



Skyline
COLLEGE



Events & Conferences Initiative

Business & Marketing Plan



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Vision, Mission, Values, Background

Vision Statement

Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

Mission Statement

To empower and transform a global community of learners.

Values Statement

Education is the foundation of our civilized democratic society.

Thus:

Campus Climate: We value a campus-wide climate that reflects a 'students first philosophy' with mutual respect between all constituencies and appreciation for diversity. Both instruction and student services are dedicated to providing every student with an avenue to success.

Open Access: We are committed to the availability of quality educational programs and services for every member of our community regardless of level of preparation, socio-economic status, cultural, religious or ethnic background, or disability. We are committed to providing students with open access to programs and responsive student services that enable them to advance steadily toward their goals.

Student Success: We value students' success in achieving their goals, and strengthening their voices as they transform their lives through their educational experience.

Academic Excellence: We value excellence in all aspects of our mission as a comprehensive community college offering preparation for transfer to a baccalaureate institution, workforce and economic development through career technical education programs and certificates, Associate of Arts and Associate of Science degrees, basic skills development, and lifelong learning. We are committed to academic rigor and quality with relevant, recent, and evolving curriculum and well-equipped programs that include new and emerging areas of study. We are dedicated to an educational climate that values creativity, innovation and freedom of intellectual exploration, discovery, thought, and exchange of ideas.

Community Connection: We value a deep engagement with the community we serve and our role as an academic and cultural center for community including business, industry, labor, non-profits, government and the arts. We are dedicated to maintaining a college culture and institutional climate that is warm and welcoming to all.

Shared Governance: We value just, fair, inclusive, and well understood, transparent governance processes based upon open and honest communication.

Sustainability: We value an institutional culture that represents a strong commitment to environmental sustainability and justice. We are committed to the tenets of sustainability "To meet present needs without compromising the ability of future generations to meet their needs."

College Goals

1. Develop the scope, quality, accessibility and accountability of instructional and student service offerings, programs, and services to lead the San Francisco Bay region in transferring students, awarding degrees and certificates and reflecting social and educational equity .
2. Enhance institutional effectiveness in planning and decision-making processes through cooperative leadership, effective communication, and shared governance.
3. Fulfill the college's role as a leading academic and cultural center for the community.
4. Play a central role in the preparation of the regions workforce and expand networks and partnerships with business, the community, and non-profit organizations.
5. Provide human, physical, technological and financial resources to assure excellent educational programs and student services in order to support students in attaining their educational goals and improve institutional effectiveness.
6. Establish and maintain fiscal stability and alignment of programs and services to the core mission, vision and values of the college.
7. Recruit, retain and support a world-class faculty, staff and administration that is committed ongoing improvement through access to opportunities for professional growth and advancement.
8. Internationalize the educational experience by enriching the college with a diverse community of learners representing the collective resources of humanity and engaging in a vibrant dialogue that engenders an understanding of others.

Background

Skyline College opened in 1969 and is one of three community colleges in San Mateo Community College District. Its reputation in the community is one of a quality education in a welcoming family atmosphere.

Support for the modernization of San Mateo Community Colleges has been strong. San Mateo County voters have provided \$900 million in funding through a series of bonds over the last nine years to the District allowing Skyline College to modernize its buildings to develop state-of-the art facilities to match its excellent education.

The focus of Skyline College is to be the Academic and Cultural Center of the Community. The college's connection to the community is strong among current and former students and through the President's Council made up of influential and well-networked leaders working in various industries. However, there remains a population of the community which is unfamiliar with the campus, its recent improvements and how it could benefit local businesses. The connection to the community could be strengthened by welcoming the community more intentionally to the campus to serve the local area's event and conference needs.

The goals of this initiative are to:

- 1) **Strengthen** the college's position as an *Academic and Culture Institution* in the community;
- 2) **Broaden** the reach of the college throughout the community;
- 3) **Leverage** the connection with the President's Council to bring more individuals and businesses to campus; and
- 4) **Solidify** the college's connection to the community to garner support for future bond initiatives.

Skyline College's greatest strengths/core competencies are its

- Connection to the community
- Diversity
- Transfer rate
- Strengths Staff/Faculty bring to the college
- Modern facilities
- Ability to and desire to adapt to the needs of students
- Student satisfaction. Over 80% of student's rated the college as Good or Excellent. (Based on a 2008 Community College Survey of Student Engagement Report.)

The drastic budget cuts over the last few years have created significant hurdles for the college to overcome. Although the impact has been felt among staff with workforce reduction causing increased workloads and class offerings being cut, the perception in the community is that the college remains strong and well-positioned to continue providing exceptional educational opportunities to groom the workforce of tomorrow.

The economy is slowly recovering; however the college will continue to face budget challenges due to the repercussions of California's budget crisis. The loss of the recent bond measure will delay much needed renovations in Buildings 1 and 5.

Revenue generated through the Events and Conferences Initiative could be positioned in the community as a way in which to offset the drastic budget cuts, providing the college a positive and proactive story to demonstrate Skyline College's connection to the community. Independent of the President's Innovation Fund, this initiative provides another opportunity for the community to directly impact programs and services to ultimately contribute to the development of a viable and flexible workforce in our region.

Facilities and Services

Facilities at Skyline College have been upgraded over the past few years and equipped to be readily available to the community for various purposes when not being utilized for instruction, thereby strengthening the college's connection to the community. The following is an inventory of the space currently available at the college.



Student & Community Center (Building 6) – The Student & Community Center has the most potential to be rented to businesses and to the wider community as it contains flexible conference rooms able to be configured to accommodate various group sizes and is equipped with state of the art audio visual equipment. The upcoming cosmetic renovation to the Dining Hall will make a tremendous difference in how marketable and usable the space will be for both students and the community.



- Six Conference Rooms (AV Equipped) with Pantry
- Dining Hall with Fireplace – capacity will be increased with the recent renovation of the facility allowing for increased opportunity for banquets, award ceremonies and receptions.
- Courtyard (Outdoor Quad)

Administration/Cosmetology/Multi-Cultural Center (Building 4) – The brand new Administration building which also houses Cosmetology and the Multi-Cultural Center is an impressive building to invite the public into. The 3rd floor conference room would be appealing to corporate groups as would the Multi-Cultural



center for mixer/networking style events. The addition of furniture on the Outdoor Patio (Rooftop Terrace) will make the Classroom more appealing to meeting planners for training and professional development.

- The Multi-Cultural Center is the perfect venue for cocktail receptions, networking events, retirement celebrations and other similar events. The kitchen allows for convenient food preparation for a potential caterer.
- The Outdoor Patio (Rooftop Terrace) and Classroom attached will have increased potential for event rental when the plants, furniture and lighting are added this summer.
- Third Floor Conference Room is equipped with state of the art audio visual technology, new furniture and natural light.



Athletic Facilities (Building 3 & Fields) – Athletic facilities are utilized frequently by instruction; college athletic teams and rented regularly by a few outside organizations. The fields are not normally available for rent August through November as that is peak time for instruction and athletic team use. The Soccer Fields and open grass field have more potential for increased rental to the public according to Joe Morello, Dean of Athletics as the rental process is less complicated with no scoreboard operator needed, less facilities support necessary and therefore less costly. The open grass field has been rented in the past to Lacrosse Groups and could be marketed more intentionally for this type of use.



- Gymnasium – The Gymnasium has a capacity of 970. Unfortunately, this limits the college’s ability to rent the gym for Basketball Association Tournaments as they require a minimum capacity of 1,000. Wrestling and Volleyball however, provide potential for increased revenue generation.

- Tennis Courts
- Track & Field
- Baseball Field
- Soccer Fields – There are two Soccer Fields which are occasionally rented for tournaments by local groups. Although



groundskeeper costs need to be factored in, these fields may provide potential for increased use by local groups.

- Grass Field – The open grass field has been rented in the past for Lacrosse Events. This open field provides opportunity for revenue generation as there is a lack of space in the area for large scale events, however weather and wind in San Bruno are a factor that may deter potential guests.

Creative Arts Facilities (Building 1) – The Creative Arts Facilities housed in Building 1 are utilized frequently by the College, but potential exists for revenue generation in both the Auditorium/Theater and the Art Gallery. The Art Gallery would be appealing to event planners for receptions or mixers. The Auditorium/Theater is perfect for community performances and local school commencement ceremonies.



- Auditorium/Theater – A recent President’s Innovation Fund provided a technical upgrade which included lighting and sound as well as new carpeting for the 500-seat theater. These much needed improvements have enhanced the Theater’s live performance capabilities. These updates increase the likelihood that outside organizations may be interested in renting the facility, however it is in need of renovations, repairs and further upgrades.



- Art Gallery – Formerly named the Gallery Theater, this repurposed space has tremendous flexibility with moveable walls; frequent student art and travelling exhibitions provide the

potential to generate rental revenue.

Parking Lot – The parking lot is an ideal place to host weekend car shows, antique shows and a weekly Farmer’s Market to invite the public to the campus on a regular basis. These events should be focused on weekends or days when school is not in session so as not to impinge on parking for the students, staff and faculty and to be able to provide sufficient parking for event guests.

Services Available – Skyline College is *nearly* a full service event/meeting place which includes all the amenities listed below that meeting planners expect. The addition/designation of an Events & Conferences Manager would make the college full service. (see recommendation page 16)

- Booking (Handled through individual department responsible for specific building)
- Catering through Pacific Dining
- Multimedia Equipment/Services
- Security through Public Safety
- Parking

Events & Conferences Competitive Advantages

- The campus has been transformed over the last few years with bond funded modernization of facilities. The LEED certification of building 4 and the functionality of building 6 provide competitive advantages in seeking to generate facility rental revenue.
- Conference rooms in building 6, building 4 and the classroom in building 4 are equipped with state of the art audio visual allowing for corporate/event staff to easily run PowerPoint presentations, videos, stream from the internet and provide music.
- Facility rental fees are reasonable when compared to prices within the market providing another competitive advantage. Furthermore, the facility rental fee supports the community.
- The availability of catering and multi-media services on campus make the facility a convenient, one-stop shop for all event and conference needs.
- The college is centrally located on the peninsula and easily accessible from highway 280 and Skyline Boulevard.
- The combination of supporting education while simultaneously hosting a meeting/event in a beautiful space is a compelling selling point of distinction.

Events & Conferences Competitive Disadvantages

- There is a lack of infrastructure with regard to facilities rental causing a complicated booking process at the college. There are several contacts the public needs to coordinate with in order to rent space for a single event. It is unclear from the community’s perspective even among

President's Council members who are most familiar with the college, who should be contacted to arrange facility rentals.

