

DEPARTMENT of TEXAS ADMINISTRATIVE PROCEDURES

**Enclosure (10)
PLANNING A CONVENTION/CONFERENCE**

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Enclosure (10) SECTION 1: PURPOSE

As with National and Southern Division, the Department does not have a budget nor the manpower to support hosting a Convention. For this reason, we must rely upon the Detachments of Texas to Host the Convention or Conference.

The purpose of Enclosure 10 is to standardize the policies, procedures, and techniques to assist individual Detachments interested in hosting the Department Convention/Conference. It is designed to target the first time Hosting Detachment by providing the requirements that must be met to host the Department Convention/Conference.

This enclosure is designed to support both the Convention and the Conference. (Henceforth referred to as “Convention”.) The timeline and tasks are the same except for the end date. The Dept Convention is in June whereas the Dept Conference is in October.

It will cover most requirements and although both events have basically the same prerequisite, each accomplishes a separate Mission. The focus of the Convention is League Business, Elections, and Awards while the focus of the Conference is Training. The difference is the meeting room requirements. Large for the Convention and several smaller rooms with only one big main room.

Initially the Detachment must form a Core Team consisting of the Detachment Commandant, Senior Vice, Junior Vice, Judge Advocate, and the Paymaster to determine the feasibility and the possibility of hosting a Convention. The Core team needs to become familiar with this Enclosure and to understand the numerous requirements and responsibilities needed for a successful Convention.

Guided by Enclosure 10, the Committee will conduct research to determine the feasibility to host a Convention. For example, if a Detachment submits their Bid Proposal for the 2026 Convention, it must be submitted no later than May 30 and presented at the 2024 June Department Convention. This would be a two-year planning cycle and the preferred method. Or a Detachment can use a one-year planning cycle which requires their Bid Proposal for 2026, to be submitted no later than May 30 and presented at the 2025 Convention.

Once awarded the Bid, the Detachment Core team will transition into the Detachment Convention Committee lead by a designated Chair. Additionally, due to their creativity, the Committee may identify additional requirements to support the Convention Plan.

Education and Training are the keys to success. Reading and reviewing Enclosure 10 is the foundation to achievement. There are several individuals on the Department Staff who have produced their Detachment Convention and possess a wealth of working knowledge and business experience. Detachments need to contact those individuals and ask questions after reading this Enclosure. Meetings can take place through Zoom Conferences, phone calls, and or Face to Face meeting to assist the Detachment’s consideration to Host.

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SECTION 2: ROLES AND RESPONSIBILITIES

Department Commandant

1. The Department Commandant (Dept Cmdt) is responsible for the execution of the Marine Corps League and the Dept Business at the Convention.
2. Provides intent and guidance to the Dept Staff and Detachment.
3. Develops the agenda and identifies the Guest of Honor.

Department Senior Vice Commandant (Dept Sr Vice Cmdt)

1. Responsible for the oversight and the execution of the Convention.
2. Reports on all aspects of the development of the Convention plans.
3. Monitors the progress and will assist the Dept Convention Chair as required.

Dept Convention Chair

1. Provides support and is the Dept Technical Advisor to the Detachment Convention Planning Team.
2. Monitors the progress of the Convention plans and reports to the Dept Sr Vice Cmdt on all aspects of the Convention.

Dept Web Sgt

1. The Dept Web Sgt maintains the Convention Web Site.
2. Responsible for populating the Convention page.
3. Utilizes the Dept Convention Electronic Registration Program.

Detachment (Det) Cmdt

1. Develops the Convention plan based on the Dept Cmdt's intent and guidance.
2. Works with the Dept Cmdt to develop the agenda and identify the Guest of Honor.
3. Invites the Guest of Honor if requested to do so by the Dept Cmdt.
2. Must identify a Det Convention Chair.
 - a. Identify someone in the Det that has experience and planning skills.
 - b. A recommendation may be the Det Sr Vice.
 - c. Submit the name to the Dept Convention Chair.
3. Submit monthly report on progress and an After-Action Report to include Lessons Learned to Dept by Sept 30.
4. Suggestion, keep a journal and record major events, action required, and problems as they develop. It will make drafting the After-Action Report to include Lessons Learned report easier.

Det Convention Planning Team

- a) They are responsible for and must familiarize themselves with all aspects of Convention Planning.
- b) Review the National and Dept Admin Procedures plus Enclosure 10.
- c) Maintain lines of communication with the Dept Staff.
- d) Submit at least one Convention Situational Report each month and more when required for the Dept Convention Chair. Send a "CC" copy to the Dept Cmdt and Dept Sr Vice.
- e) Establish timelines.
- f) Should not work in a vacuum and ask questions and seek technical advice from the Dept.

Det Paymaster:

- g) Establish a Budget Category to maintain income received, expenditures, and profit/loss totals.

