



STAFF REPORT

TOWN COUNCIL MEETING OF FEBRUARY 14, 2012

To: Town Council

From: Rick Angelocci
Town Manager

Subject: Peter Oakes Presentation CCD Expo 2012

Date: February 6, 2012

RECOMMENDATION:

Hear presentation from Peter Oakes regarding the proposed CCD Expo 2012 scheduled for September 28th and 29th, 2012. Discuss and direct the Town Council Business Subcommittee (Calvert/Liss) and the Town Manager to work with Mr. Oakes regarding the scheduling of additional events and direct the Town Manager to prepare a formal agreement with Mr. Oakes regarding the CCD Expo 2012.

DISCUSSION:

Attached is a letter from Mr. Peter Oakes regarding the 2nd Annual CCD Expo to be held September 28th and 29th, 2012. Among the topics raised in Mr. Oakes letter include early advertising of the event, providing Expo information via the web, operational improvements to last year's event, completion of the Blue Anchor stage and the potential of additional events this year.

CEQA:

No CEQA documentation is required at this time.

FISCAL IMPACT:

There is no direct fiscal impact to the Town at this time.

“CCD 2012”

Content Creation & Distribution Expo
September 28th & 29th, 2012

Presented to the Loomis Town Council on February 14, 2012

Pacific Crest Media, in cooperation with the Placer-Lake Tahoe Film Office, are proud to announce the 2nd Annual CCD Expo to be held in the Town of Loomis on September 28th & 29th, 2012.

Taking into consideration the many successes and failures of CCD Expo 2011, the CCD staff have been preparing plans to launch CCD Expo 2012, and are looking to the Loomis Town Council for assistance and advice on how to make the Expo a larger success for the Town, local businesses, residence and the surrounding area.

- Item 1 - More local awareness of the event:** It was clear that the general public was not aware or adequately informed about last years event prior to the show. It is a high priority to promote the event to the local public so they may participate and/or be prepared for the scheduled events and visitors to the Town. In addition to the plans outlined below, how can the Council assist in creating awareness?
- a. A 6 month marketing plan will be in place with local media to promote the event. This includes radio, print, local cable television, web and public relations.
 - b. An online marketing campaign using Adwords and other web based advertising will be used extensively through Google, Facebook and Twitter.
 - c. A comprehensive public relations campaign will be used in conjunction with Cision media (PR Database company) which is a returning sponsor of the Expo.

Item 2 - Expo Information: Council Members, Staff and Volunteers will have access to important documents and information regarding CCD 2012 online through the CCD Expo Information System which will be ready by March 1. This information system will provide a complete overview of all aspects of the Expo via the web.

- Item 3 - Guidance on using Town Property:** Trying to expand on last years use of the “Shed to Shed” concept, what can the Expo do this year to make that work better?
- a. Use of the new Blue Anchor Park & Stage
 - b. Tying into the High Hand via the back side?
 - c. Landscaping improvements?
 - d. Keeping all activities and facilities on the Shed side of Taylor Rd to minimize people crossing the Taylor Rd, and by creating a “loading & unloading” area to drop off passengers in a safe area away from traffic.
 - f. Signage, parking, volunteers, etc. How can, should, the Town help?

Item 4 - Suggestions for events, topics and other aspects of the Expo: Does the Council have suggestions that can make the Expo better for the public and the town?

Item 5 - Blue Anchor Stage completion and use outside the Expo: The Expo staff is working to finalize the construction plans and permits so the Blue Anchor Stage can be used throughout the year

for events beyond the Expo. Can the Council direct or participate in that goal? Are there any issues that are obvious that would stand in the way of the stage being used for a variety of events? Is there any desire to move current events from the parking area to the new Park, thereby using the Stage as a focus for music and performance?

You can contact the CCD Expo at (916) 743-1809 or email info@ccdexpo.com. The main web site is CCDExpo.com.