- The community is unaware that space is available to rent at Skyline College. Most community members do not know the campus is "open" to the community for events and conferences.
- There is currently no outreach or marketing activities related to facility rental and very little traditional marketing and advertising placed for the college as whole. As budgets were cut over the last few years, staffing in outreach and marketing have significantly decreased.

Facilities Rental Fees are currently priced based on the following factors:

1. Facility Rental Fee (Space)
2. Facilities Costs including Custodial, Engineering and Groundskeeping
3. Public Safety (Required for events with 100 people or more)
4. Catering through Pacific Dining (if requested, needed)

***Total of 1-4 = Facilities Rental Fee Proposed**

* Parking is not included in the rental cost, but charged to individual cars at the rate of \$2 per day. Multi-media is not currently charging for equipment borrowed to outside organizations. An insurance certificate must be furnished to the college in order to host a meeting or event on the premises. If an organization does not have the required insurance, they may purchase a special event policy under the District's Tulip policy. See Appendix B for details on insurance.

Facility Rental Fee Recommendations

1. Provide Meeting Planner the opportunity to include parking fee in the cost of rental fees based on the number of attendees as a flat rate and provide parking permits valid during the event only.
2. Multi-media should develop a list of fees for equipment frequently utilized by meetings/events such as podium, microphones, risers, etc. Fees should be priced competitively based on competition rates in the area such as the South San Francisco conference center and hotels.

Methodology

Market Research

Primary market research was conducted in March 2012 to inform this document based on how facilities rentals are currently being handled and by whom within the College. This research included a review of available facilities photos, rental documents/procedures and meetings with 18 staff/faculty members at Skyline College and the District.

Additional primary market research will be conducted over the next few months in the form of interviews with approximately 25-30 influential community leaders including many President's Council and Advisory Board members. These meetings will serve as advisory and begin to spread the word among the community regarding event and meeting space availability at Skyline College. Two such meetings have already been completed.

Secondary research was also conducted in March 2012 via internet including a review of information from the U.S. Bureau of Labor Statics Outlook Handbook 2010-2011, a Meeting Planners International membership survey and a Meeting & Convention Magazine survey. Internal college research studies conducted over the last few years were reviewed, including the Community College Survey of Student Engagement (CCSSE) study from 2008 and the Noel Levitz Survey designed to measure student satisfaction from spring 2010.

SWOT Analysis

The following SWOT Analysis assesses the Strengths, Weaknesses, Opportunities and Threats of Skyline College with respect to offering campus facilities for rent to the larger community for Events & Conferences.

Strengths

- Name recognition in the Bay Area
- Reputation of an excellent education
- Flexible class schedules
- Low cost education
- Over 80 degree & certificate programs
- Faculty/Staff dedication, knowledge
- Open access
- Student centered education
- Fosters cultural sensitivity
- Teaches critical thinking
- Encourages social responsibility as an integral part of education
- Culture of innovation and inclusion
- Diversity
- Unique personality
- Fosters altruistic values
- Encourages personal growth to achieve goals
- Shapes future community leaders
- Provides innovative instruction
- Responsive student services
- Relationship with President's Council/community leadership
- Annual President's Breakfast event
- Community connection
- Location of college, contiguous to Highway 280, 7 miles from international airport
- Beautiful environment for events, meetings and retreats – nature all around – trees, trails, etc.
- Upgraded facilities
- Catering available
- Low cost rental fees providing great value for space
- Leadership of the President

Weaknesses

- Perception that Skyline College is “old and tired” among those that have not seen the changes made at the college as a result of the bond measures
- Sparse information available on the website related to facilities rental information and little to no information appealing to/addressing the community
- Communication with community – a lack of advertising and publicity
- Lack of knowledge of available space in community
- Internal ability to efficiently coordinate an event at Skyline College
- Divisional silos currently operating, all separate events calendars and ways of operating
- No one focusing on providing great customer service to the community; staff/faculty is solely focused on students
- Reactive to inquiries, no one being proactive, not anyone’s job to reach out to the community
- Lack of leadership in marketing/renting space
- No centralized events calendar
- No budget allocated for facilities marketing

Opportunities

- Increased visibility and reach in the community and among businesses
- Increased awareness among community of variety of disciplines offered and innovative programs
- Gain community voter support for future bonds
- Connect with future donors to support the President’s Innovation Fund
- Develop new revenue streams for Skyline College, San Mateo Community College District, Pacific Dining and Multimedia
- Skyline College to be a leader among California Community Colleges by launching this initiative

Threats

- Economic conditions – companies cutting back on parties, retreats, annual meetings, etc.
- Skyline College being viewed as out for the revenue
- Poor weather for outdoor events
- Facilities hourly rates – priced themselves out of the market
- Facilities 4-hour minimum charge for events related work

- Facilities staffing levels are minimal therefore no extra staff is available unless scheduled ahead of time
- Parking fees deterring event planners who do not want guests to pay for parking
- Parking availability during the week
- Community perception that space should be offered free of charge as they are tax payers providing funding for the school
- Competition from hotels in the area and the South San Francisco Conference Center

Marketing Plan

Industry Summary, Outlook & Economics

Facilities rental at Skyline College, now being referred to as the Events & Conference Initiative, is dependent upon seeking out and building relationships with meeting planners at associations, corporate planners and government meeting planners. According to the Occupational Outlook Handbook 2010-2011 published by the U.S. Bureau of Labor Statistics, the employment of meeting and convention planners is expected to grow faster than the average for all occupations indicating an increase in the number of meetings and conventions being planned. Employment in this area is expected to grow specifically at a rate of 16% over the 2008-2018 decade.

According to the San Mateo County/Silicon Valley Convention and Visitor's Bureau and Greg Cochran, former Wyndham Hotels Corporate Meeting Planner, as the economy recovers, the number of meetings and conventions will increase, providing increased potential for Skyline College rental prospects.

As businesses and organizations become increasingly international, meetings and conventions become even more important. Despite the proliferation of technical forms of communication such as e-mail, video conferencing and the internet, face to face interaction is still irreplaceable, driving increased interaction within corporations and therefore organizational effectiveness. Industries experiencing high growth such as Healthcare and the "Green" movement tend to experience corresponding growth in meetings and conferences. Association's meetings and conventions are less susceptible to fluctuations in the economy as they are generally a source of revenue rather than an expense.

Important Economic Facts

- Growth of 16% in Meeting Planner employment from 2008-2018
- Projected employment in 2018 in the U.S. is 65,400
- High Real Estate costs and a lack of available land prevent additional meeting locations from being developed in the area
- According to Christina Dunham, Vice President of Business Development and Market at FROOMZ, a San Francisco based start-up providing online booking services for meeting planners, the high costs in the area of marketing and advertising make it difficult for meeting planners to easily connect with venues
- Union costs in the Bay Area area make the staffing portion of pricing difficult to control to remain competitive for prospective organizations

Facilities and Services (Products & Services)

Although Facilities at Skyline College have been upgraded over the past few years, the general public is unaware of the quality facilities available in their own community. The following descriptions provide a picture of the community's point of view of available space.

Student & Community Center (Building 6) – Despite the name, the Student & Community Center appears to the public as a typical student union with a cafeteria and space upstairs for students to study and classes to be held, although no instruction takes place in this building. The overall community is unaware of the six conference rooms. Although some individuals on the President's Council are aware that this building is available, they are unclear as to who to contact and how to rent the space.

Administration/Cosmetology/Multi-Cultural Center (Building 4) – The brand new Administration building including Cosmetology and the Multi-Cultural Center although open to the public, appears to be a college related building only. The community is unaware that services of the students such as the spa are open to the public.

Athletic Facilities (Building 3 & Fields) – Athletic facilities are recognized by the community as being up-to-date, but they are not aware the fields or gym are available for rent.

Creative Arts Facilities (Building 1) – The art community is aware of the Creative Arts Facilities as the department has frequently reached out, but they are not aware that space is available for rent. The Art Gallery would be ideal for events such as movie nights and mixers.

Services – The majority of the community is unaware that any of the services below are available.

- Booking (Handled through individual department responsible for specific building)
- Catering through Pacific Dining
- Multimedia Equipment/Services
- Security through Public Safety
- Parking

Staffing Recommendation – Designate an Events & Conferences Manager who will serve as the college contact to field all inquiries, book all outside events/meetings and provide event coordination services interfacing with all internal departments to provide a seamless experience to the community. This person would coordinate all services listed above so the meeting/event planner

only has to communicate with one person and booking is a streamlined process. This will make the college a full service event/meeting place for the community.

Features and Benefits

Event/Convention Space Features and Benefits:

- Short distance from airport to accommodate out of town guests and easily accessible from Highway to accommodate Bay Area attendees
- Flexible meeting space
- Variety of classrooms, conference rooms and other event spaces available
- Pantry available to meeting organizers to serve food/coffee
- State of the art audio visual equipment
- Catering and multi-media services available
- Parking available close to buildings (on weekends and if an area is cordoned off on weekdays)
- Location makes it easy to access for meeting attendees/event guests thereby encouraging attendance
- Meeting space can accommodate various group sizes
- Ability to find appropriate space on campus for almost any meeting or event desired making Skyline College an event planner's dream
- Little to no set-up work required for meeting planners
- Little to no set-up for audio visual to effectively convey information during meeting/event
- Ability to host break-out sessions
- Turn-key event & convention space (if an Events & Conference Manager is designated)
- Convenient for attendees to park quickly and get to meeting/event on time (on weekends and if an area is cordoned off on weekdays)
- Local companies knowing that they are supporting education and their community while getting state of the art meeting facilities

Customers/Target Market

The possibilities of organizations and groups who could benefit from meeting space at Skyline College are nearly endless. However, in an effort to pick the “low hanging fruit” and launch the initiative while working out internal quirks and infrastructure kinks simultaneously, initially, the corporate market in the immediate area (San Bruno, Daly City, Pacifica, South San Francisco) already connected with the college in some way, should be targeted. This includes the college vendors, partner organizations and companies represented through the President’s Council. Members of the San Bruno Chamber of Commerce should also be a primary target market during the launch phase of this initiative.

In San Mateo County alone, there are over 19,000 nonfarm businesses according to the U.S. Census Bureau. The data below breaks down some interesting facts regarding minority owned businesses in the area as well as which industries are more prevalent in San Bruno broken out by gender. It is clear that Asian and women-owned businesses, 18.6% and 29.9% respectively, are both potential secondary target markets for the initiative.