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SECTION 3: SOURCE REFERENCES

1. If you have not established an account with the National and or Dept Websites, you may not be able to access all available resources. Talk with your Det Cmdt and or Paymaster for details.
2. There are two source references and links to the Dept of Tx Docs and Forms web page.
 - a) The Dept of Texas Admin Procedures (Enclosure 10) is the primary source.
 - i) Dept of Tx web site: Dept of Tx > Resources > Forms/Docs > Bylaws & Admin Procedures > 2021 Dept of Tx Admin Procedures – FINAL
 - ii) <https://txmcl.org/files/13/Bylaws---Administrative-Procedures/189/2021-Dept-of-TX-Bylaws-and-Admin-Procedures---FINAL---Word-Format.zip>
 - b) The National Administrative (Admin) Procedures is the secondary source, provides broad support, and is the default document.
 - i) Dept of Tx web site: Dept of Tx > Resources > Forms/Docs > Bylaws & Admin Procedures > 2022 National Admin Procedures
 - (1) <https://txmcl.org/files/13/Bylaws---Administrative-Procedures/212/2022-National-Administrative-Procedures-FINAL.pdf>
3. TABC Certificate:
 - a) Provides the link to have your Hospitality Suite Servers trained and certified.
 - b) https://www.tabccertificationprogram.com/?cmpcode=search&targetid=kwd-24701484531:loc-4126&mclid=abf06920d6841f5705330d3d2b47da3c&utm_source=bing&utm_medium=cpc&utm_campaign=TABC%20Certification%20%7C%20Alcohol%20%7C%20WS&utm_term=tabc%20certification&utm_content=Texas%20TABC
4. Sales Tax Information:
 - a) <https://comptroller.texas.gov/taxes/publications/96-122.php>

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SECTION 4: RESPONSIBILITIES OF DETACHMENT HOST COMMITTEE

1. Choose a target year for the Convention you wish to host.
2. Establish a Core Working Group to explore the possibilities of hosting the event.
3. Throughout this Enclosure, the example target date will be the 2026 Convention. By using the two-years planning cycle (Henceforth referred to as the “24-month cycle”), you would submit your Bid Proposal before May 30 and make your presentation at the 2024 Dept Convention.
4. The hosting Det must do the following before submitting a bid to the Department membership:
 - a) Fully review this Enclosure, ask questions, and begin the initial research process to determine the feasibility to host.
 - b) Meet with your local Visitor’s Bureau, the Chamber of Commerce, “Visit[your City]” (for example “VisitGalveston”), and other agencies to determine if there are any conflicts with the dates (third or fourth weekend of the month) that would impact hotel availability and or rates during June (Convention) or Oct (Conference).
5. Public Relations Plan:
 - a) Maximize Social Media.
 - b) Utilize your Dept and Det Facebook and Web pages.
 - c) If you do not have these pages, create one and send a friend request to the Dept FB page.
 - d) If you do not have a Web Page, consider establishing one.
 - e) Prepare a Press release for local media outlets to use.
 - f) Create and use QR Codes (Quick Response Bar Code):
 - i) They allow Smart Phones to access information not listed in the Program Book.
 - ii) Easy to create and upload files for members to access,
 - iii) After the QR Code is scanned by a smart phone, the individual can easily access documents in the QR Code Folder.
 - iv) Examples:
 - (1) Convention Agenda.
 - (2) Copy of the Convention Rooms Floor plans and location.
 - (3) Copies of Restaurants, Bars, Events, and other activities near the hotel.
 - (4) Weblinks and other pertinent resources.
 - v) Frees up valuable pages in the Program Book that can be used to sell Ads.
6. Dept Convention Web Site:
 - a) Individual Registration (online and mail in registration).
 - b) Delegate Registration (Only for the Convention and online and mail in registration).
 - c) Hotel Venue Information.
 - d) Ad Purchases.
 - e) Agenda.
7. Program Book: See Section 10.
8. Contact local Visitor’s Bureau:
 - a) Begin planning at least 24 months (recommend 30 months) from the actual target Convention date.
 - b) Research the agencies and requirements to apply for your local Hotel Occupancy Tax Funds.
 - c) Local Visitor Bureaus may be able to assist as the negotiator for the hotel/convention center.
 - d) Identify local attractions in your area, seek out military discounts, negotiate discounted prices, and put together fun packages and interesting events for the attendees and families.
9. Contact the local motor chair company:
 - a) Negotiate prices and ensure information is placed on the Local Host Committee website, Dept Convention page, QR Code, and other links so attendees can reserve a chair.
 - b) You are only providing a service as the attendees are responsible for the cost.

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SECTION 4: RESPONSIBILITIES OF DETACHMENT HOST COMMITTEE

10. Use your Non-Profit 501 (c) (4) Status to save on Sales Tax for goods and services:
 - a) Certain items can be tax exempt, for example sales tax, food, admin supplies, and services (like serving staff), are exempt.
 - b) Room Tax and alcohol are not exempt.
 - c) Ask questions before you sign and request the procedure to use your Texas Sales and Use Tax Exemption status.
 - i) With a state sales tax of 6.5% and the possibility of additional local county/city sales tax, it is well worth the time to identify the requirements to use your Non-Profit status.
 - d) For more details visit the following weblink: <https://comptroller.texas.gov/taxes/publications/96-122.php>
11. Seek Corporate Sponsorship:
 - a) Develop a script of your Det Accomplishments for the last 5 years and make appointments to talk with the local bank, manufactured homes companies, RV centers, Dealership, local big businesses, Veterans friendly business, etc.
 - b) If they do not accept your 501 (c) (4) status, then used the MCL is a 501 (c) (3). Contact the Dept Paymaster at adjutantpaymaster@txmcl.org for assistance.
12. Conference (see Section 5.5.a-c) and Banquet Room Requirements (Section 5.8).
13. Hospitality Room for Thursday Night to Saturday night. See Section 5.5.i below for details.
14. Registration Desk: See Section 5.5.g below for details.
15. Use volunteers during the convention to answer questions or to assist attendees as needed.
16. Arrange color guard and singer for the National Anthem Friday opening sessions, Saturday morning colors, and Grand Banquet on Saturday Night. See Section 5.5.f below.
17. Contact local, County, and State leaders to attend and or send Proclamations at the opening session:
 - a) Submit a request to have the Mayor, County Commissioner, or Chamber President attend and make opening comments. They may bring a Proclamation.
 - b) Contact State and US Congress Reps for Proclamations. One may attend.
 - c) Contact the Office of the Governor and request a Texas State Proclamations.
18. Establish a Fund-Raising Committee to identify assorted options to raise funds:
 - a) Reach out to local merchants for donated prizes.
 - b) Examples
 - i) Raffles (ensure they conform to Texas restrictions)
 - ii) Auctions (live and silent)
 - iii) Cakewalk (option switch liquor for the cakes)
 - c) Talk with outer Det as to their fundraising activities.
19. The above list is not meant to be all inclusive and does not anticipate issues or changes that might arise during the planning and execution of the event; they are representation of all requirements.

