

Housing Feasibility Model for Conferences, Events, Camps and Short- Term Guests

NYCCBOA Fall Conference

November 17

Your Presenters

COREY SALEM, DIRECTOR OF SALES

- NACAS to Unique Venues
- Areas of Expertise
 - Business development, engagement, and growth strategy
 - Summer intern housing



JOEL HAUFF, DIRECTOR OF RESEARCH, EDUCATION AND CONSULTING

- The University of Arizona to Unique Venues
- Areas of Expertise
 - Campus finance, management, and operations
 - Data collection, review, and presentation



Today's Agenda

Goal: To present unique ways to fill the unused spaces on your campus throughout the entire calendar year and discuss the feasibility for campuses, each with unique offerings and capacity limits, to establish and operate a successful program.

1. Introduction to Conference & Event Service Models
2. Building Blocks of a Successful Program
3. Summer Housing
 - Conference Housing & Summer Guests
4. Q&A + Open Dialogue

The Four Pillars of Conference & Event Services

What drives ROI for your program, and how do
you leverage each activity?

The Four Pillars

While all four pillars are impacted by conferences and events, one pillar is usually a primary driver.

Revenue
Generation

Enrollment
Support

External
Community
Outreach

Internal
Community
Support

Revenue Generation

- This pillar supports the idea that a conference department generates ROI by driving revenue to the campus, either centrally, or to individual service providers
- Generally, departments who make this pillar their primary driver have the least restrictions tied to their operations
- Success metrics include gross and net revenue, headcount, bednights, and margin

Enrollment Support

- This pillar supports the idea that a conference department generates ROI by attracting and catering to potential future students
- Generally, departments who make this pillar their primary driver are most focused on attracting business tied to youth-based events, like sports camps, academic camps, and religiously affiliated youth-camps
- Success metrics include headcount, applications, yield, and student profile demographics

External Community Outreach

- This pillar supports the idea that a conference department generates ROI by strengthening relationships and supporting the economic health of the external community around the campus
- Generally, departments who make this pillar their primary driver are concerned with managing critical town & gown relationships and contributing to a local or regional economy
- Success metrics include economic impact ratios, tax/bednight revenues, and quality of relationships with local and regional governing bodies

Internal Community Support

- This pillar supports the idea that a conference department generates ROI by supporting the development and execution of meetings and events by internal campus stakeholders
- Generally, departments who make this pillar their primary driver are concerned with showcasing their academic and programmatic excellence and assisting stakeholders who lack experience in planning meetings and events
- Success metrics include number of events, headcount, salary savings

Ranking Your Pillars

- Which pillar is most important to your campus? What are the metrics you need to highlight?
- How do the other three pillars also contribute to the justification for the creation or centralization of a conference program? What metrics are important to your campus?

So, you want to host
events?

Where do you even begin?

Building Upon
Your Primary
Pillar

Marketing & Sales
Strategy

Inventory of
Available &
Usable Space

Operation Model
That Suits Your
Culture & Pillar

Your Department's Primary Pillar

Inventory of Available & Usable Space

Campus partners and stakeholders

- Housing, Dining, Union, Rec/Athletics, Registrar/Scheduling, Facilities, Parking, Risk/Safety

Assessing what your campus can handle

- How frequent and how big?

