: NASSS Executive Board

Submitted by: NASSS Conference Site Locator – F. Michelle Richardson

In the tradition of rotation of the NASSS Conference, the direction from the Board was that the NASSS 2022 should be in the southwest region of the country. I requested from San Diego, CA; San Antonio, Dallas/Fort Worth, TX, Austin, TX., Tucson, AZ, Phoenix, AZ, and Las Vegas, NV.

Throughout this process, I have been working with Hershel Goldsher of Helms-Brisco to assist us in getting the most for our conference dollars.

Eliminated Cities:
The following cities and were excluded from contention for the following reasons. All eliminated cities came in far over the F&B budget and desired room rates.

Phoenix & Tucson, AZ – Phoenix, and Tucson, AZ: the end of October and beginning of November is the busy season. The conference and visitor bureau for those cities said it would be costly and difficult for us to get into those cities at that time of year. We should think about eliminating these cities from the rotation. I do not see these issues will not change.

Houston, TX – The location of the hotel was the reason for the elimination of this city. The best hotel selection gave a reasonable price but not located near any amenities other than the Houston Galleria. Conference participants would have to try to find things to do in the evening and would involve the use of rental cars, Uber, Lyft, and taxis.

San Antonio, TX – The location eliminated because of price and lack of things to do in the evenings.

Selected City Finalist:
The list was narrowed down to the bids from Dallas, TX (Crown Plaza Hotel Downtown Dallas & Dallas Marriott City Center), San Diego, CA (Westin San Diego), and Las Vegas, NV (Harrah's Las Vegas & The LINQ Hotel & Casino). All information to follow comes from amended room rates and F&B costs when hotels informed their cities were a finalist. Please review excel spreadsheets for detailed information on each city and property

1. Dallas, TX
Crown Plaza Hotel Downtown Dallas –
Proposed Dates: October 31 to November 6, 2022, or November 7 to November 13, 2022
Room Rate: $165 per night
F & B: $19,000

Dallas Marriott City Center –
Proposed Dates: October 31 to November 6, 2022
Room Rate: $219 per night
F & B: $25,000

2. San Diego, CA
Westin San Diego –
Proposed Dates: October 31 to November 6, 2022
Room Rate: $199 per night
F & B: $25,000

3. Las Vegas, NV
Harrah's Las Vegas –
Proposed Dates: October 31 to November 6, 2022, or November 7 to November 13, 2022
Room Rate: $129 per night
F & B: $30,000

The LINQ Hotel & Casino –
Proposed Dates: November 7 to November 13, 2022
Room Rate: $119 per night
F & B: $30,000

Conference Locator City Choice: Las Vegas, NV

· I believe that Las Vegas, NV would be the best choice for the 2022 NASSS Conference. Las Vegas is a city that makes it's living on hosting conferences and conventions.

· McCarran International Airport is easy to navigate and close to the strip, therefore making transportation to and from the hotels easy and accessible via shuttle, taxi, Uber, or Lyft. October is an excellent time to travel to the city.

· The cost of the hotel rooms, the F&B, and amenities offered to NASSS align with our expectations.

· By 2020, Las Vegas will be the home of three major sports franchises the NHL Las Vegas Golden Knights, the NFL Las Vegas Raiders, and the WNBA Las Vegas Aces. The Golden Knights and the Raiders will be in season upon our arrival.

· In 2017, the Sport and Recreation Law Association (SRLA), whose membership mirrors that of NASSS, held their conference in Las Vegas.

Why Not?

San Diego, CA – The one hotel that worked for us is not near anything. When conferencing in San Diego, if you are not close to the Gas Lamp district, which is across the street from the convention center, we may struggle to find food and entertainment. San Diego only has one major sports franchise, the San Diego Padres. The Padres season will be over or in the postseason in October.

Dallas, TX – this would be my second-choice location. I don't feel the city is as attractive a location as Las Vegas, but it is more serviceable than San Diego. It has professional sports franchises that will be in season, the NFL Dallas Cowboys and the NBA Dallas Mavericks. The hotels are in the arts district and close to Deep Ellum, an area with bars and restaurants.

Proposal
As we move forward in the selection of the 2023 and 2024 NASSS Conference Sites, it is my opinion that NASSS should continue to select future conference locations via quadrants but should no longer the use of pre-selected cities model. I am proposing a rubric in response to the conference locator experiences with identifying and securing conference locations for the NASSS annual conferences. The current conference locator directives include only enacting the quadrant plan with pre-selected cities.

Response
· Continued use of the quadrant structure
· Challenges with pre-selected cities during the site location process due to:
· cannot afford cities due high season of tourism
· competing with larger conferences and events
· hotel price range was not near alternate restaurant eateries and entertainment
· Recent notification of California institutions of higher education travel bans (Texas, Carolinas, Oklahoma, Kentucky)
· Continue to work with Hershel Goldsher of Helm-Brisco

Proposed Rubric Areas
· Diversity of city population
· Mass transit (light rail, bus, Uber-Lyft)
· Airport viability (number of international/domestic flights, regularity
· Entertainment options aside from conference activities
· Professional sport team(s) in-season (football, basketball, hockey, soccer)
· Safety
· Family-friendly entertainment

Suggested additions to quadrant regions:
· Consider the entire North American continent:
· Identified Countries
· United States and U.S. Territories (Puerto Rico, U.S. Virgin Islands)
· Canada
· Mexico

Suggestion to the NASSS Executive Board
It is my suggestion the Diversity and Conference Climate Committee should discuss the issue of travel bans, and if NASSS should make an official statement regarding the travel bans.