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SECTION 5: PLANNING FACTORS

1. Psychology of the Members attending the Convention:
 - a) Computer Friendly Members: Prefer Electronic Registration
 - b) Members with Marginal to no computer skills: Prefer to register by Mail.
 - c) The Early Bird Members: Prefer to arrive on Thursday to visit with friends and will usually attend all three days to visit with friends.
 - d) Employed Members: Those who work limited to attend.
 - i) Usually attend on Fri or Sat and leave either on Fri, Sat, or Sun.
 - e) Dept MCL Auxiliary: They will usually arrive on Thursday and attend all three days.
 - f) MODD: Two Types
 - i) Growl/Gathering Centric: Arrive to attend the Growl/Gathering only and leave afterwards or stay one night and leave Sat. Not a substantial number.
 - ii) MODD Members: Will attend most if not all Sessions to include the Growl and Banquet.
2. Electronic Registration:
 - a) Computer Skills:
 - i) Computer Friendly Members: Over 85% prefer electronic registration.
 - ii) Marginal to no computer skills: Less than 15% will register by Mail.
 - iii) Plan on procedures to allow for mail in registrations and delegate registration.
 - b) Coordinate with the Dept Webmaster and begin the process of activating and accessing the Dept Convention Registration System.
3. Convention: Delegate Registration and Form:
 - a) Contact the Dept Convention Delegate Chair for guidance.
4. Hotel Rates:
 - a) The days before COVID, the Hotels were flexible to negotiate and offer the \$100 a night.
 - b) After COVID, the Hotels have made it difficult.
 - c) Nightly Rates:
 - i) Since 2021, rates have increased up to \$136 but seem to hover around \$125. This appears to be the new normal.
 - d) Block of Rooms: Same concept for the Convention and Conference:
 - i) This number could be 40 to 80 rooms depending on the total number of rooms available in the hotel. The Hotel will base the Block on three factors (1) total rooms capacity of the Hotel (2), seasonal and or local tourism impact, and (3) the willingness to support the Dept Convention.
 - ii) The Hotel's goal is to have the members stay all three nights in the block. Expect about 40% of our members will be inclined to stay all three nights.
 - e) Nightly Spread: Same concept for the Convention and Conference:
 - i) For planning purposes only, the theoretical room night would be 34% for Thursday night, 43% for Friday night, and 23% for Saturday night. The Dept has never collected this type of data to develop a more accurate estimation to forecast room nights. This is why the "Block" is not the real truth teller, the nightly spread is. You use both for planning purposes.
 - f) RV Park:
 - i) RVers prefer bringing their rigs when it is financially advantageous. There are about 3 to 6 members who would prefer to travel with their families and RVs to the Convention.
 - ii) It is recommended that the Det identify a local RV park with a good "star" rating to be identified as the "Convention RV Park." RV owners prefer KOA and Good Sam's RV Parks, but local Parks can be just as good.
 - (1) The only requirements most RV owners request include are (a) a pull through spot, (b) full hook ups (water and sewage), and (c) 50 amps of power. For most RV Parks, this is standard.

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- (2) The RV owners just need the website and or phone number and they will do the rest.
- g) Liability Insurance: Contact Dept Paymaster for assistance.
5. Attendance:
- a) Convention: Planning figures on average 125 to 160. These numbers represent Members, Associates, MCL Auxiliary, and MODD.
 - b) Conference: Planning figures on average 80 to 125. These numbers represent Members, Associates, MCL Auxiliary, and MODD.
 - c) General Meeting Rooms: Coordinate with the Dept Sr Vice to confirm requirement.
 - i) Look at the previous year's Convention Agendas for planning factors.
 - (1) Convention: Friday and Saturday: General Session at least 125 on average.
 - (2) Conference: Friday and Saturday: General Session at least 90 on average.
 - (3) Convention/Conference: Thursday night expect 45 on average as this is the Commandant's Mast and the "Meet and Greet" event.
 - ii) Convention: Coordinate with the Dept Sr Vice to confirm requirement and plan accordingly:
 - (1) Look at the previous year's Convention Agendas for planning factors
 - (2) Thursday: Must confirm if there are any requirement(s).
 - (3) Friday: Plan for 3 rooms for 25 per room and for the entire day at least.
 - (4) Saturday: Plan for 3 rooms for 25 and Main room(s) for 125.
 - (5) Room for Buffet. Plan 110 to attend.
 - iii) Conference: Coordinate with the Dept Sr Vice to confirm requirement and plan accordingly:
 - (1) Look at the previous year's Conference Agendas for planning factors.
 - (2) Thursday: Must confirm if there are any requirement(s).
 - (3) Friday and Saturday: Expect on average 80 to 125 with a minimum of four rooms (30 per room for training breakout sessions).
 - (4) Room for Buffet. Plan on 70 to attend.
 - d) Dept MCL Auxiliary: Contact the Auxiliary President for their requirements.
 - e) Growl: Contact the Sr Vice Pack Leader and or Pack Leader for requirements.
 - f) Color Guard, Saturday Morning Colors, National Anthem, and Detachment Colors
 - i) Color Guard Options.
 - (1) Friday and Saturday Morning session and Saturday Evening Banquet:
 - (a) Local NJROTC/MCJROTC Unit.
 - (b) Marine Corps Reserve Unit for Color Guards support (use DD 2536 to request).
 - (c) MCL Det Color Guard Detail or local County Color Guard Detail.
 - ii) National Anthem music or if is a singer has been requested.
 - iii) Use the Hotel Flagpole for Sat morning Colors. Coordinate with Hotel.
 - iv) Det Colors.
 - (1) Det bring their Colors when they arrive.
 - (2) Dept Sgt-At-Arms will position the Det Colors in the proper location.
 - g) Registration:
 - i) Identify Volunteers
 - ii) Identify a Host Committee Room and Command Center.
 - iii) Determine location and hours to set up the registration/check-in desk.
 - iv) Procedures for check in and picking up the registration packet.
 - v) Procedures for the registration of walk-in members
 - vi) Use another table for the Det sale of survivor items, any raffle items, and display items.
 - vii) Contact the Dept Auxiliary President for display table requirements.