Business QuickFacts, U.S. Census

	San Mateo County	California
Private nonfarm establishments, 2009	19,772	857,831 ¹
Private nonfarm employment, 2009	336,120	12,833,709 ¹
Private nonfarm employment, percent change 2000-2009	-9.9%	-0.4% ¹
Nonemployer establishments, 2009	56,782	2,674,301
Total number of firms, 2007	74,604	3,425,510
Black-owned firms, percent, 2007	1.6%	4.0%
American Indian- and Alaska Native-owned firms, percent, 2007	0.9%	1.3%
Asian-owned firms, percent, 2007	18.6%	14.9%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	0.5%	0.3%
Hispanic-owned firms, percent, 2007	11.7%	16.5%
Women-owned firms, percent, 2007	29.9%	30.3%
Manufacturers shipments, 2007 (\$1000)	17,918,237	491,372,092
Merchant wholesaler sales, 2007 (\$1000)	12,607,786	598,456,486
Retail sales, 2007 (\$1000)	10,198,837	455,032,270
Retail sales per capita, 2007	\$14,625	\$12,561
Accommodation and food services sales, 2007 (\$1000)	2,107,180	80,852,787
Building permits, 2010	253	43,716
Federal spending, 2009	5,344,205	331,030,869 ¹

Most common industries in San Bruno 2005-2009 (%)

Males

- Retail trade (13%)
- Transportation and warehousing (11%)
- Construction (10%)
- Manufacturing (9%)
- Accommodation and food services (8%)
- Professional, scientific, and technical services (8%)
- Other services, except public administration (6%)

Females

- Health care and social assistance (22%)
- Retail trade (10%)
- Accommodation and food services (9%)
- Professional, scientific, and technical services (8%)
- Other services, except public administration (7%)
- Finance and insurance (7%)
- Educational services (7%)

San Bruno top 101 cities lists; interesting facts to consider:

- #29 on the list of "Top 101 cities with the most Asian Indian residents"
- #39 on the list of "Top 101 cities with largest percentage of females working in industry: Radio, TV, and computer and software, and other electronic stores (population 5,000+)"
- #42 on the list of "Top 101 cities with the most Other Asian residents"
- #55 on the list of "Top 101 cities with largest percentage of females working in industry: Air transportation (population 5,000+)"
- #57 on the list of "Top 101 cities with the most Chinese residents"
- #62 on the list of "Top 101 cities with the most Two or more races residents (pop 5,000+)"
- #64 on the list of "Top 101 cities with the most Vietnamese residents"
- #67 on the list of "Top 101 cities with the most American Indian residents (pop 5,000+)"
- #77 on the list of "Top 101 cities with largest percentage of males working in industry: Air transportation"
- #77 on the list of "Top 101 cities with largest percentage of males working in industry: Other transportation, and support activities, and couriers (population 5,000+)"
- #77 on the list of "Top 101 cities with the highest cost of living (pop 5,000+)"
- #85 on the list of "Top 101 cities with largest percentage of males in occupations: Fishing and hunting, and forest and logging workers (population 5,000+)"
- #85 on the list of "Top 101 cities with the largest humidity differences during a year (population 5,000+)"
- #86 on the list of "Top 101 cities with the most Filipino residents (pop 5,000+)"
- #94 on the list of "Top 101 cities with largest percentage of females in occupations: Information and record clerks except customer service representatives (population 5,000+)"
- #23 (94066) on the list of "Top 101 zip codes with the largest percentage of Palestinian first ancestries"
- #44 (94066) on the list of "Top 101 zip codes with the largest percentage of Maltese first ancestries"

Market Size

According to the U.S. Census, small to medium-sized businesses (with less than 100 employees) comprise 88% of the U.S. market and 89% of California companies. Skyline College should focus on companies with between 10 to 100 employees, concentrating on reaching the following job functions:

- Office Managers and Administrative Assistants
- Sales and Marketing Departments
- Human Resources/Training Managers
- Procurement Clerks/Purchasing Managers

Phase 1 Launch: Target Markets

- Associations, companies or non-profits related to the college such as vendors, partners, those represented on the President's Council
- San Bruno Chamber of Commerce Member Businesses
- Organizations with simple and predictable requirements
- Shorter lead times, but those with at least 30 days advanced notice
- Meetings/events with a guest count of less than 100
- Those with the highest likelihood of reoccurring events either quarterly or annually

Phase 2: Target Markets

- Local high school, middle school and elementary schools
- Minority-owned businesses in San Bruno, then the wider San Mateo County area
- Non-profits in the immediate area
- Healthcare institutions/bio-tech companies in San Mateo County
- Green Businesses in San Mateo County
- Churches

Phase 3: With the right infrastructure in place and additional availability of space, the college could begin to target organizations state-wide, nation-wide and even internationally due to its proximity to the San Francisco International Airport.

A survey of Meeting Planners International membership (the largest association of corporate and professional meeting planners) indicates that the largest chunk of their members work for sales, meeting planning and marketing departments. Sales and marketing together already account for 59% of their membership base.

Departments Worked	12820	
Sales	6185	48%
Meeting Planning	4024	31%
Marketing	1392	11%
Operations	505	4%
Training	309	2%
Customer Service	93	1%
Purchasing	70	1%
Human Resources	61	0%
Research	51	0%

Finance	47	0%
Information Technology	33	0%
Sales/Marketing	7577	59%

The types of events planned by MPI members Skyline College should target include educational conferences, conventions, training, special events, management meetings, board of directors meetings and sales meetings.

Event Type	39988	
Educational	4734	12%
Annual Convention	4626	12%
Training	4448	11%
Special Events	4315	11%
Management Meeting	4039	10%
BOD Meeting	3861	10%
Tradeshow	3661	9%
Sales	3651	9%
Symposium	2312	6%
VIP Client	2257	6%
Incentive	1628	4%
Other	456	1%
Target Event Type	20314	75%

Types of Events/Meetings to Target

- Training & certificate programs (educational meetings)
- Professional development
- Management/Board meetings
- Sales meetings
- Annual meetings/conventions
- Board retreats, corporate retreats
- Conferences
- Awards dinners
- Fundraisers
- Mixers/networking events
- Commencement ceremonies
- Athletic tournaments
- Performing arts recitals
- Brides for weddings (Phase 2 or 3 only)

Competitive Analysis

There are many places that offer meeting/event space in the bay area, but the most comparable to Skyline College leaves only a few main competitors. The following places are considered to be the primary competitors for Skyline College Events & Conference Initiative.

- **South San Francisco Conference Center** – Priced competitively with the San Mateo Community College District rates and highly supported/utilized by corporations, non-profits, etc. in the Bay Area. The location of the facility is highly convenient for both bay area guests as well as those travelling to the area
- **Cow Palace** – This facility located in Daly City is run down, old and has a negative reputation in the bay area. It is located in an undesirable neighborhood and would not be convenient or appropriate for corporate meetings
- **San Mateo Convention Center** – Located in San Mateo, further south on the peninsula, this convention center is very large and is appealing to those looking to launch large scale events, but is not very well suited for smaller events or meetings
- **Local Hotels** – Prices are extremely high and many of the hotels are old and have outdated technology and meeting spaces

Niche

There is no place within the list of competitive organizations above that would compete for meeting/event space quite like Skyline College. The college is unique and now that it is opening its doors more proactively to the community, it will likely be a highly appealing meeting place altruistically. The bay area community will be thrilled with the opportunity to support the community while hosting their meetings/events at facilities they can be proud of. It will be important to continue to convey within the community and stress to contacts renting meeting space the vision and mission of the college.

Marketing Strategy

Promotional and Advertising Recommendations

1. Website – Build/develop a separate website (linked to Skyline College’s website) utilizing architectural philosophies developed for the new buildings and creative writing to convey a sense of “place” that is consistent with the vision and mission of the college. Highlight the state of the art facilities with photos, renderings and possibly a virtual tour/video. Include the following information on the site:
 - a. Interactive map of the college with scrolling photos of each venue
 - b. Interactive floor plans & capacity
 - c. Event services available
 - d. Testimonials and reviews
 - e. Professional photos of Pacific Dining’s food to convey quality
 - f. Request for a proposal form

Do not advertise rental rates on the website as there are too many factors which effect price when planning a meeting/event. Make certain the website is easily found through Search Engine Optimization.

2. Chamber of Commerce – Partner with the San Bruno Chamber of Commerce to take advantage of their many marketing opportunities:
 - a. Host a Chamber mixer summer 2012
 - b. Send a mailing to all member businesses to advertise facilities rental
3. Social Media – utilize Facebook and Twitter not only to talk about space available, but to publicize events and sponsoring organizations/guest organizations
4. Partner with the San Mateo County Convention & Visitor’s Bureau
 - a. Become a member as a district or through Skyline College only
 - b. Host a Convention and Visitor’s Bureau mixer
 - c. Meet with several staff members within the Bureau to be included in their referral lists

5. Create advertisements internally, focusing on getting the word out among students through the Campus electronic screens
6. Partner with the City of San Bruno and Chambers of Commerce in the surrounding areas including Daly City, Pacific and South San Francisco to generate interest and get the word out
7. Seek out and attend local networking events where meeting planners will likely be
8. Explore a partnership with and/or leverage MeetUp to reach its 9.5 million members to become a preferred site for its 6,422 MeetUp Groups that convene at least once a month
9. Attend community events to market facilities rental proactively in the community
10. Create a signature Skyline event/Open House to invite the community to Skyline College once a year
11. Partner with a local hotel to refer out of town guests to sleeping rooms

Promotional Budget Recommendation

In order to launch the Events & Conferences initiative successfully in the first year, a modest budget of approximately \$10,000 would be necessary to market and advertise, primarily through grass roots methods.

The budget would be spent in the following areas:

1. Website Development/Hosting (mostly internal resources)
2. Professional Photography
3. Marketing Materials/Mailings
4. Reception/Hospitality
5. Event Equipment purchases (tables, chairs, skirting, etc.)

Pricing Recommendations

Flat rates based on a full or half day of rental need to be developed and approved by the district as opposed to hourly rates. Meeting planners want to know what the bottom line cost is and will not want to take the time to calculate the rates the way in which they are currently presented. It is important to note that the way in which prices are set hourly causes prices in certain cases to be higher than competitors. For example, when renting space for an entire day including facility's needs, the hourly rates add up and tend to be higher than the South San Francisco Conference Center, our closest and most comparable facility.

Provide Meeting Planners the opportunity to include **parking fees** in rental fees up front based on the number of attendees as a flat rate. Special Event parking permits valid during the event only would need to be produced and distributed.

The **Multi-Media** Department should develop a list of fees for equipment frequently utilized by meetings/events such as podium, microphones, laptops, etc. Fees should be set according to competition rates in the area such as the South San Francisco conference center and hotels.

Credit cards are currently accepted as payment for space through the Cashier's Office which will make collecting fees easy for the Events & Conference Manager. An additional charge of 3% should be added when a credit card is utilized to cover the credit card fees.

Location/Parking Recommendation

The location of the college is ideal for meetings, events and conferences throughout the bay area due to its location off of Highway 280 and its proximity to the San Francisco International Airport. However, parking could be difficult for guests during peak times particularly on the weekdays. A portion of the parking lot would need to be cordoned off and designated for larger corporate events/conventions to provide adequate and convenient parking.

