



NCFL Grand National Speech & Debate Tournament

Tournament Statistics Report
After NCFL 2014 Chicago

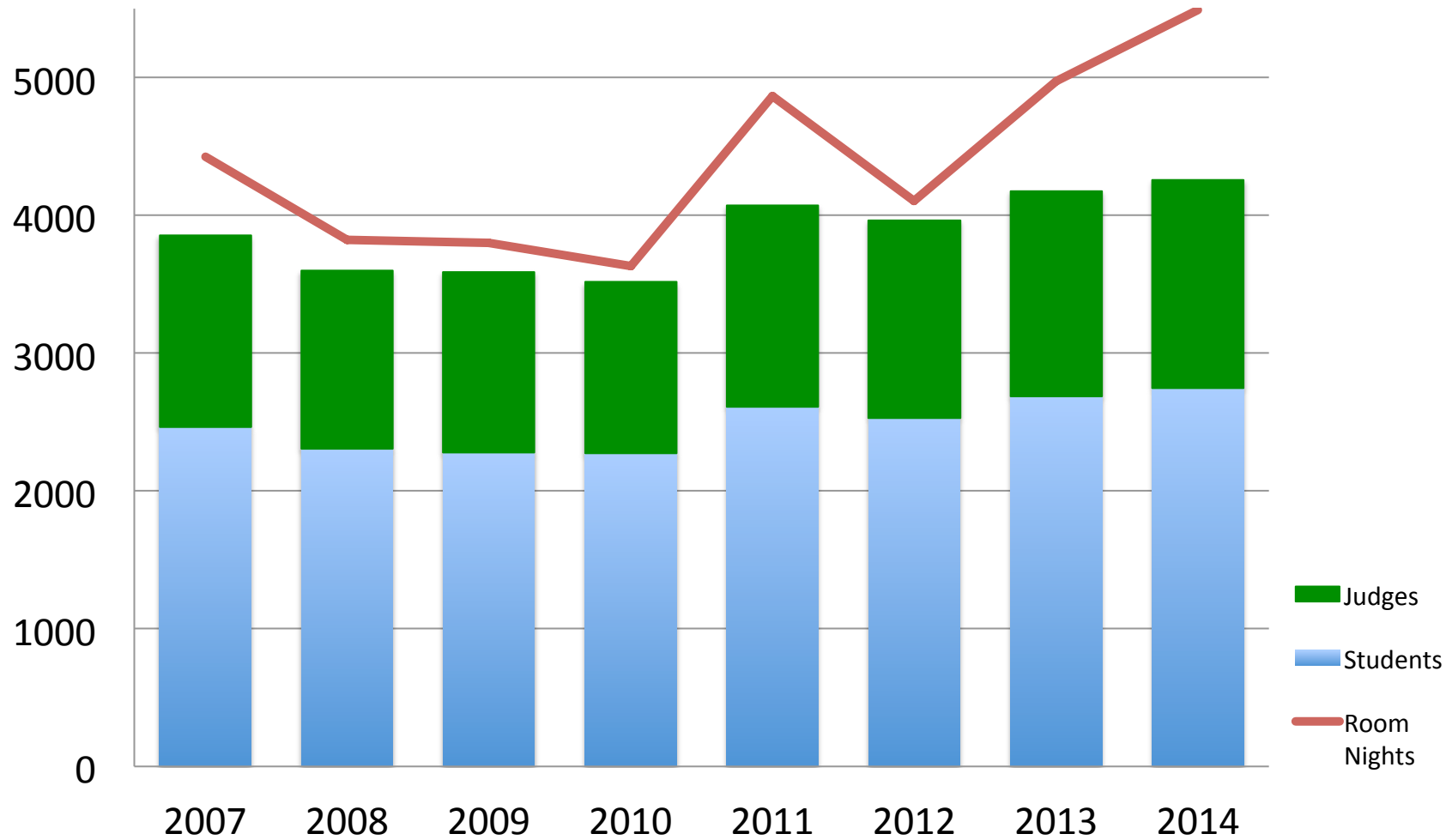


By The Numbers

Using 2007 Forward These years have PF at NCFL	2007 Houston	2008 Appleton	2009 Albany	2010 Omaha	2011 Washington DC	2012 Baltimore	2013 Philadelphia	2014 Chicago
Students (Final, after Drops)								
DEC	214	198	188	192	216	210	227	223
DP	212	202	196	212	229	224	240	236
DUO	209	192	185	183	202	212	227	231
EXT	191	197	181	191	214	209	210	246
OI	216	200	197	202	225	214	229	243
OO	210	197	199	185	220	219	239	236
LD	182	175	174	178	208	197	215	219
PF	177	171	183	183	221	206	217	228
Policy	129	112	105	93	120	109	109	102
Congress	210	189	198	195	214	203	218	220
Total STUDENTS	2465	2308	2279	2273	2612	2530	2684	2745
Judges (Final, after Drops/Moves)								
LD	182	174	169	169	202	186	204	202
PF	175	166	178	172	212	200	206	216
Policy	209	173	168	144	189	188	180	172
Congress	54	38	49	40	39	40	46	55
Speech	657	620	623	600	692	679	732	724
Tab Room (Not Local Volunteers)	114	120	125	117	128	143	125	144
Total JUDGES	1391	1291	1312	1242	1462	1436	1493	1513
Grand Total Attendees								
	3856	3599	3591	3515	4074	3966	4177	4258
# of Diocesan Leagues Attending	62	58	61	59	65	68	61	67
# of Schools Attending	525	501	529	521	587	577	543	590
# Hotel Room Nights Total	4423	3820	3800	3630	4863	4106	4975	5491
# Hotel Rooms Peak	1361	1157	1229	1151	1484	1367	1695	1782



Attendees & Room Nights





NCFL and Conference Direct



CD Hotel Management

- Represented by Matt Dykstra
- They Provide NCFL:
 - Single point of contact to all hotels for negotiations and contracts
 - Ability to negotiate with all levels of the hotel management chain, including corporate
 - Standard contracts at all hotels in all cities
 - Guidance and advice throughout the site selection, CVB interface, and hotel negotiations process
 - Experienced negotiator and advocate for NCFL
 - Ability to leverage hotels and CVB's to compete and provide the best value to NCFL



CD's Standard Hotel Contract

- Number of rooms per night; Ratio of Singles to Doubles per night
- Rates per room per night; Guarantee of lowest room rate in the hotel