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- viii) Swag Bag Gift: Develop concept, identify possible contents, seek vendors to sponsor, visit local businesses for items and coupons, Program Guide, pen and paper, souvenirs, snacks, bottles of water, local tourist literature of the area, etc., and assemble the gift bags.
 - ix) Credential Badge: Create the plan, design, and distribution plan.
 - h) Refreshments during the Conference: Optional.
 - i) Identify area to set up tables to have water and other non-alcoholic beverages plus snacks.
 - ii) Coordinate with Hotel Staff. Try to get it included in the contract.
 - i) Hospitality Room:
 - i) This is usually in a hotel single room or a suite. Coordinate with Hotel for options.
 - ii) Although a TABC permit is not required, ensure each Det Hospitality Servers are Certified with current certificate. You are responsible.
 - iii) See Section 3.3 above “Resource” for the TABC Certificate info web link.
 - iv) Work with one of your District Dets to host the Hospitality Suite.
 - (1) Establish a Memorandum of Understanding so both Dets understand their respective Roles and Responsibilities to support the Hospitality Room.
 - (2) The benefit is that the Convention Hosting Det passes the responsibility of the operational and logistical control to the Hospitality Hosting Partner Det.
 - (a) Hospitality Hosting Partner Det: Purchases liquor, water, sodas, snacks, set ups, and snacks. They also keep any tips and donations.
 - (b) The Convention Hosting Det coordinates with last year’s Convention Hosting Det to collect any remaining liquor to use for the upcoming Convention.
 - (c) The Convention Hosting Det should communicate and support the Hospitality Hosting Partner Det. If they do a great job or need financial help, consider providing them with a stipend check for their services.
6. Transportation:
- a) Develop plans if required to support to and from the airport, local area, and to family scheduled events. Consider Uber, School Dist Buses, ect.
7. Convention/Conference Streamers:
- a) Traditionally, Gold streamers with Red lettering.
 - b) Cobalt Blue, Marine (Navy) Blue and Red with Gold lettering have been used in the past.
 - c) Convention
 - i) Shape is a Gable roof top-rectangle shape streamer. 
 - ii) The Dimensions are 2.5” w x 23” long.
 - iii) The lettering is top to bottom. It consists of red lettering “Department of TX Seal at the top”, “Department of Texas”, # (anniversary), “STATE CONVENTION”, “Year”, “Hosting City”.
 - d) Conference:
 - i) Gold streamer with Red lettering.
 - ii) Shape is a rectangle shape streamer. 
 - iii) The Dimensions are 3” w x 23” long.
 - iv) The lettering is left to right.
 - v) It consists of red lettering “Department of TX Seal at the top”, “Department of Texas”, “Fall Staff Conference”, “Date and Year” (xx-xx Month Yr), “Hosting City”.
 - e) The Hosting Det must coordinate with Dept and request the Convention or Conference Streamers to be ordered at least 3 months from convening date.
 - f) The Dept Paymaster will order and pay for the Convention and Conference Streams. Here is his email address: ADJUTANTPAYMASTER@TXMCL.ORG

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SECTION 5: PLANNING FACTORS

- g) The recommended vendor is Monarch Trophy Studio, 16227 SAN Pedro Ave, San Antonio, Tx 78232, (210) 344 3777 at sales@MTSawards.com.