Earnestly and honestly evaluating your space

Operation Model That Suits Your Culture & Pillar

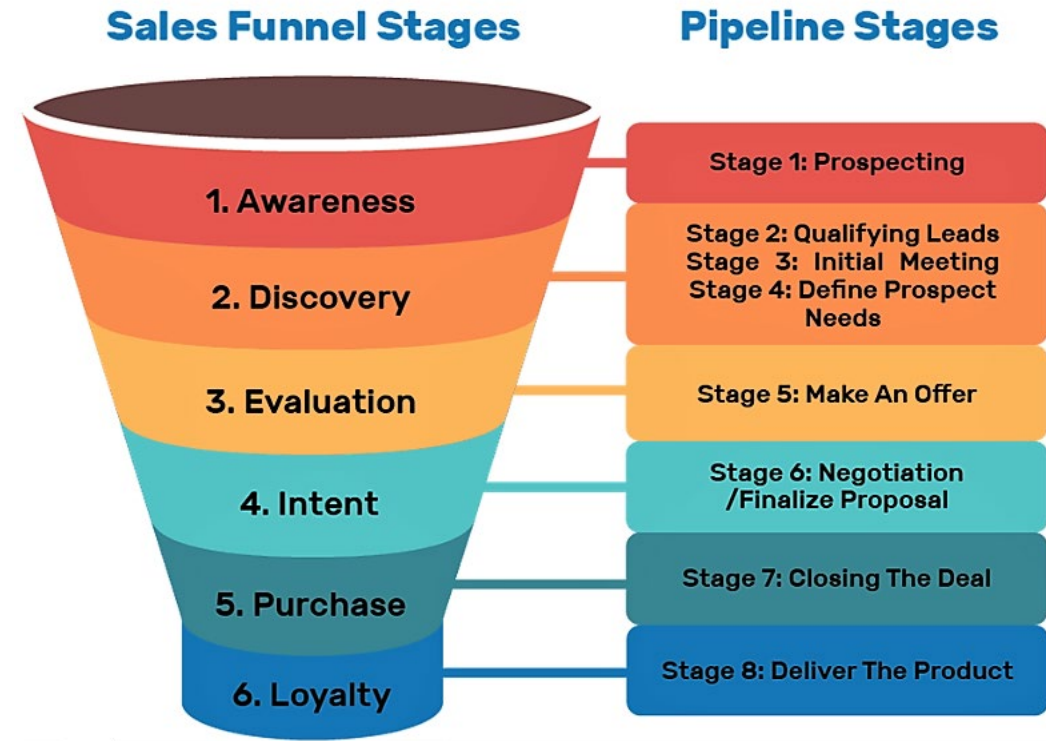
Fitting into your campus structure (and culture)

- Where does a conference department report?
- How do you manage communication across service providers?

Building an appropriate staff structure

- How will this conference department be staffed/operated?
- How can student employees fit into this structure?

Marketing, Selling, and Growing Your Program



Summer Housing

For Conference Groups and Other Summer Guests

Summer Conference Housing

- The national average for housing occupancy for conference services is 36%
- Housing represents 45% of the invoice total on average (with food & beverage at 40% and everything else at 15%)
- There is a group for every facility type, facility condition, room configuration, and campus location
- Many programs employ student staff or interns for the majority of their conference operations, client management and room turnover
- Marketing and outreach activities are critical, but can be accomplished more easily than you think