- Reduced attrition thresholds ... we could only get 80-90% previously, now we settle for nothing more than 70% and frequently get 60%, 65%, or the clause is waived
- Modified attrition clauses ... uses only 75% of room cost rather than 100%, reduces any potential penalty
- Modified contract clauses to remove many miscellaneous fees inserted by the hotels
- Free, or reduced cost, wifi in sleeping rooms and the conference space for our tabrooms
- Sometimes a deal on parking
- Facility availability clauses meaning if a specific site is unavailable we can cancel without penalty
- Terrorism threat level included as Act of God which lets us cancel or waive attrition penalties
- Contributions from hotel and CVB based on room nights used thresholds
- Planning nights for trips by Sarah and Roland to the site before Nationals
- Comp Room ratio lower than we've been able to get (1:40 vice 1:50 or 1:60), allows us to house NCFL Board and staff, and local volunteers
- Meeting rooms and space, usually more than we could otherwise get (see DC and Louisville)



CD Housing

- Represented by Adam Briggs & Madison Pender-Gonzalez
- They Provide NCFL:
 - Single point of contact for hotel reservations, regardless of hotel or the request
 - Management of sub-blocks for Leagues and Schools
 - Management of wait lists as necessary
 - Management of comp room use for NCFL Staff and Local Volunteers
 - Leverage with the hotels for concessions
 - Audit of all hotels and guests to ensure we get full credit for all guests in the hotel
 - Proof of hotel pick-up for future negotiations
 - Proof of our "wash" and "attrition" for future negotiations
 - Problem solver during on-site registration
 - Consistent year-over-year assistance that allows us to improve the service to meet the needs
 - Using consolidated housing enhances our negotiating position with hotels in the future because they can see our performance and are comfortable that we'll meet our side of the contracts
 - Coming soon is ability to book flights, airport transfers to/from your hotel, and rental cars through the same housing website at partner discounts (hopefully in place for 2015)