8. Food Plan

- a) Breakfast: It is expected that a full buffet Breakfast be included in the cost of the Hotel Rate.
- b) Lunch: On your own. Create a list of Restaurants to visit and try.
- c) Dinner: On your own. Create a list of Restaurants to visit and try.
- d) Saturday Night Banquet: Coordinate with the Dept Sr Vice to confirm requirements and plan accordingly.
- i) The Hosting Det must develop a Banquet Plan.
- ii) Develop Banquet Sign up procedures, VIP tables, and Floor Table Plan for reference.
- iii) Banquet Room.
- (1) Coordinate with Hotel and Dept Sr Vice.
- iv) Meal:
- (1) Ticket Price
- (2) Consists of plate cost, labor, gratuity, and sales tax.
- (a) Use your Tax-exempt status to save on not paying sales tax.
- (3) Det can markup the ticket cost no more than \$10 to help offset expense.
- (i) For example: A total plate cost of \$30 add a \$10 mark up is \$40.
- (4) Traditionally there are three main course options: Beef, Chicken, and Vegetarian.
- (5) Two methods to cater the meal:
- (a) Hotel Catering:
- (i) Must be catered by the Hotel staff and subject to their restrictions.
1. Ask for the inclusive price.
- (b) Outside Private caterer
- (i) More flexibility and lower plate cost.
- (ii) Ask for the inclusive price.
- (c) Self-Served or Served at table:
- (i) Buffet: Lower cost due to smaller labor requirement as the individual serves themselves.
- (ii) If served at the Table expect a higher plate cost as more employees are required.
- v) Cash Bar:
- (a) Hotel
- (i) Asked about restrictions.
- (ii) If the Hotel staff provides the bartenders, there are restrictions.
- (iii) Added cost and the Det must understand the requirements.
- (b) Other option
- (i) If the hotel allows you to have your own Bartender to provide the services.
- (ii) May be required to have TABC Temp Liquor License Permit.
- (iii) Ask questions and must understand the requirements.

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SECTION 6: BID PROPOSAL AND CONVENTION/ CONFERENCE ROTATION

1. The Bidding Process
 - a) As with National and Southern Division, the Dept does not have a budget nor the manpower to support hosting a Convention and must rely upon their Dets to Host.
 - b) Before considering the possibility of submitting a Bid Proposal, the Det must understand the timeline requirements. Dept Admin Procedures sect 2065 states that “Any Det may make a formal written bid ... three years and a minimum of two years prior to that Department Convention... All bids must be received no later than 30 May, two years prior to the requested year to host a Department Convention.”
 - c) It is highly recommended to review this Enclosure to help in the research and determination of the feasibility to host a Dept Convention.
 - d) For planning purposes, here is a 1-yr and 2-yr planning cycle for the 2026 Dept Convention.
 - i) Two-year Bid Submission Scenario (Preferred method).
 - (1) Begin research and planning between Jan 1 to Apr 30, 2024.
 - (2) Submit their Bid by 30 May 2024 with an update at the 2025 Convention.
 - ii) One-year Bid Submission scenario
 - (1) Begin research and planning between Jan 1 to Apr 30, 2025.
 - (2) Submit Bid by 30 May 2025 at the Convention.
 - e) Det Core Tm must seek the Det Membership approval to submit Bid to Dept.
 - f) Det Core Tm must be approved by the Dept Delegates to Host the 2026 Dept Convention.
2. Convention/Conference Rotation
 - a) We depend upon our Dets to host the upcoming Conventions.
 - b) As time progresses, demographics change and have a direct impact on the ability of Dets and Cities to host a Convention.
 - c) Some Dets who have hosted in the past may not be able to do so today. However, there are Dets, city/townships, and hotels that are able to host, resulting with increased opportunities.
 - d) After reviewing several documents (Qtr Rosters, Activity Reports, City Demographics, and others), the following metrics are provided.
 - i) 18 Dets are “active to very active” in their communities.
 - ii) 31 Dets have memberships of over 30 and are active in their communities.
 - iii) 16 cities/townships have held at least one Convention.
 - iv) 24 cities/townships have the capacity to hold a Convention.
 - e) The takeaway is there are core groups of Dets and cities capable of hosting a Convention.
 - f) The Dept staff will continue to ask Dets to consider hosting the upcoming year’s Convention at least 2 years out.
 - g) We must also think creatively by looking at Districts using 2 or preferably 3 Dets working together by splitting the division of labor to host a Convention.
 - h) By considering the District option and or Dept Staff conversations, a Det can begin a deliberate planning process of 24 to 30 months out to host a Convention.
 - i) It is extremely unfair to ask a Det to host a Convention with notifications as short as 6 months when there are a number of Dets available as stated above.

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SECTION 7: NEGOTIATING WITH THE PRIMARY HOTEL

The days before COVID, the Hotels were flexible to negotiate room rates for under \$100. After COVID, the new norm is at least \$120 (just for the room, excluding taxes and fees) plus added restrictions in most cities.

1. There are two types of venues to host a Convention:
 - a) Hotels with the available rooms and conference spaces.
 - i) Most common and preferred.
 - b) Split Venue. The primary Hotel is separated by a distance from the Convention Center.
 - i) This venue was demonstrated twice by one Det and was well received.
2. Identifying the Room Requirements
 - a) The “Block” requirement.
 - b) This is a set number of rooms that is reserved or Blocked off with a required number of days that must be paid by the member while attending the Convention.
 - i) The Det must understand the Hotel’s definition/restrictions pertaining to the “Block”.
 - ii) Hotels may establish more than one block.
 - iii) As the first “Block” reaches a certain fill rate, the second “Block” will be activated. Ask the questions beforehand.
 - iv) Hotels may at a specific date take rooms away if the Attendees are not filling the “Block”. Ask the questions beforehand.
 - c) Some hotels may require that the Attendees stay all three nights for the Block rate.
 - i) This creates a problem because not all guests stay all three nights. Before you sign the contract, ask questions.
 - d) Complimentary Rooms:
 - i) Ask about Complimentary Rooms and request 4.
 - ii) Dept Cmdt, President of the Dept MCLA, Guest of Honor (if required), and Pack Ldr (if required) and no others.
 - e) For planning purposes, here is a guide of Attendees requiring nightly rooms on average:
 - i) Convention: 46 Thursday, 87 Fri, and 71 Sat. These are general estimates.
 - ii) Conference: 37 Thursday, 73 Friday, and 65 Sat. These are general estimates.
 - iii) Note: If your members check in on Thursday, it is most likely they will stay all three nights.
 - f) Take Away
 - i) The Hotel will work with you to provide the best options with reasonable pricing.
 - ii) Be aware of and ask for the inclusive price of a room rate per night (room cost, all taxes and fees, breakfast, and parking (if applicable)).
 - iii) The inclusive price may be \$136 or higher. Ask questions.
 - iv) They will make their money by providing support equipment, use of their staff for the Sat Dinner, their Bar staff for the cash bar, rooms for the Auctions, and more. Ask questions.
 - v) Asked about any paperwork and or procedures required to submit to utilize your Tax-Exempt Status.
 - (1) See Section 4.10 above for details.
 - vi) Know your needs and ask questions before you sign the dotted line!
 - g) Sign the Contract with the Hotel after the Delegates approve and accept your Bid Proposal.