Operational Plan

Staffing Recommendations

It is imperative that there be staffing support added or designated to an already existing employee so that there is 1 contact for the public, referred to as the **Events & Conference Manager**. This person would be responsible for fielding all inquiries, booking all outside events/meetings and providing event coordination services. This Events & Conferences Manager would frequently interface with all internal departments to provide a seamless booking and event execution experience to the clients.

The Events & Conference Manager should be trained or experienced in customer service and have/develop the following skills:

- Excellent verbal & written communication skills
- Skilled at establishing and maintaining relationships
- Detail-oriented
- Highly organized
- Ability to multi-task
- Able to meet tight deadlines and remain composed and professional
- Quantitative and analytical skills

This person should be an ambassador for Skyline College within the community and would need to understand the importance of being the “face” of the college.

Many within the college indicated that **Facilities staffing** levels are not adequate for the college’s internal needs. For example, during the weekdays there is only one maintenance employee on duty which was described by staff as “bare bones.” According to the Facilities Department, at least two- weeks’ notice would need to be provided in order to schedule additional staff to accommodate outside events. This lead time will not allow the college to respond to last minute requests.

Back to back Events – Faculty and Staff have been told that **two events** in one day in one space, requiring two different set-ups are not possible. This is not possible due to current staffing levels. As long as at least two- weeks’ notice is provided and the cost is budgeted/proposed to the outside organizations, it is possible to schedule additional staff to plan for a reconfiguration of the space.

It is recommended that whenever possible, **Pacific Dining** is utilized for set-up and tear-down for larger events when Facilities prices exceed what a customer is realistically able to pay and/or when pricing becomes higher than competitors.

Public Safety recommends that for an event of 100 people or more at least one public safety officer be required during the event. This can likely be waived if the event is a corporate conference during the daytime and should be waived only at the discretion of the Events & Conferences Manager and President of the College.

An issue that was brought up by a few interviewed was that no one is responsible for **maintaining** the upkeep of **Building 6**. Some mentioned noticing holes in walls and other unsightly wear and tear. This will need to be addressed before the community is invited to rent the conference facilities in that building. The cafeteria, referred to in this initiative as the Dining Hall, is often dirty and tables have been re-arranged. There is currently not adequate staff to clean and maintain this in the shape needed to invite the public.

It would be prudent to require that a college employee be on site to **supervise** any outside events taking place at the college.

Tools Recommendations

A college-wide **centralized calendar** needs to be developed through the SharePoint system that includes the times that instruction and student communities will be utilizing space that is marketed to the public. This will streamline the booking process and allow the Marketing, Public Relations and Development department to keep the college calendar updated on a regular basis. The system in Banner currently being utilized does not allow different departments in the college to see when space is available and calendars for meeting space are being created and distributed by hand weekly by the cashier's office which is highly inefficient and will not be sufficient communication for booking outside events.

Schematics are available, but not all departments have them or are using them for events. As a result, there is often miscommunication between the internal event organizer and Facilities. Standardized Schematics should be developed for use both internally and for external events as well so that measurements are accurate and set-up requested is possible given the measurements in the room.

An **Events Contract** should be written as the current one being utilized for facilities rental is not appropriate for Special Events. Utilize the contract developed at the District for College of San Mateo as a guide.

The college should require that a credit card or signature for a person responsible should be on file for events where **equipment** is used both internally and externally. Tables have disappeared in the past and Student Services has had to pay to replace them. An **inventory** of tables, chairs and other event related equipment

needs to be conducted if it is not already available and up to date to determine what equipment may need to be purchased to support this initiative.

The **Pantry locks** in Building 6 will need to be replaced with file-drawer style locks. The large padlocks and chains are unsightly and give the impression that Skyline College is not safe.

Fee Structure Recommendations

- Meeting Planners should be provided the option to include parking fees as a flat fee for events/meetings rather than charging individual cars
- Develop a one-sheet list of Rental Fees for Multi-Media equipment commonly used at conferences/events such as podium, microphone, cords, connectors, speakers and offer the option of video-taping the event for an additional fee. The fees collected for multi-media could create an income stream to update/supplement equipment inventory for the college.
- It would be prudent to provide flip charts and directional signage as part of the fees. Include the cost of printing six (6), 22x28 signs (utilize existing poster holders) in the rental fees.

Policy Recommendations

A full list of policies should be developed with the Business Office and the President of the College to provide/guide the Events & Conferences Manager. Here are some suggested policies.

- Booking parties may bring in an outside caterer, but an additional flat fee would need to be charged in order to recoup the 7% fee Auxiliary Services receives from Pacific Dining.
- The kitchens are not available for outside caterers to use, so food would need to be prepared outside and brought in.
- No favoritism or price discounting is allowed. According to the Civic Center Act, the college needs to charge at least Fair Market Value for space rented.
- The Events & Conferences Manager and Internal Event Organizer must secure Facilities and/Multi-Media equipment rentals with a credit card.
- A deposit should be required to hold an event date based on the size of the contract. Deposit fees to be discussed. If the event is cancelled 30 days or more in advance, the deposit would be refunded minus a small administrative fee (to be determined.)
- Payment for space and all services must be made at least 24 hours in advance of the event/meeting.
- Acceptable payment includes cashier's checks/money orders or credit cards to avoid insufficient funds.
- Credit Card payment is possible with an additional 3% transaction fee added.
- Bookings will be accepted not less than 30 days prior to the event and not more than 12 months ahead.

Management and Organization

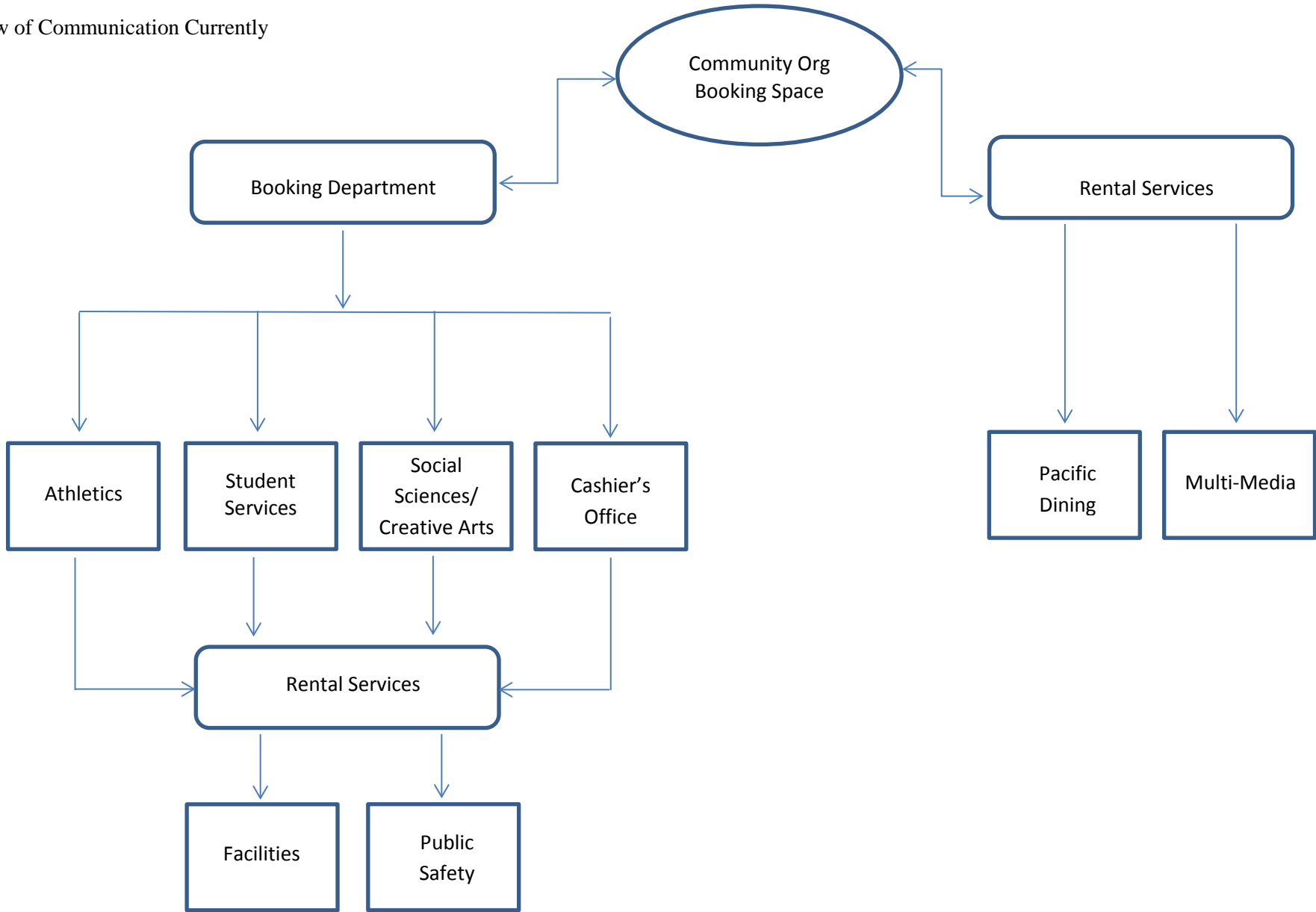
Booking Process Recommendation

The process for booking events and conferences should be amended to designate one point of contact for the public. Communication internally within the college would flow from this person, the Events & Conferences Manager.

