



The Central Coast Section of APACA is pleased to announce their **Annual Sponsorship Program** to provide an opportunity for you or your agency/firm to help support our section. For a nominal annual fee, you or your agency/firm can have a high level of exposure elected officials and policy makers. You will also receive a number of great sponsor benefits! In order to continue to bring these low cost professional training and networking opportunities, **WE NEED YOUR HELP!** This is our only sponsorship program - a once a year program to serve our central coast planning community, planners, and students.

The American Planning Association (APA) is an independent, not-for-profit educational organization that provides leadership in the development of vital communities. We measure our success by the successes of our members and the communities they serve. The Central Coast Section of APA California serves three counties in the Central Coast; Ventura, Santa Barbara, and San Luis Obispo. We strive to bring planning professionals and students with programs, educational classes, and networking events to support your professional success! See Page 2 of the Sponsorship Form to review all the events and activities of the Board from 2016. Our newsletter e-blasts connect planners and colleagues.

Our funding sources continue to be cut, which impacts our ability to provide the high quality, low-cost programs and events that local planners (and students!) need to excel in their profession. And don't forget the annual Planning Awards event that recognizes planning excellence in the Central Coast - we need to keep costs of these events affordable so that everyone can participate! The Central Coast APACA is working hard to develop programs for the section as well as connect with our peers at the state and national levels to ensure that our section is well represented in planning policy and legislative initiatives.

For your annual sponsorship, you will have opportunities to support Central Coast Section events, have "host" recognition for the Planning Awards Program, e-blast articles, and receive verbal recognition at professional development and social events. There are also other benefits such as Planning Awards tickets and 2017 passes.

We urge you to look over the attached sponsorship program and thoughtfully consider supporting the Central Coast APACA. You can make an important investment in the future of high quality planning and professional networking! Central Coast APACA is a non-profit entity and the sponsorship could be considered a business expense or a tax-deduction. *(Consult your tax consultant)*

Sponsor's Name/Firm:
Address:
Contact Name:
E-Mail:
Phone No.

FORM AND LOGO TO BE E-MAILED TO: hollee@HLKplanning.com (.jpg, .png, or .tiff for logo)  
 AND PAYMENT TO: Steve Welton, CCAPA Treasurer, 1719 Anacapa St. Santa Barbara, CA 93101

- \$1,500.00 Section Sponsor**  
 Name & Logo on CC APACA Website with website link  
 \*Name & Logo on Planning Awards Program  
 \*Name & Logo on every E-Blast  
 \*Verbal recognition of sponsors at all 2016 events  
 \*Four Tickets to Planning Awards Program

- \$500 Friend to the Section**
- \$250.00 Agency Friend (Only Public Agencies)**  
 \*Name & Logo on CC APACA Website with website link  
 \*Name & Logo on Planning Awards Program  
 \*One Ticket to Planning Awards Program

- \$1,000.00 Section Sponsor**  
 \*Name & Logo on CC APACA Website with website link  
 \*Name & Logo on Planning Awards Program  
 \*Name & Logo on every E-Blast  
 \*Verbal recognition of sponsors at all 2016 events  
 \*Two Tickets to Planning Awards Program

- \$100.00 Donation by Agency or Individual**  
 \*Name on Planning Awards Program

*This sponsorship program does not fund the California Planning Foundation (CPF) that supports scholarships and events for planning students and planning research. However, if you wish to add a tax-deductible donation, you may include it as a separate payment: \$ \_\_\_\_\_  
 (A separate check is required)*

## 2016 Central Coast APA Highlights

- **Sponsorship Program**

- New Annual Sponsorship Program
- Includes promotional opportunities on website, awards program, and newsletter e-blasts
- Raised over \$3,000 in 2016
- Goal for 2017 is \$5,000

- **Website Overhaul**

- The Section website lists the section's programs, calendar, news, and job announcements.
- Website allows continual promotion of our sponsors
- Mobile Device Interface
- Job Announcements
- State legislation
- The Professional Development page offers a dozen locally produced training sessions that are CM-credited for AICP members.

- **Annual Planning Awards Program**

The 2016 Central Coast Planning Awards were a success! Hosted in Ventura at the Crown Plaza rooftop banquet hall, the Section had seven nominations, recognized all seven, and forwarded one award to the State where it received an award of merit. About 100 members enjoyed gorgeous 360° views of the Ventura coastline while sipping cocktails and eating dinner during the awards program.

- **Academic and Student Outreach**

- Four universities within Central Coast Section
- APA maintains a focus on mentoring students in planning, environmental sciences, and related academic programs.
- Each of the three member counties has a county Sub-Section Director and a Young Planners Group (YPG) Officer who meet and greet and appoint interested students representatives from the Cal Poly SLO and UCSB undergraduate and graduate planning and environmental studies degree programs.
- The Central Coast section contributed \$350 to the California Planning Foundation for student scholarships.

- **Planning Academies and Section Events**

- For our APA AICP members, our section provided professional development events that were APA-approved for 39.25 AICP Certification Maintenance (CM) credits and 4.25 Law CMs.
- Planning Academies:
  - Planner's Academy in Santa Barbara (Feb/Mar 2016)
  - Citizen's Planning Academy in San Luis Obispo (Sep-Nov 2016)
  - Ventura County will have one in 2017
- San Luis Obispo
  - Pismo Preserve Event
  - Three mixers throughout 2016 for professionals, students, and other members
- Santa Barbara
  - Volunteer Beach Clean-Up
  - Three mixers for professionals, students, and other members
  - "Walking Wednesday"
  - Agency Tour
- Ventura
  - Coastal Commission Agency Tour
  - Hollandia Hydroponic Lettuce Facility Tour
  - Three mixers for professionals, students, and other members
- Young Planners Group (YPG) Events

- **SECTION ELECTIONS**

- The 2016 elections were held in November
- Bret McNulty is thanked for his several years in the challenging Public Information Officer seat which was divided into two Board positions with a change in the Section By-Laws: PIO and Webmaster.

- **PLANNING FOR THE 2019 STATE CONFERENCE**

The Past-Section President, Dave Ward, is heading up early planning efforts for the 2019 State APA Conference that will be hosted by our section in Santa Barbara. About 15 members have already expressed interest in the various committees.