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DEPARTMENT of TEXAS ADMINISTRATIVE PROCEDURES

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SECTION 8: ENTERTAINMENT PLAN

Each year there are two major components to the Convention. The first component is the 8 am to 4 pm block which consists of League and Dept business. Planning for the 8 am to 4 pm block is important but has remained relatively consistent through the years.

The second component is the 4 pm to 11 pm block. This is the entertainment portion of the plan. Although Hosting Dets may not have overtly and or actively planned pre-COVID entertainment opportunities. There has been a greater emphasis placed upon the entertainment plan post-COVID. In addition, more Det members who have attended the National Convention are bringing back examples that are slowing being incorporated into the Dept Convention. Creativity is the key.

There are four periods to focus on. They are (1) during the day for spouses and families, (2) Thursday Night, (3) Friday night, and (4) Saturday Night.

1. During the Day of Fri and Sat: These are the Daytripper Events which have been underutilized.
 - a) Local attractions in the area to highlight that the Spouses and families are interested in.
 - b) This is an opportunity to target the families who are looking for new events to see and will result in a slight increase of members attending.
2. Thursday Night: “The Meet and Greet Night”.
 - a) This is the “Early Bird Group”. They arrive on Thursday and most leave on Sunday.
 - b) Some may go into town for dinner or look for hor d’oeuvres (finger food) at the Hotel at the “Meet and Greet” by catching up with old friends, eating something light, and have a few drinks.
 - c) This has a minimal cost as the Hosting Det Members can set up a table and bring a single or double serving of the membership’s own special hor d’oeuvres (or finger food). For example, snacks, finger sandwiches, meat and cheese trays, a Crab Dip Mold and crackers, pigs in a blanket, meatballs, little sausage wieners in a BBQ sauce, deserts, to name a few.
 - d) Creativity is the key.
3. Friday Night: This is the Primary Entertainment Night.
 - a) Live Band. Asked local Bars and Dance Hall about local talent to book. Look for a Veteran friendly group and they may offer a discount. Note: You need to listen to the band prior to the event and ensure they are talented with a variety of music offerings.
 - b) In 2022 at a Conference, a Det hired a Regional Local Band who played 70s music that was a great hit with the Attendees.
 - c) Silent Auction option.
 - d) Talent Show between sets.
 - e) Creativity is the key
4. Saturday Night
 - a) Convention: Traditionally a Banquet followed by Announcement of the Dept Marine of the Year, Associate Marine of the Year, Pack Dog of the year, and the Installation of the new Dept Officers.
 - i) Could bring in a VJ to play music and allow dancing afterwards.
 - b) Conference: Not as structured and usually a Buffet.
 - i) The setting is relaxed and can be followed with a live auction and or entertainment.
5. Creativity is the key.

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SECTION 9: ACTIVITIES COMMITTEE

This is an underutilized opportunity to not only bring more attendees for the Convention but to have the family attend as well.

For some, this will be a mini vacation.

Part of your planning decision is to look at opportunities that may or may not conflict with the projected date of the Convention.

In Tyler, Tx for example, during Oct, they have the Rose Festival. Although the Hotels may be about \$10 more a night, it is a wonderful event for the family to visit while the members are locked up in meetings. In Bastrop, they have SXSW and COTA F-1 races in Austin. There are numerous water parks that may still be open and available in addition to some communities who may celebrate Oktoberfest. Do the research, develop a list, and select a few to consider.

Contact your local “Visit(fill in your city name)”, for example “VisitGalveston”, “VisitHuntsville”, and “VisitCollege Station”, etc. to learn more about events and activities in your city.

The Committee needs to:

1. Develop a Plan.
2. Determine the types of activities in the Hosting Det City/Town area to offer.
3. Identify the times of each activity offered
4. Strategically select one or two of interest and focus on them.
5. Try and keep travel within an hour from hotel
6. Transportation will be the largest cost of the events. Use any means to keep cost the down.
7. Creativity is the key.