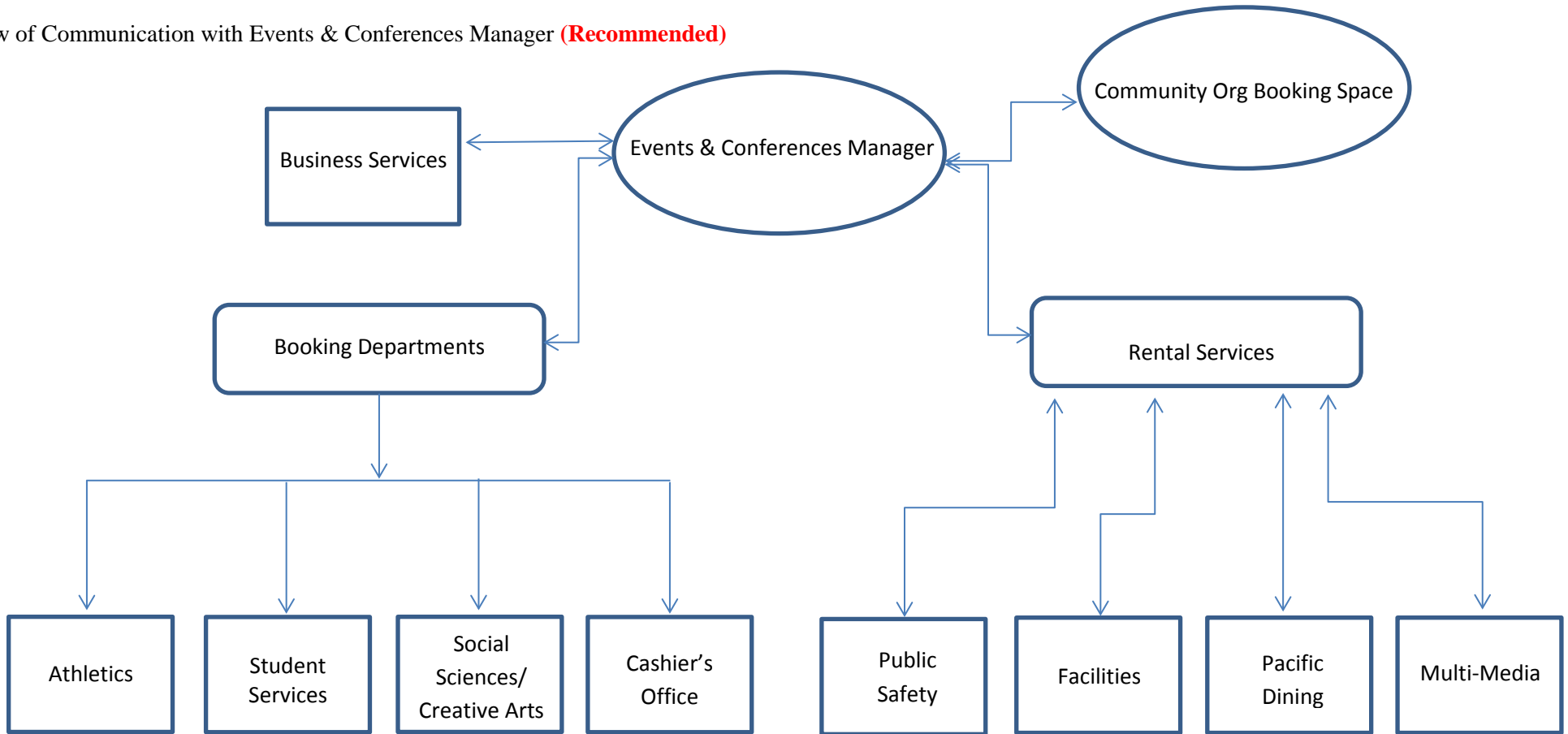
Communication Recommendations

The Events & Conference Manager will manage the business on a day-to-day basis but will need support from the President and the Cabinet within the college in order to be successful. This position will need to navigate internal college politics and relate to individuals at all levels within the college. The following charts are a visualization of the current flow of communication for Facilities Rental and the suggested flow of communication by adding/designating an Events/Conferences Manager.

Flow of Communication Currently



Flow of Communication with Events & Conferences Manager (**Recommended**)



Professional and Advisory Support

The following groups will serve as professional advisory and support for the Events & Conferences Initiative:

- Business Office
- College President
- Cabinet of the College
- Marketing, PR and Development Office
- President's Council
- San Mateo Community College District

Revenue History

The following are the Facilities Rental Fees Skyline College has brought in over the past three years and the revenue Skyline College has brought in year to date compared with the two other San Mateo Community colleges.

Skyline College Revenue History

2010/2011	\$61,700
2009/2010	\$45,950
2008/2009	\$66,700

Revenue year to date for each college 2011/2012 As of March 30, 2012

Canada	\$163,000
Skyline	\$ 46,000
College of San Mateo	\$ 27,000

Revenue Forecast

It is difficult to forecast revenue as it is largely dependent upon staffing. Utilizing the assumption that a full-time person would be hired at the District to market and manage space rental for all three colleges, or that a person within the college would spend approximately 20 hours per week on this initiative, revenue could be doubled in the next year.

Appendix A - Sample Rental Agreement for External Use



Event Agreement

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Email: _____

Name of Event: _____

Date(s): _____ Time(s): _____

FEES:

Facility Permit Fee: \$ _____ Set-up Fee: \$ _____ Food: \$ _____

Catering provided by Bay Vista at College of San Mateo (see attached banquet quote) **Yes** ____ **No** ____
If outside catering, Catering Surcharge \$ _____

Function Reservation Fee/Minimum Guarantee

Cancellation Policy

Any cancellation of your function must be received in writing. If the above mentioned functions(s) are cancelled, a cancellation fee will apply and be made payable on the date of cancellation., Should it be necessary for you to cancel this function(s), San Mateo County Community College District(SMCCCD) will be entitled to liquidated damages (agreed not to constitute a penalty) based on the following scale:

- 30 days or more Prior Business Days Notice: 50% of event total
- 29-20 Prior Business Days Notice: 60% of event total
- 9-15 Prior Business Days Notice: 75% of event total
- 14-0 Prior Business Days Notice: 100% of event total

“Event total” are all amounts associated with this event and documented in the body of this contract including any attachments. If catered, these same percentages apply to the food and beverage based on the minimum estimated participants. A valid credit card must be presented when the contract is signed and will be kept on file.

Policies and General Information

Conduct:

Client will conduct the function in an orderly manner, in compliance with the rules of the District management and with all applicable laws, ordinances and regulations. Functions must be confined to the room designated in this permit and scheduled. The District reserves the right to exclude or remove any and all objectionable persons from the events or District premises without liability. The District reserves the right to require security for certain events. Only District approved security may be utilized. This is a **NO SMOKING** facility.

Scheduling:

Client agrees to begin their function promptly at the scheduled time and agrees to vacate the designated function area at the closing hours indicated on the contract. Failure to vacate on the agreed upon time will incur an additional hourly charge of **\$300.00**. The client also agrees to reimburse SMCCCD for any wage payments or other expenses incurred due to failure to comply with these resolutions.

Parking:

Self Park, all parking fees and regulations apply and event participants shall all be responsible regarding compliance. Special parking requests must be made in writing and approved by the Executive Vice Chancellor.

Decorations/Displays:

Decorations or Displays brought into the facility must be approved prior to arrival. All decorations and displays must be in compliance with College policies and City, County, and State laws and ordinances. Items may not be attached to any stationary wall, floor, window, or ceiling with nails, tape, staples, or any other means in order to prevent damage to the facility, fixtures, or furnishings. Any items which need to be hung or affixed to the building will be done by the District Facilities Department and an appropriate fee will be charged. It is the client's responsibility to return the facility back to the condition it was rented.

Subcontractors:

The District will be happy to arrange for floral centerpieces, upgraded, linens, theme props, entertainment, and any other services. We work with several preferred vendors to assist you with creating an event to fit your specific needs. Should you make arrangements with vendors other than our recommendations, please notify so that we may share our Vendor Policies with them. All subcontractors must abide by the District's policies.

Damage and Loss:

The District will not assume any responsibility for the damage or loss of any merchandise or articles left in the facility before, during, or after the function. Client will be responsible for any damages to the District facility, furnishings, and equipment during the event.

Food and Beverage:

SMCCCD reserves the right to inspect and control all Private Parties, Meetings, Receptions, etc. held on SMCCCD premises. No outside Food and Beverage will be allowed in the facility without prior approval and will be subject to a surcharge. SMCCCD prohibits the removal of food from the premises. Any exception will be made at the discretion of the management. In such case, SMCCCD waives any liability resulting from transportation or refrigeration of the product once it leaves the premises.

Alcoholic beverages may be allowed if specifically identified as part of this permit, and if such use is in accordance with Section 25608 of the California Business and Professions Code, and so long as the principal attendees of the event are members of the general public or invited guests and not students of the college.

All alcoholic beverages must be consumed on the property. SMCCCD reserves the right to cease service of alcoholic beverages in the event that persons under the state mandated age limit are present at the function and attempt to receive service of alcoholic beverages. SMCCCD further reserves the right to deny alcoholic beverage service to guests who appear to be intoxicated.

HOLD HARMLESS, INDEMNITY AND DUTY TO DEFEND. The Permittee using San Mateo Community College District (the "District") facilities agrees to indemnify, hold harmless, and defend in accordance with Civil Code §2778, the District, its Board of Trustees, officers, agents, employees and representatives from all claims, lawsuits or actions of every name, kind and description, brought for, or on account of injuries to or death of any person, including user or any employee, agent or invitee of user, or damage to property including intangible property and to whomsoever belonging, where such injuries, death or damages occurred in, upon, or due to user's use of the District's premises or property provided that this indemnity obligation shall not apply to injuries for which the District has been found in a competent jurisdiction to be solely liable by reason of its own negligence.

INSURANCE. Permittee shall provide a Certificate of Insurance with coverage to respond as primary coverage and the College/District named as additional insured. Permittee shall procure and maintain the following coverage for the duration of this permit: comprehensive General Liability insurance which provides for injuries including accidental death, per any one occurrence in an amount not less than \$2,000,000 per occurrence and \$4,000,000 annual aggregate; property damage insurance in an amount not less than \$1,000,000 per occurrence; and automobile liability insurance in an amount not less than \$1,000,000 including coverage for owned, non-owned and hired vehicles. Any change to this provision must be executed by the Executive Vice Chancellor.

PROPERTY DAMAGE. The Permittee is liable for the care and protection of District property and will be charged for any damages sustained to the premises, furniture, or equipment because of the occupancy of District premises by Permittee.

FORCE MAJEURE. Neither party shall be responsible for delays or failure in performance resulting from acts beyond the control of such parties. Such acts shall include, but not be limited to, Acts of God, labor disputes, civil disruptions, acts of war, epidemics, fire, electrical power or plumbing outages, earthquakes or other natural disasters.

ADDITIONAL CONDITIONS. In addition to the conditions listed above, this agreement shall be subject to all of the District's rules and regulations, including but not limited to the regulations regarding the Community use and charges for the use of District Facilities.

Banquet Arrangements:

Confirmation of attendance on all meal functions to be served is the sole responsibility of the function coordinator. The guarantee must be received on _____. A second count will be provided on _____ and a final guest count on _____. If your group does not finalize guarantees, Bay Vista will prepare and bill for the number of guests initially provided for in this agreement. A food allowance of 10 percent of the guarantee will be made to accommodate unanticipated additional guests.

Non-preferred Caterer Surcharge:

Clients will use District catering services unless prior written approval by the Executive Vice Chancellor. A surcharge shall be assessed when an outside caterer is used. Only outside caterers that meet the District Vendor Policies, and hold a valid San Mateo County Environmental Health Permit will be allowed. Outside caterers must also furnish a bond, IDs of bartenders, and other documentation as requested. Additional fees will be charged on a case by case basis in the event that the outside caterer requires the use of the food services facilities to prepare and/or store food and supplies.