Why Did We Select CD

- Conference Direct is the single largest “3rd Party Channel” the hotels deal with
- Each of the hotel chains have a corporate-level senior sales manager assigned just to work with CD, their clients, and the hotel sites they are booking
 - This includes Marriott, Hyatt, Hilton, Starwood, Omni, and IHG, that NCFL usually use
- CD booked 1.6m room nights, over \$500 million, in room nights, for their clients last year
 - NCFL is .3% of that number, but we get the advantage of that number when we need something done ... When CD calls, the hotels listen
- CD’s executive management team has over 100 years of experience in the hotel management and sales business, before they formed Conference Direct
- Our CD representatives have an average of more than 20 years experience in hotel, events, and sales management.
- CD’s Team knows what hotels do internally, how they run their business, how they manage revenues, and how they manage groups
 - More importantly, they know the successful strategies to work with the hotels
- Both Matt and Adam’s Team have learned about NCFL and learned how we work, what we expect, what we need, and how to help make our tournament a success.



CD's Competitors Are Few

- Competitor #1 -- Experient:
 - Primarily a housing service that has migrated into helping customers with site selection contract negotiation
 - They are not hotel contract negotiation specialists
- Competitor #2 -- Helms Briscoe (HB):
 - Primarily a site selection and contract negotiation service that has migrated to offering housing
 - They frequently outsource housing of large groups like ours
- Competitor #3 – NCFL and Local CVB's:
 - This is the model that we used from 1951 through 2011
 - It worked, but as we grew bigger and bigger, it got riskier and riskier
 - You don't know what you don't know, and despite our best efforts, we did not understand how the hotel world works and how to leverage it to our advantage
 - We were negotiating in the blind against the hotels, we weren't getting the proper attention from the CVB's
 - The times we were using Local Housing Bureaus and depended on the CVB's to make things happen (1996, 1997, 2009) just didn't work out as well.
 - We couldn't leverage lessons learned by one CVB for another year



CD Gets Paid By The Hotel

- CD Hotels gets a 10% commission on each room night sold
- CD Housing gets an approximate 4% commission for each transaction they conduct for us
- Each hotel signs that they would not have negotiated a better deal with us directly
 - We've seen that in our comparisons of our rates to the market rates, and our rates to rates we got earlier when we returned to a city
- The payments for the commissions come from the hotels
 - We do NOT write a check to Conference Direct
- Our contract can be terminated at any time.
 - We would still owe commissions on any sites we've locked in with them at the time of cancellation
 - There are no termination costs
 - This keeps them accountable to NCFL



Examples How CD Helped NCFL

- CD arranged room rate adjustments when contracted hotels advertised lower rates than NCFL had contracted in 2012 and 2013
- CD negotiated additional concessions when contracted hotel overbooked convention space in 2011
- CD negotiated free room nights at an adjacent hotel resulting in savings to NCFL member schools when contracted hotel overbooked guest rooms in 2011
- CD negotiated additional concessions when contracted hotel overbooked convention space in 2013
- CD negotiated a contribution from the CVB towards the rental of the convention center for the Ft. Lauderdale 2015 Postings Party making the event's site fees FREE
- CD negotiated a reduction of the rental fee for the Sacramento Convention Center that we'll use for Prelims, and their Downtown Historic Theatre we'll use for Awards in Sacramento 2016 making the event's site fees FREE
- CD negotiated an additional space contribution at no cost at the Louisville Hyatt and Marriott to use for the 2017 Elims on Sunday
- CD negotiated a reduction of the rental fee for the Washington Convention Center to be used for 2018 Prelims on Saturday, effectively making the rental cost FREE



Tangible \$\$ to NCFL's Bottom Line

- Over \$100,000 saved in negotiations
- Over \$130,000 in contributions from CVB's
- Over \$75,000 in contributions from Hotels
- Total over \$300,000 to NCFL's benefit
- We would have gone bankrupt if not for Conference Direct after 2010 or 2012, or we'd have had to significantly raise rates and cut services to stay alive.