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SECTION 10: CONVENTION ADVERTISING BOOK

1. The purpose of the Advertising Program Book is twofold.
 - a) It provides information about the speakers, the agenda, room assignments, and other items.
 - i) Dept Cmdt, Det Cmdt, MCLA President, and Pack Leader's welcome message statement.
 - ii) Contact each to request their message and artwork.
 - b) Advertisements are solicited and sold as a fundraiser to achieve the best profit margin to offset expenses incurred from the Convention.
2. Cover Page: see para 8.a below for details.
3. Before you search for a Printshop:
 - a) Review previous Convention "Advertising Program Books" (henceforth called "Program Book(s) for ideas. If you do not have any examples, contact the Dept Convention Chair or the Dept Sr Vice for the binder of Convention Program Book of examples.
 - b) Write down ideas to consider as you select an example to use when you begin discussions with the Printshops.
 - c) Keep it simple, it is not intended to be an award-winning project, but you want to produce a professional-looking Program Book.
4. Identify and visit at least 3 Printshop(s) in your area.
 - a) Inquire to look at examples of their work.
 - b) Ask questions and answer questions.
 - c) Request an estimate.
 - d) Do not overlook the Printshops in the smaller communities as they may be less expensive and produces an equal or better product.
5. Before you Sign the Contract, know the terms, requirements, what you need to provide, the timeline, and the guaranteed pickup date at least 7 days before the Convention.
6. Advertisements Cost Structure: For planning purposes only.
 - a) All pages need to be submitted in camera-ready form and the individual is responsible for producing their page.
 - b) Inside Front Cover Page (\$170 because it is the second page of the Book).
 - c) Inside Back Cover Page (\$160).
 - d) Outside Back Cover Page (\$170).
 - e) Full page ad \$125.
 - f) Half page ad (Vertical) \$75 or Half Page ad (Horizontal) \$75.
 - g) Quarter page ad \$50 and Business Cads ad \$15.
7. Anatomy of a Program Book:
 - a) Paper: Price determined by paper weight and surface area.
 - b) Color or B&W: Color is the standard
 - c) Bindings. The Saddle-stitch is the standard and least expensive.
8. Individual Pages consist of the Outer (Cover), free, and advertisements pages.
 - a) Outer Page. Consists of one sheet with 4 sides (pages).
 - i) Cover Page Front (like the front of a book)
 - (1) Suggest using an iconic picture of the Host City. In 2022, McAllen used the "American Spire of Honor" while Bastrop use the Colorado River Bridge for their Cover pages.
 - (2) Use Logo Seal of the Det and Dept of Tx. See Section 12 for examples.
 - (3) Optional Logo Seals to include the MCL, the MCL Auxiliary, and MODD Tx Pack. MCL MODD Kennel. See Section 12.
 - ii) Cover Page Front Inside: Advertisements (optional).
 - iii) Cover Page Rear Inside: Advertisements (optional).

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SECTION 10: CONVENTION ADVERTISING BOOK

- iv) Cover Page Rear Outside: Marine's Hymn, Memorial Remembrance, or Advertisements.
- b) Free Pages:
 - i) Traditional inside pages. Consist of one sheet with 4 sides (pages).
 - (1) Dept Cmdt Msg (Full Page).
 - (2) Det Cmdt Welcome Message (Full or Half).
 - (3) MCL Auxiliary President (Full or Half).
 - (4) MODD Pack Ldr (Full or Half).
 - (5) Guest of Honor's biography (Full Page).
 - (6) Mayor's Message (Full Page).
 - (7) County Commissioner's Message (Full Page).
 - (8) State Politicians Proclamations (Full Page).
 - (9) Convention Schedule (Full Page).
 - (10) Map of the Meeting Room layout (Full Page).
 - (11) Any other page should be accessed via QR Code.
 - c) Advertisements:
 - i) Traditionally inside pages. Consist of one sheet with 4 sides (pages).
 - ii) These are the money makers that are intermixed to maximize free page space.
- 9. A typical Program Book:
 - a) Consists of 44 pages.
 - i) Outer Cover consists of one sheet with 4 pages.
 - ii) The inner sheets consist of 10 sheets or 44 total pages of free and advertisement space.
 - b) Depending on sales, the contract language agreement, and time permitted you should be able to add additional pages if sales have exceeded the agreed sheets of space.
 - c) Always push ads and expect a rush before the agreed deadline to submit the proofs.
- 10. Prepare a mockup of the Program Book
 - a) Save each camera-ready PDF or Jpeg and use a name associated with the Ad and the page number for the document file name.
 - b) For example, "Dept Cmdt Msg page 3" or "Det 316 Full Ad page 7", or "Det 1381 Quarter Ad page 9".
 - c) Save each page onto a thumb drive.
 - d) Print a copy of each Camera-Ready Advertisement page and place in the Binder/Folder according to it the proper sequence.
 - e) This will provide a visual mock-up example of a Program Book for the Printshop.
- 11. What to provide the Printshop:
 - a) Coordinate with the Printshop to identify all requirements.
 - i) Submit all of the requirements.
 - ii) As a suggestion, provide a Thumb drive storage device with the pages.
 - iii) A Binder/Folder with each page in sequence.
- 12. Ensure the Printshop and you have met all requirements to meet the delivery date.

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SECTION 11: CONVENTION CHECKLIST AND TIMELINE

The following table lists the majority of requirements and a in two-year planning cycle for hosting a Convention (June) or Conference (Oct). The Hosting Det may develop additional requirements. The months are for planning purposes and a recommendation.