Set-Up

A month prior to your event a finalized program is required and must be submitted to your Catering Representative. This program must include the final time schedule of events, the anticipated attendance, as well as the style of set up that is requested.

EXECUTION. By their signatures below, each of the following represents that they have authority to execute this Agreement and to bind the party on whose behalf their execution is made.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement in duplicate.

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

CLIENT

By: _____
Signature

By: _____
Signature

Name/Title of Authorized Signatory
San Mateo Community College District

Name/Title of Authorized Signatory

Date: _____

Date: _____

Employer Identification

Number 94-3084147

SMCCD Facilities Application for INTERNAL USE



Facility Contract Number _____

**SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT
APPLICATION AND PERMIT FOR USE OF FACILITIES**

Cajada College
4200 Farm Hill Blvd, Redwood City
650-306-3459

Skyline College
3300 College Drive, San Bruno
650-355-7000

College of San Mateo
1700 W. Hillsdale Blvd, San Mateo
650-574-6220

Application Date _____ **Non-Profit IS/SSN** _____

Organization/Division _____ **Internal** **External**

Address _____ **State** _____ **Zip** _____

Contact _____ **Position Title** _____

Phone _____ **Mobile** _____ **E-mail** _____

Event Name _____ **Estimated Attendance** _____

Event Date _____

Event Start Time _____ **Event End Time** _____ **Fac. Set-Up** _____ **Fac. Breakdown** _____

Will fees be collected? **Yes** **No** **Fee Amount** _____

Will there be concessions? **Yes** **No** **Description** _____

Proof of Insurance: _____

Type of Facility

<p>Gymnasium</p> <input type="checkbox"/> Main Gym <input type="checkbox"/> Small Gym <input type="checkbox"/> Multi-Purpose Rm <input type="checkbox"/> Locker Room	<p>Fine Arts</p> <input type="checkbox"/> Studio Theater <input type="checkbox"/> Main Theater <input type="checkbox"/> Gallery Theater <input type="checkbox"/> Choral Room	<p>Academic Building</p> <input type="checkbox"/> 10-25 capacity Bldg # _____ Rm # _____ <input type="checkbox"/> 26-45 capacity Bldg # _____ Rm # _____ <input type="checkbox"/> 46-100 capacity Bldg # _____ Rm # _____ <input type="checkbox"/> _____ Bldg # _____ Rm # _____
<p>Athletic Fields</p> <input type="checkbox"/> Baseball <input type="checkbox"/> Soccer <input type="checkbox"/> Football <input type="checkbox"/> Track <input type="checkbox"/> Tennis Courts <input type="checkbox"/> Stadium or Track <input type="checkbox"/> Swimming Pools <input type="checkbox"/> Throwing Events	<p>Auxiliary Spaces</p> <input type="checkbox"/> Main Cafeteria <input type="checkbox"/> South Cafeteria <input type="checkbox"/> Planetarium <input type="checkbox"/> Gallery Room <input type="checkbox"/> Parking Lot # _____ <input type="checkbox"/> Other _____ <input type="checkbox"/> Other _____ <input type="checkbox"/> Other _____	

Furniture Requirements

<p>Tables</p> <input type="checkbox"/> 4 foot _____ <input type="checkbox"/> 6 foot _____ <input type="checkbox"/> 8 foot _____ <input type="checkbox"/> Round _____	<p>Quantity</p>	<p>Quantity</p> <input type="checkbox"/> Lectern _____ <input type="checkbox"/> Podium _____ <input type="checkbox"/> Choral Shells _____ <input type="checkbox"/> Choral Risers: 2 ft _____ 6 ft _____ 8 ft _____	<p>Quantity</p> <input type="checkbox"/> Music Stands _____ <input type="checkbox"/> Staging (Include set-up diagram) Height: 2 ft <input type="checkbox"/> 4 ft <input type="checkbox"/> 6 ft <input type="checkbox"/>
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Chairs _____

Technical Requirements (Note: not all venues are equipped with all items - please inquire).

<input type="checkbox"/> TV	<input type="checkbox"/> Screen	<input type="checkbox"/> Microphones # _____
<input type="checkbox"/> VCR	<input type="checkbox"/> Media Cart	<input type="checkbox"/> Theater Lighting _____
<input type="checkbox"/> DVD Player	<input type="checkbox"/> LCD Media Cart (no computer)	_____
<input type="checkbox"/> Overhead Projector	<input type="checkbox"/> CD Player	_____
<input type="checkbox"/> Slide Projector	<input type="checkbox"/> Speakers	_____

Personnel Requirements

Type	# of hrs	# of Staff	Estim. Fees	Type	# of hrs	# of Staff	Estim. Fees	Type	# of hrs	# of Staff	Estim. Fees
Security			\$0	Maintenance Engineer			\$0	Special Tech			\$0
Custodial			\$0	Groundskeeper			\$0	Student			\$0
								Other			

Special Requirements and Instructions

Estimated Commission Amount	_____	Total Estimated Fees	_____ \$0.00
Deposit Amount (due at signing)	_____ \$0.00	Permittee is responsible for actual costs	
Deposit Return Date	_____	Amount Returned	_____
Explanation _____			
Outside parties renting facilities are subject to parking fees in accordance with College policy.			
<input type="checkbox"/> I understand and agree to pay charges that may be incurred due to these special services.			

SCHEDULING. Application and permit must be completed 45 days prior to the date of use.

PROPERTY DAMAGE. The Permittee is liable for the care and protection of District property and will be charged for any damages sustained to the premises, furniture, or equipment because of the occupancy of District premises by Permittee.

COMMISSION. A 10% commission on fees collected by the Permittee will be paid to the institution.

AVAILABILITY OF FACILITIES. This agreement shall be considered as a reasonable guarantee from the District to the Permittee that the facility will be available for use as specified. Should facilities be needed on an emergency basis for instruction or instruction-related purposes, the College reserves the right to reassign space or to cancel the contract up to forty-eight hours preceding the scheduled event. (Alternative space will be provided by campus).

DEPOSIT. 50% of estimated fees required with return of contract. Fees are due by _____.

CANCELLATION. 10% of the deposit, minimum of \$20, is nonrefundable of the event is cancelled by Permittee.

ADDITIONAL CONDITIONS. In addition to the conditions listed above, this agreement shall be subject to all of the District's rules and regulations, including but not limited to the regulations regarding the Community use and charges for the use of District Facilities as indicated in Exhibit A attached hereto and by this reference made a part of this agreement.

HOLD HARMLESS, INDEMNITY AND DUTY TO DEFEND. The Permittee using San Mateo Community College District (the "District") facilities agrees to indemnify, hold harmless, and defend in accordance with Civil Code §2778, the District, its Board of Trustees, officers, agents, employees and representatives from all claims, lawsuits or actions of every name, kind and description, brought for, or on account of injuries to or death of any person, including user or any employee, agent or invitee of user, or damage to property including intangible property and to whomsoever belonging, where such injuries, death or damages occurred in, upon, or due to user's use of the District's premises or property provided that this indemnity obligation shall not apply to injuries for which the District has been found in a competent jurisdiction to be solely liable by reason of its own negligence.

INSURANCE. Permittee shall provide a Certificate of Insurance with coverage to respond as primary coverage and the College/District named as additional insured. Unless otherwise amended by written agreement executed by the Executive Vice Chancellor of the District, Permittee shall procure and maintain the following coverages for the duration of this permit: comprehensive General Liability insurance which provides for injuries including accidental death, per any one occurrence in an amount not less than \$2,000,000 per occurrence and \$4,000,000 annual aggregate; property damage insurance in an amount not less than \$1,000,000 per occurrence; and automobile liability insurance in an amount not less than \$1,000,000 including coverage for owned, non-owned and hired vehicles.

PERMITTEE HEREBY ACCEPTS THIS AGREEMENT AND AGREES TO BE BOUND BY THE TERMS AND CONDITIONS AS OUTLINED ABOVE AND AS STATED IN EXHIBIT A ATTACHED.

Requestor:	_____	Date:	_____
Division Dean:	_____	Date:	_____
Facility Monitor:	_____	Date:	_____
Vice President:	_____	Date:	_____
	Approve <input type="checkbox"/> Deny <input type="checkbox"/>	Date:	_____
College Business Officer:	_____	Date:	_____
Account No. (Internal Only):	_____		



HCCS

Tenant Users Liability Insurance Policy (TULIP) TULIP

Policy for Venues covering Special Events

The TULIP is an open reporting General Liability Policy written in the name of the tenants and users of the public facilities of a venue. The TULIP Policy is delivered to your insured’s venue, which is automatically added as additional Insured at no cost. The Lessors/Venues must still carry their own coverage.

TULIP General Liability Rating Schedule**

All Rates are based on the following limits each event:

General Aggregate Limit	\$2,000,000
Products & Completed Operations Aggregate Limit	\$1,000,000
Each Occurrence Limit	\$1,000,000
Personal & Advertising Injury Limit	\$1,000,000
Damage to Premises Rented To You	\$300,000
Medical Payments Limit	Excluded
Host Liquor Liability	Included

Tenant Users Liability Insurance Program General Liability Rating Schedule

Table 1 –Event Rates

Additional Total Attendance for Entire Event	Class 1	Class 2	Class 3	Premium for Liquor Liability
a. 1-400	\$50.00	\$80.00	\$120.00	\$100.00
b. 401-1,000	\$120.00	\$150.00	\$200.00	\$200.00
c. 1,001-1,500	\$135.00	\$210.00	\$300.00	\$275.00
d. 1,501 - 3,000	\$210.00	\$360.00	\$600.00	\$375.00
e. 3,001 +	Refer to HCCS	Refer to HCCS	Refer to HCCS	Refer to HCCS

Any Class 4 Events please refer to HCCS.

