

YALSA Board of Directors Meeting  
January 2022

**Topic: Confirmation of 2022 Symposium Site Locations**

**Background:** Over the past several months YALSA staff and consultant have been exploring options for a location for YALSA's 2022 YA Services Symposium. Since this is a key revenue source which YALSA depends on in order to fund member services, as well as a popular event with members, selecting the best location is critical. The goal is to obtain approval for the date and location of the 2022 symposium by October 30, 2021 in order to be able to negotiate the best rates with hotels. Identifying the date and location over a year in advance will also ensure adequate time to plan and promote the events. Information provided below by Carla Jamison, Program Officer.

**Action Required: Action**

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**2022 SYMPOSIUM SITE LOCATION PROPOSAL**

**DATES TO AVOID**

**Holidays:**

Oct 12 Columbus Day  
Nov 8 Election Day  
Nov 11 Veterans Day  
Nov 24 Thanksgiving Day  
Dec 18 First day of Hanukkah,  
December 25 Christmas

**2022 Events**

- LibLearnX - January 21-24, 2022
- Public Library Association: PLA 2022 – Portland, OR (March 23 - 25)
- 2022 ALA Annual Conference in Washington, DC, June 23 – 28
- National Book Festival in DC, Labor Day Weekend 2022
- ALSC Institute in Kansas City, MO September 29- October 1<sup>st</sup> 2022 (usually even years)
- TeenTober – Month of October
- ALA/Division Fall Executive Committee Meetings in Chicago Oct. 21 – 23
- Maryland Library Association: 2022 MLA / DLA Annual Conference: May 4 - 6, 2022

**2023 Events:**

- LibLearnX, New Orleans, LA: January 27-31, 2023
- Annual Conference, Chicago, IL: June 22-27, 2023

**FORMER SYMPOSIUM LOCATIONS**

- Reno, NV Nov. 5-7, 2021
- Virtual – Nov. 6-8, 2020
- Memphis, November 1-3, 2019
- Salt Lake City, November 2-4, 2018
- Louisville, KY, November 3 -5, 2017
- Pittsburgh, PA, November 4-6, 2016
- Portland, OR, November 6-8, 2015
- Austin, TX, November 14-16, 2014

**RECOMMENDED DATES:** (please note: hotel rates historically drop at the end of Oct.)

- November 4-6, 2022 (first choice)
- November 11-13, 2022 (second choice)

**POTENTIAL 2022 LOCATIONS:**

Criteria:

- size and proximity of airport to downtown
- transportation options w/in the city
- size of area drive-in population
- hotel rates and availability
- lack of other library events in area at the time of Symposium
- not an area where YALSA has recently hosted a Symposium, Institute or other event
- prior success of other ALA functions in city
- potential draw as tourist destination
- 2nd tier city to ensure lower rates for attendees

**Areas of focus for 2022:**

In the 2020 Virtual Symposium Evaluation we asked what cities they would like to see host they Symposium. New Orleans, Charleston, Savannah and Baltimore were among the top locations which were on eastern side of the country since the 2021 Symposium is in Reno, NV.

## **Request for Proposal**

This year, YALSA has contracted with Conference Direct to send out the Request for Proposal. The following steps were taken

1. Site Selection Process
  - A. RFPs were sent out in July 2021, to Baltimore, New Orleans, Savannah, and Charleston.
  - B. Based on the response to the RFP, Savannah was eliminated because they did not have any hotels available (there was a marathon happening over the preferred dates)
  - C. New Orleans has availability, due to weather related damage is a concern. Carla Jamison has already conducted conferences in New Orleans and deemed a site visit was not necessary.
  - D. Charlotte was hosting the South Carolina Library Association Meeting in November 2022.
  - E. Based on the above information, YALSA chose to focus on New Orleans and Baltimore
2. Post the RFP to our target cities using CVENT (mid-August)
3. RFPs were presented to the Connect Marketplace and discussed face-to-face with key CVB and Hotel players (late-August)
4. Provide initial search report to Executive Committee (September)
5. Performed site visits (October)

### **Summary of Baltimore site visit**

Carla Jamison joined the Conference Direct rep to the site visit in Baltimore. Below are the highlights:

- A. There is a light rail from the airport that costs \$1.80. There is no need for a car while in Baltimore. Downtown Baltimore is 20 minutes from the airport. Amtrack is also a good option. The station is about 2 miles north of the harbor.
  - B. There are restaurants and night life within walking distance from the hotels, all public
  - C. Transportation in the downtown area is free.
  - D. YALSA's preferred date is available.
  - E. Baltimore is located within a 90-minute flight schedule in North America region.
6. Do final Counter offers and narrow the field to one destination and two hotels (October)
  7. Make Final Decision, negotiate best rates, start contracting and language review (mid-October)
  8. Announce the 2022 Symposium location in Reno (early-November)
  9. Sign the hotel contract (November)

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Hotel	Address	Date Offered	Room Rate
<b>Available</b>			
Wild Dunes Resort	5757 Palm Blvd Isle of Palms, SC 29451	Wed, 09-Nov-2022 to Mon, 14-Nov-2022	USD \$209.00 + \$36.00 Resort fee
Embassy Suites by Hilton Charleston Airport Hotel & Convention Center	5055 International Blvd N. Charleston, SC 29418	Wed, 09-Nov-2022 to Mon, 14-Nov-2022 Wed, 16-Nov-2022 to Mon, 21-Nov-2022	USD \$179.00 USD \$159.00 + Includes Bfast
Renaissance Baltimore Harborplace Hotel	202 East Pratt St Baltimore, MD 21202	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$179.00
Hilton Baltimore Inner Harbor	401 West Pratt St Baltimore, MD 21201	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$219.00
The Westin Savannah Harbor Golf Resort & Spa	1 Resort Drive Savannah, GA 31421	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$315.00 + \$30.00 Resort fee
Hilton New Orleans Riverside	Two Poydras St New Orleans, LA 70130	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$249.00
New Orleans Marriott	555 Canal Street New Orleans, LA 70130	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$210.00

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Sheraton New Orleans Hotel	500 Canal Street New Orleans, LA 70130	Wed, 02-Nov-2022 to Mon, 07-Nov-2022	USD \$190.00
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**Staff Recommendation**

Based on the site visit and current room pricing, the Renaissance in Baltimore is the best fit for the 2022 Symposium. The hotel has sufficient meeting space for YALSA’s needs. The hotel has undergone recent renovations and is within walking distance to lots of attractions and restaurants. There are a variety of transportation options for Baltimore. Attendees could take the Amtrack which arrives 2 miles from the Renaissance. The airport is 20 minutes away. There is a free bus system throughout Baltimore to get around.

**Proposed Board Action**

Approve Baltimore as the site for the 2022 Symposium and direct the Executive Director to work with Conference Direct to execute the necessary contracts with the hotel.

**Additional Information**

- [Visit Baltimore](#)
- [ALA Calendar of Events](#)