Timeline	Section	TASK TO BE COMPLETED (Not an all-inclusive list.)
33 Months	1	Identify a Core Team (Det Cmdt, Sr Vice, and Paymaster) and read Section 10
33 Months	1	Begin Discussions to Host with Leadership team. Ask questions.
32 Months	4.4 / 5.4 / 6.1 / 7	Identify hotels to discuss the possibilities of hosting a Convention and ask for projected inclusive room rates.
32 Months	4.8	Contact the Visitor's Bureau to asked questions about hosting the convention.
31 Months	4.8	Ask the different municipal agencies and hotels for the point of contact agency responsible for the Hotel Occupancy Tax Grants, information. and timelines.
31 Months	4.4	Research for any weekend conflicts that may impact hotels resulting in higher room rates.
28 Months	6.1	Core Tm to develop presentation for the Membership
27 Months	4.11	Develop a script and met with local Companies for Corporate Sponsors.
27 Months	5.5.a-g	Coordinate with Dept Staff, MCLA President, and Pack Leader to coordinate requirements.
27 Months	6.1	Core Tm Proposes Bid to Det Membership for Consideration.
26 Months	6.1	Request Det Membership to vote and Host. Continued research.
25 Months	5.4 / 7	Identify the Primary Hotel and confirm Dept Room Requirements.
24 Months	6.1 / 7	Present Bid Proposal to the 2024 Dept Convention to host the 2026 (example only) (2 yr planning cycle)
23 Months	4.5	Develop Public Relation Plan. Establish a Facebook/Webpage page. Send Friend request to the Dept FB page.
23 Months	Encl 10	Increase the members of the Det Convention Team, roles and responsibilities and the times lines.
22 Month	7.2.f	Sign the Contract with the Primary Hotel and confirm Dept Room Requirements.
22 Months	4.7 / 10	Identify a local Print Shop and begin discussion to Print the Program Book.
21 Months	4.18	Establish Fundraising Committee to develop the Fundraising Plan.
20 Months	4.1	Paymaster to maximize Non-Profit 501 (c) (4) status by not paying sales tax.
19 Month	7	Plan for Complimentary room. Dept Cmdt, President Dept MCLA, Guest of Honor and Pack Ldr.
13 Months	2	The Dept Cmdt develops the Convention Agenda.
13 Months	4.6 / 5.2	Det Convention Chair and Web Sgt begin discussing requirements and the activation of web pages.
12 Months	8	Establish an Entertainment Committee and develop the Entertainment plan for Thursday, Fri and Sat Night.
12 Months	2	Coordinate with the Dept Cmdt about his choice for the Guest of Honor.
12 Months	5.5.c	Identity and confirm Conference, Banquet, Growel/Gathering, and Hospitality Rm Requirements.
12 Months	2	Provide Update at Dept Convention

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SECTION 11: CONVENTION CHECKLIST AND TIMELINE (Page 2 of 2)

Timeline	Section	TASK TO BE COMPLETED (Not an all-inclusive list.)
11 Months	5.8	Develop the Food plan for Thursday, Fri, and Sat.
11 Months	5.4.e	Contact RV Parks to discuss rates and select one to be the Official RV Lodging Facility.
11 Months	4.9	Contact the local motor chair company to support those who require motor chair.
11 Months	2	Dept Cmdt discusses the Convention Agenda with the Det Cmdt.
10 Months	4.6 / 5.2	Contact Dept Web Sgt to establish the upcoming Convention registration portal.
10 Months	If required	Develop Airport Plan and local transportation, taxi, Uber, Lyft, etc.
10 Months	4.6 / 5.5.g	Develop procedures for those members who prefer mail in registration.
10 Months	5.3	Coordinate with the Dept Delegate Chairmen to establish procedures for Delegate Registration.
10 Months	2	Once the agenda is approved send to the Dept Staff and Dept Web Sgt to post Convention Web Site.
9 Months	4.5.f	Create QR Code and folder containing documents that can be accessed.
9 Months	4.5	Contact local media coverage and interviews.
8 Months	4.17	Invite Local, County, State and Federal representatives to attend or send Proclamations.
8 Months	5.6	If required, event transportation, cost, pricing, and management may be required. Local school or church buses for transportation as option.
7 Months	10.7	Design Cover page for the Program Guide
7 Months	10.1 / 10.7.b	Request Dept Cmdt, Det Cmdt, Dept MCLA President, and Pack Leader messages.
7 Months	4.16 / 5.5.f	Coordinate Color Guard, singer for the National Anthem, Saturday morning colors, and Banquet.
4 Months	4.13 / 5.5.j	Begin planning, division of labor, and identifying requirements for the Hospitality Rm.
4 Months	5.7	Coordinate with the Dept Paymaster pertaining to ordering the Convention Streamers.
4 Months	5.5.g	Develop Concept, identify contents, seek sponsors, coupons, etc. for Swag Bag Gift to Attendees.
4 Months	5.8	Banquet Sign up process – Coordinate with Convention Chair for reserved tables
3 Months	4.14 / 5.5.g	Consider staff shirts and/or badges for host committee is dressed the same identifiable.
3 Months	4.14 / 5.5.g	Consider an information easel in lobby with agenda for people checking in.
2 Months	4.14-15 / 5.6	Consider having a welcoming team at the hotel with information.
2 Months		Identify key hotel person for contact during convention.
2 Months		Begin planning to provide gift baskets in rooms for Dept Commandant, Dept MCLA President, MODD Pack Leader, and Guest of Honor (Keynote Speaker). Restock each day.
1 Month	5.5.g	Host Committee Room/Command Center.
1 Month	5.5.g	Shirts, patches, pins, coins, Trademark Compliant, and Artwork approved logo by Dept Staff.
1 Month	5.5.g	Tables in the lobby/foyer areas must be okayed by the Det Convention Chair.
1 Month	5.5.h	Refreshments during the Conference.
June	Encl 10	Dept Convention.
Sept	2	Det Cmdt submits an After-Action Report and Lessons Learned to the Dept Convention Cha

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SECTION 12: EXAMPLE OF LOGOS AND STREAMERS



Dept Of Tx Fall Conference Streamer. See Section 5.7.d for details.

Dept Of Tx Convention Streamer. See Section 5.7.c for details.