Table 1 – Vendors Liability Rate Schedule

Exhibitor/Vendor	\$50 per event
------------------	----------------

** All premiums will need to add a tax of 3.25% (CA Taxes)

TULIP Risk Classification Schedule

TULIP Class 1 – Low Hazard Risks

Includes the following risks:

Antique Shows	Ice Skating Shows
Apparel Tradeshows	Job Fair
Art Festivals	Lectures
Art Shows	Luncheons
Auctions	Math Tournament
Award Presentations	Meetings
Bridal Showers	Parades without Floats (under 500 attendees)
Ballet	Poetry Readings
Classical Dance Shows	Quinceanera
Chess Tournaments	Recitals
Bar Mitzvah	Reunions
Baptism	Seminars
Baby Shower	Speaking Engagements
Banquets	Teleconference
Bazaars	Telethons
Beauty Pageants	Travel Tradeshows
Bingo Games	Voter Registration
Book Publisher Tradeshows	Wedding
Bridal Trade Shows	Weddings
Receptions Business Parties	
Business Meetings	
Business Shows	
Charity Auctions	<u>Sporting Events:</u>
or Sales	Billiards
Fundraiser Dinners	Bowling
Children Birthday Parties	Golf
Christmas Tree Lighting	Tennis Badminton
Comedy Shows	
Conventions	<u>Concerts:</u>
Craft Shows	Band Rehearsals
Debutante Balls	Choir
Engagement Party	Classical
Easter Egg Hunt	Doo-Wop
Fashion Shows	Gospel
Flower Shows	Jazz
Funeral Service	Opera
Garden Shows	Orchestra
Graduations	Spiritual
Festivals (No live music)	Symphony
Impersonator	

TULIP Class 2 – Medium Hazard Risks

Includes the following risks
Card Games Church
Services Computer
Tradeshows
Consignment Sales
Farmers/Flea Market
Furniture Tradeshows
Pageants – With no overnight exposure
Sports Memorabilia Tradeshaw Theatrical
Productions

Video Game Contests – up to 1,000

Concerts:

Classic Rock – Up to 500 attendees
Country – Up to 500 attendees Salsa

Sporting Events:

***Basketball – Up to 250 attendees
***Baseball – Up to 250 attendees
***Softball – Up to 250 attendees
***Walk-a-thons

TULIP Class 3 – Moderate Hazard Risks

Includes the following risks:
Automotive Tradeshows (Static
Vehicles)
Car Shows (Static Vehicles)
Block Parties/Street
Closures/Street Fairs (No Live Music)
Company Retreats – No Minors present
Film Screenings
Live Stock shows – Up to 500 attendees
Picnics

Religious Assemblies – No Overnight
Restaurant Tradeshows
Tap Dancing Show
Women’s Product Consumer Shows

Sporting Events:

***Gymnastics
***Marathons – Up to 1,000 attendees
***Road Race (Bicycle) - Up to 1,000
attendees

TULIP Class 4 – Submit to HCCS

Events must be referred to HCCS for rating and approval. Not all events falling in this class will be approved under the TULIP program.

Aerobics and Jazzercise Classes
Agricultural Tradeshows
Boat Shows
Cheerleading Events/Competitions
College Sporting Events
Film Shoots
Gun Tradeshows
Parades with Floats

Pet Consumer Show
Parties other than Business parties
Political Rally
Poker Runs
Renaissance Fairs
Sporting Good Tradeshows

Concerts:

Electronic
Foreign
Heavy Metal
Hip Hop/Rap

Music Festivals
Pop
R&B
Reggae/Rock/Soul
Tribute Cover Bands

Sporting Events:

Boxing
Hockey
Extreme Sports

Football
MMA
Soccer

***Coverage for participants at these sporting events will not be covered. If coverage is needed for participants please refer to HCCS.

Description of Excluded Events, Items or Activities:

Aircraft events	Paint Ball
Bounce Houses	Parachuting
Bungee Jumping	Parasailing
Carnivals	Pyrotechnic
Childcare Operations	Raves
Circuses	Reality TV Shows
Driver's Education	Renaissance Fairs
Evangelistic Meetings with Faith Healing	Rodeos
Events with prior losses	Roping Events
Fireworks	Roller Coasters
Go Kart Races	Saddle Animals
Gun & Knife Shows	Skate Boarding
Haunted Houses	Ski Events
Hang Gliding/Skydiving	Sky Diving
Hot Air Balloon Rides/Events	Slam Dancing
Inflatables Rides/Games Events	Temporary Structures
with animals present Flying	Tobogganing
classes	Tractor Pulls
Laser tag	Trampolines
Luge	Wall Climbing
Mechanical Amusement Devices	War Games/Re-enactments
Motorized Sporting Events	Water Events
Overnight Events/Exposures	Water Slides

Any event not otherwise scheduled in TULIP Class I, Class II, Class III events.

Description of Excluded Vendor/Exhibitors:

Acts taking place at a Circus	Setting up any type of temporary structures
Alcohol selling vendors	Supply lighting
Aviation vendors	Selling Fire Arms or Knives
Animal Show Vendors	Security Companies
Any Food Vendors with open Flames	Supply artificial Snow or rain
Any vendors having direct contact with spectators/attendees	Tattoo or Body Piercing
Caterers that prepare food onsite	Trail Rides
Childcare Operations	
Fireworks	
Hypnotist	
Magicians	
Paintball	
Remote Control race cars	
Rock Climbing Walls	
Santa Claus	

Sample Insurance Certificate

Client#: 3434 DECKEELECT

ACORD CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 01/24/05
PRODUCER Insurance Agent's name	Sample	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
INSURED Contractor's name	INSURERS AFFORDING COVERAGE	
	INSURER A: Zurich North America	NAIC # 16535
	INSURER B: Zurich American Ins Co	19445
	INSURER C: National Union Fire Ins Pittsburgh P	
	INSURER D: Nationwide Mutual Ins Co	
INSURER E:		

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A	GENERAL LIABILITY		11/01/04	11/01/05	EACH OCCURRENCE	
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
	<input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR				MED EXP (any one person)	\$5,000
	<input checked="" type="checkbox"/> PD Ded: 1,000				PERSONAL & ADV INJURY	\$1,000,000
GEN'L AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE	\$2,000,000
<input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					PRODUCTS - COMP/OP AGG	\$2,000,000
B	AUTOMOBILE LIABILITY		11/01/04	11/01/05	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
	<input checked="" type="checkbox"/> ANY AUTO				BODILY INJURY (Per person)	\$
	<input type="checkbox"/> ALL OWNED AUTOS				BODILY INJURY (Per accident)	\$
	<input type="checkbox"/> SCHEDULED AUTOS				PROPERTY DAMAGE (Per accident)	\$
	<input checked="" type="checkbox"/> HIRED AUTOS				AUTO ONLY - EA ACCIDENT	\$
<input checked="" type="checkbox"/> NON-OWNED AUTOS		OTHER THAN AUTO ONLY: EA ACC	\$			
GARAGE LIABILITY					AGG	\$
<input type="checkbox"/> ANY AUTO						
C	EXCESS/UMBRELLA LIABILITY		11/01/04	11/01/05	EACH OCCURRENCE	\$5,000,000
	<input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE				AGGREGATE	\$5,000,000
	<input type="checkbox"/> DEDUCTIBLE					\$
	<input checked="" type="checkbox"/> RETENTION \$ 10000					\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		11/01/04	11/01/05	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED?				E.L. EACH ACCIDENT	\$1,000,000
	If yes, describe under SPECIAL PROVISIONS below				E.L. DISEASE - EA EMPLOYEE	\$1,000,000
					E.L. DISEASE - POLICY LIMIT	\$1,000,000
D	OTHER		11/01/04	11/01/05		\$100,000.
	Installation Floa Rented/Leased					\$50,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

San Mateo County Community College District, its officers, agents, servants, and employees are named additional insured.

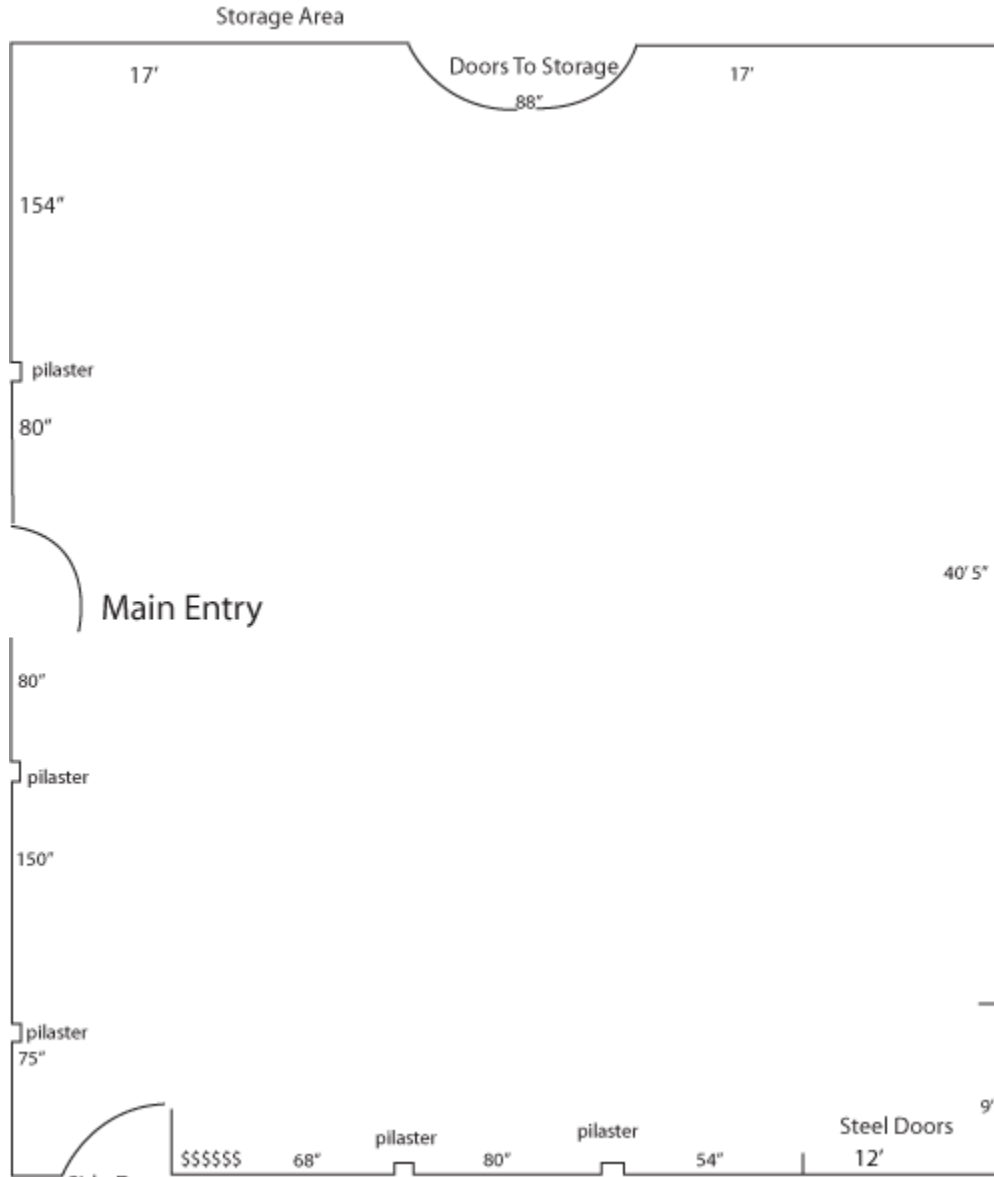
The Certificate of Insurance must have the language and the name of the District as shown here.

