



American Planning Association
California Chapter
Central Coast Section

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 with elected officials and policymakers. You will also receive many great sponsor benefits! 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 2017. 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, something new this year are free job ads to our sponsors! In addition, you will still have the benefits already in place such as opportunities to support Central Coast Section events, have "host" recognition for the Planning Awards Program, receive verbal recognition at professional development and social events, and planning awards tickets.

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: clay.e.downing@gmail.com (.jpg or .png for logo)
 AND PAYMENT TO: Steve Welton, CCAPA Treasurer, 1719 Anacapa St. Santa Barbara, CA 93101

\$1,500 Platinum Sponsor

- *Name & Logo on CC APACA Website with website link
- *Name & Logo on Planning Awards Program
- *Free Job Advertisements on Website
- *Four (4) Tickets to Planning Awards Program
- Exclusive to Platinum Sponsorship:
- *Verbal recognition of sponsors at all 2018 events
- *Name & Logo on every E-Blast

\$500 Friend to the Section (or)

- \$250 Agency Friend (Only Public Agencies)**
- *Name & Logo on CC APACA Website with website link
- *Name & Logo on Planning Awards Program
- *One (1) Ticket to Planning Awards Program

\$1,000 Gold Sponsor

- *Name & Logo on CC APACA Website with website link
- *Name & Logo on Planning Awards Program
- *Free Job Advertisements on Website
- *Two (2) Tickets to Planning Awards Program

\$100 Donation by Agency or Individual

- *Name (and Logo) 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, payable to CPF)

DEADLINE: FEBRUARY 28, 2018

Central Coast APA Highlights from 2017

➤ **Sponsorship Program**

- Promotional opportunities on website, awards program, and newsletter e-blasts
- Raised over \$9,000 in 2017
- Goal for 2018 is \$10,000

➤ **Website and Eblasts!**

- Continuous Improvements
- Monthly E-Blasts for Central Coast News , Events, and Highlights
- 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
- The Professional Development page offers a dozen locally produced training sessions that are CM-credited for AICP members.

➤ **Annual Planning Awards Program**

The 2017 Central Coast Planning Awards was a success! Hosted in Santa Barbara at the Cabrillo Arts Pavilion, the Section had nice nominations, recognized all nine, and forwarded one award to the State where it received an Award of Excellence. About 120 members and non-members enjoyed East Beach area views while drinking cocktails and eating dinner during the awards program. Also in 2017, we honored Paul Wack with a "Paul Wack Impact Award" as he finishes teaching and moves on to other endeavors.

➤ **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 had over \$1000 contributed to the California Planning Foundation for student scholarships by members and the public.

➤ **Planning Academies and Section Events**

- For our APA AICP members, our section provided nine (9) professional development events that were APA-approved for 55.5 AICP Certification Maintenance (CM) credits and 4.50 Law CM credits.
- Planning Academies:
 - Planner's Academy in Ventura (October 5th to Nov 9th)
 - SLO County will have one in 2018 - TBD
- San Luis Obispo, Santa Barbara, and Ventura Sub-Sections
 - Mixers throughout 2017 for professionals, students, and other members
- Young Planners Group (YPG) is now called the Emerging Planning Professionals (EPP) Group!
 - The EPP experience is aimed at fostering professional development through an exchange of professional ideas, networking, and guidance between experienced planners and young planning professionals. Planning professionals who are new to the field, whether you have just finished your education or have made a career change, are welcome! The EPP includes Ventura County, Santa Barbara County and San Luis Obispo County. Interested in joining the EPP? Contact your local EPP Coordinator!

➤ **PLANNING FOR THE 2019 STATE CONFERENCE**

Tess Harris and Bret McNulty are co-chairing the 2019 State APA Conference that will be hosted by our section in Santa Barbara. About 40 members have already expressed interest in the various committees.

➤ **QUESTIONS?**

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