Summer Intern
& Guest
Housing







34,045

Summer Intern & Guest Housing

Jobs matching your filter criteria

34,045 results

Sorted by relevance ▾

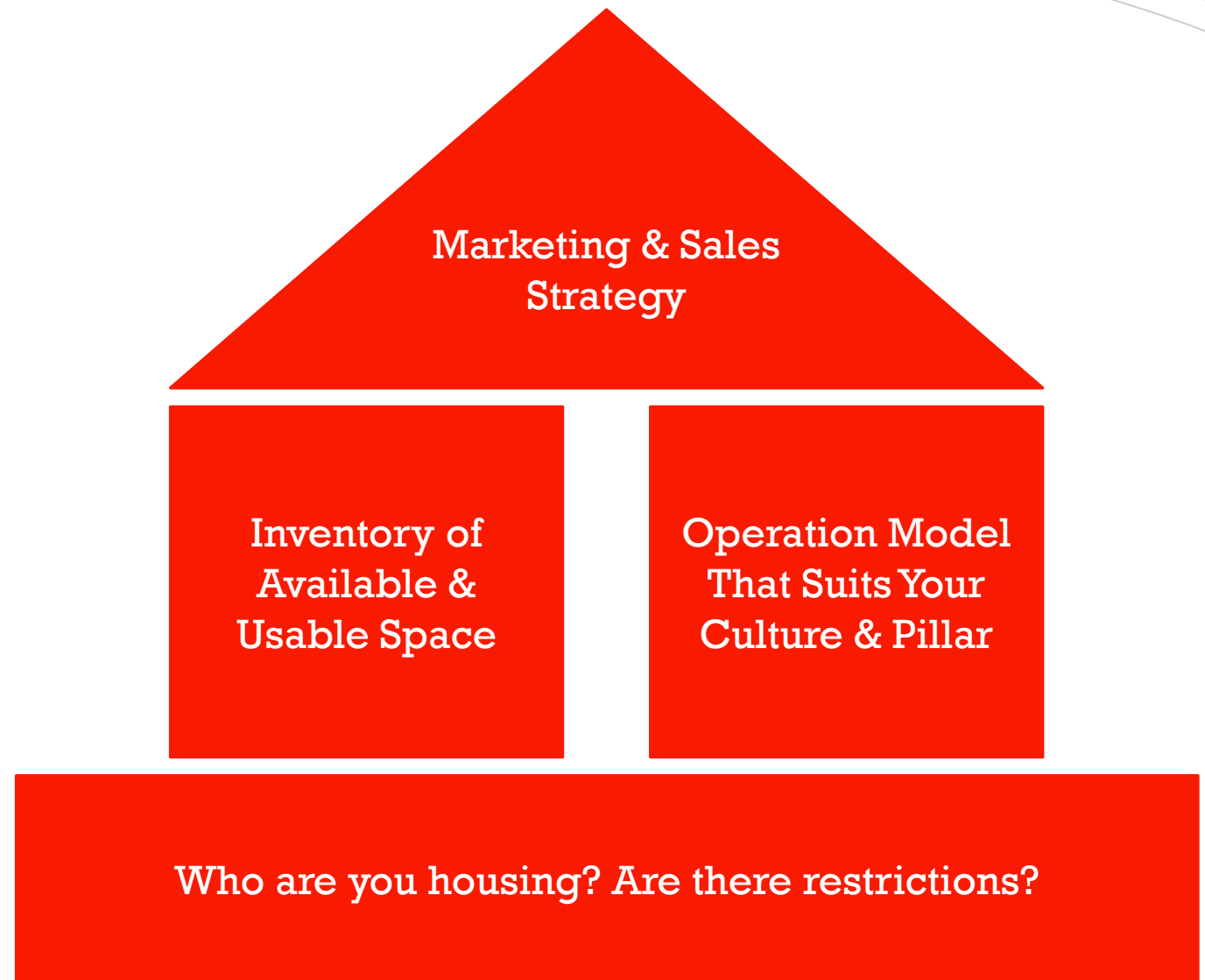
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Make-A-Wish Intern
Make-A-Wish Orange County and the Inland Empire
Irvine, CA
an hour ago See details | 
Social Work Internship
Agassiz Village
Poland, ME
2 hours ago See details | 
Youth Program Internship
Agassiz Village
Norwood, MA
2 hours ago See details |
| 
Public Relations and Marketing Intern
Outreach Community Ministries
Carol Stream, IL | 
Volunteer Management Intern (Fall Semester)
Outreach Community Ministries
Carol Stream, IL | 
Bilingual Case Management Intern
Outreach Community Ministries
West Chicago, IL |

source: [internships.com](https://www.internships.com)

Why Host Short-Term Guests?

- Established programs can earn tens- or hundreds-of-thousands of dollars per year
- Requires fewer personnel to manage a program compared to summer conference housing
 - High profit margins and fewer headaches along the way!
- Campuses have a competitive advantage by offering convenient, flexible, capable, and affordable housing options

Building Blocks of a Successful Program



Thank you!

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