CERTIFICATE HOLDER San Mateo County Community College District 3401 CSM Drive San Mateo, CA 94402	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL <u>30</u> DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE R. DaSilva
---	--

Appendix C- Facility Capacities & Schematics

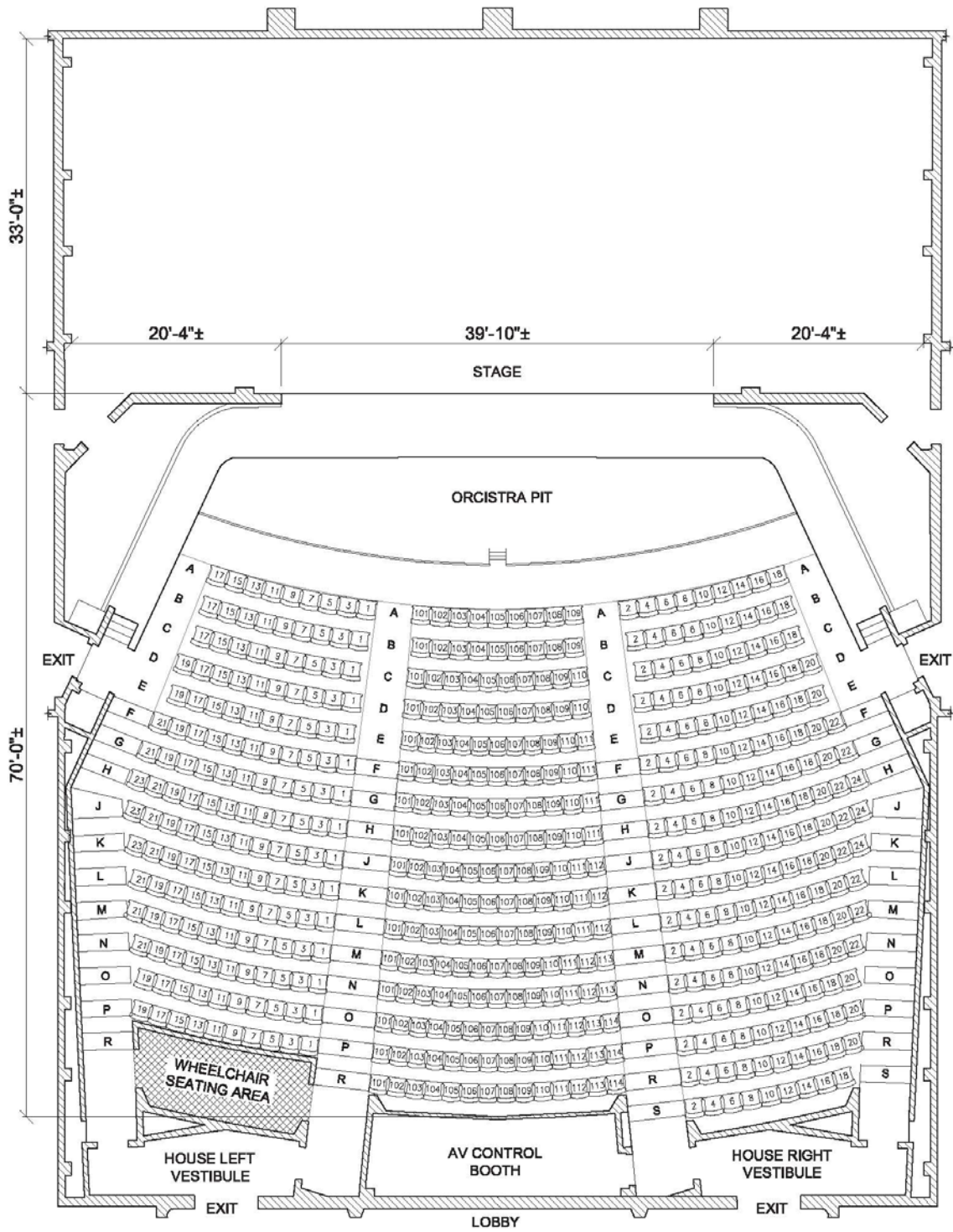
Location	Maximum Capacity	Room Type
1-319	20	Conference
1-132	TBD	Art Gallery
1-108	500	Main Theatre
Building 3	970	Gymnasium
Building 3 - Adjacent	TBD	Athletic Fields
Building 4, 2 nd Floor Entrance	TBD	Multicultural Center : Multipurpose Use
4-343		Conference
Building 4	TBD	Rooftop Terrace
5-131	25	Conference
5-132A	60	Classroom – SMART
5-132B	54	Classroom – SMART
6-100	TBD	Dining Hall : Multipurpose use
Main Quad	TBD	Outdoor Courtyard
6-202	91	Conference
6-202A	178	Conference
6-203	35	Conference
6-204	30	Conference
6-205	25	Conference
6-206	35	Conference
6-207	15	Conference

Art Gallery-

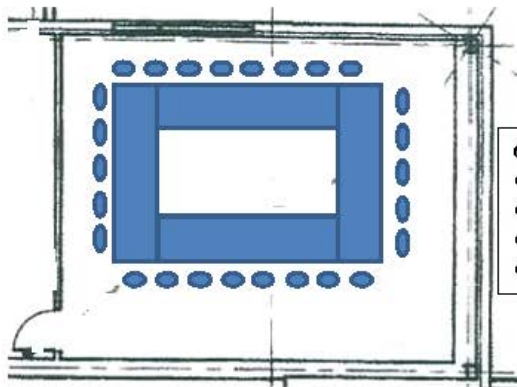


Gallery Theatre Floor Plan

Main Theatre-

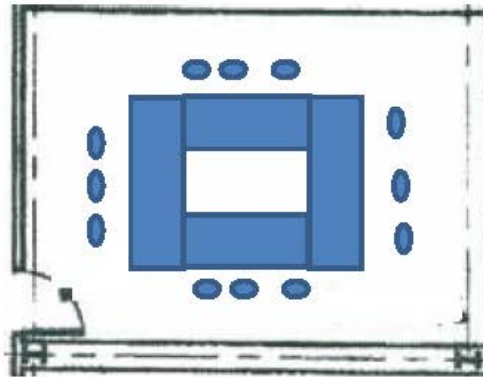


Building 6-



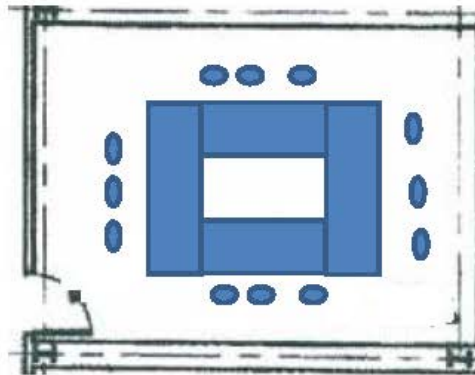
6203:

- 25 seat capacity
- Overhead Projector
- Laptop ready
- No Mic necessary



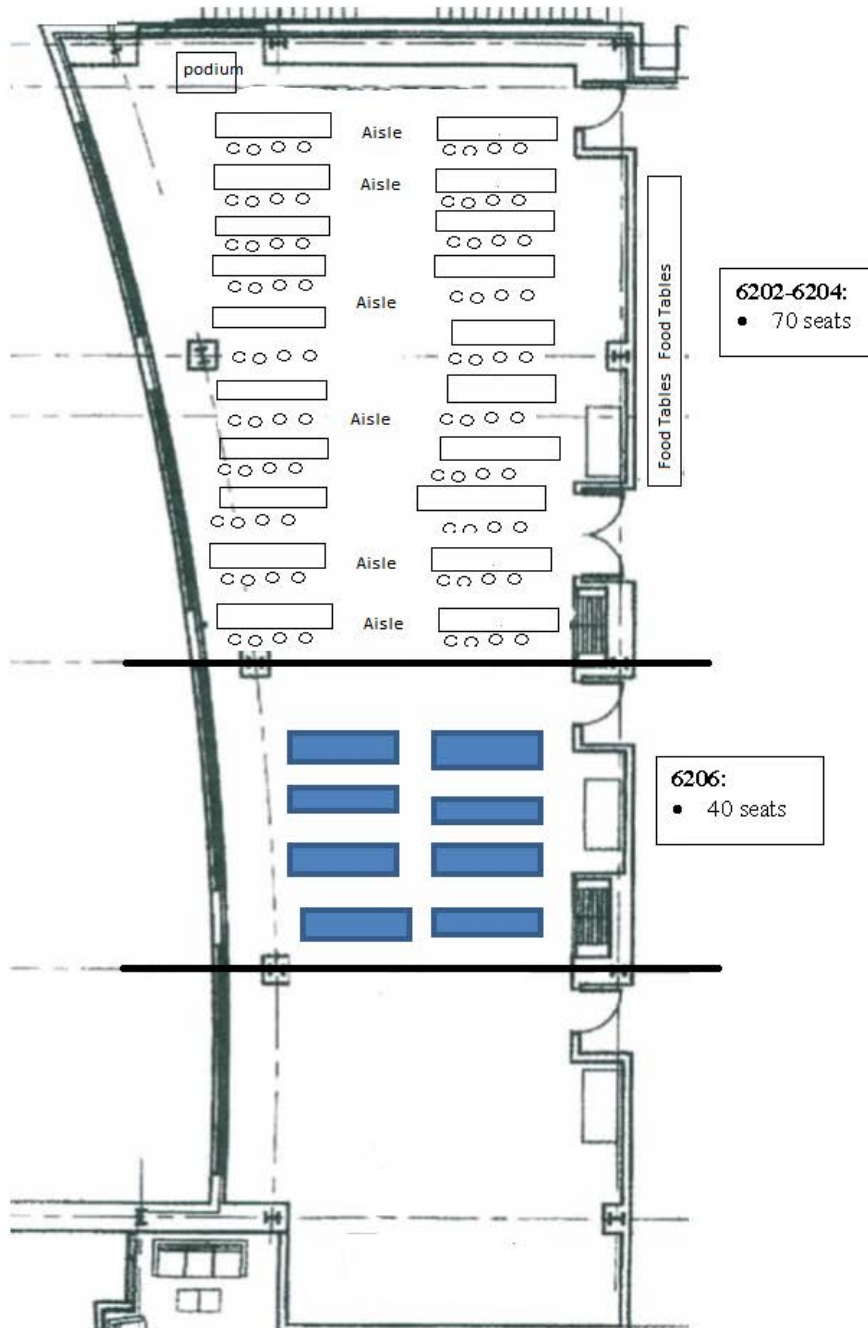
6205:

- 12 – 15 seat capacity
- No Mic Necessary
- Overhead Projector

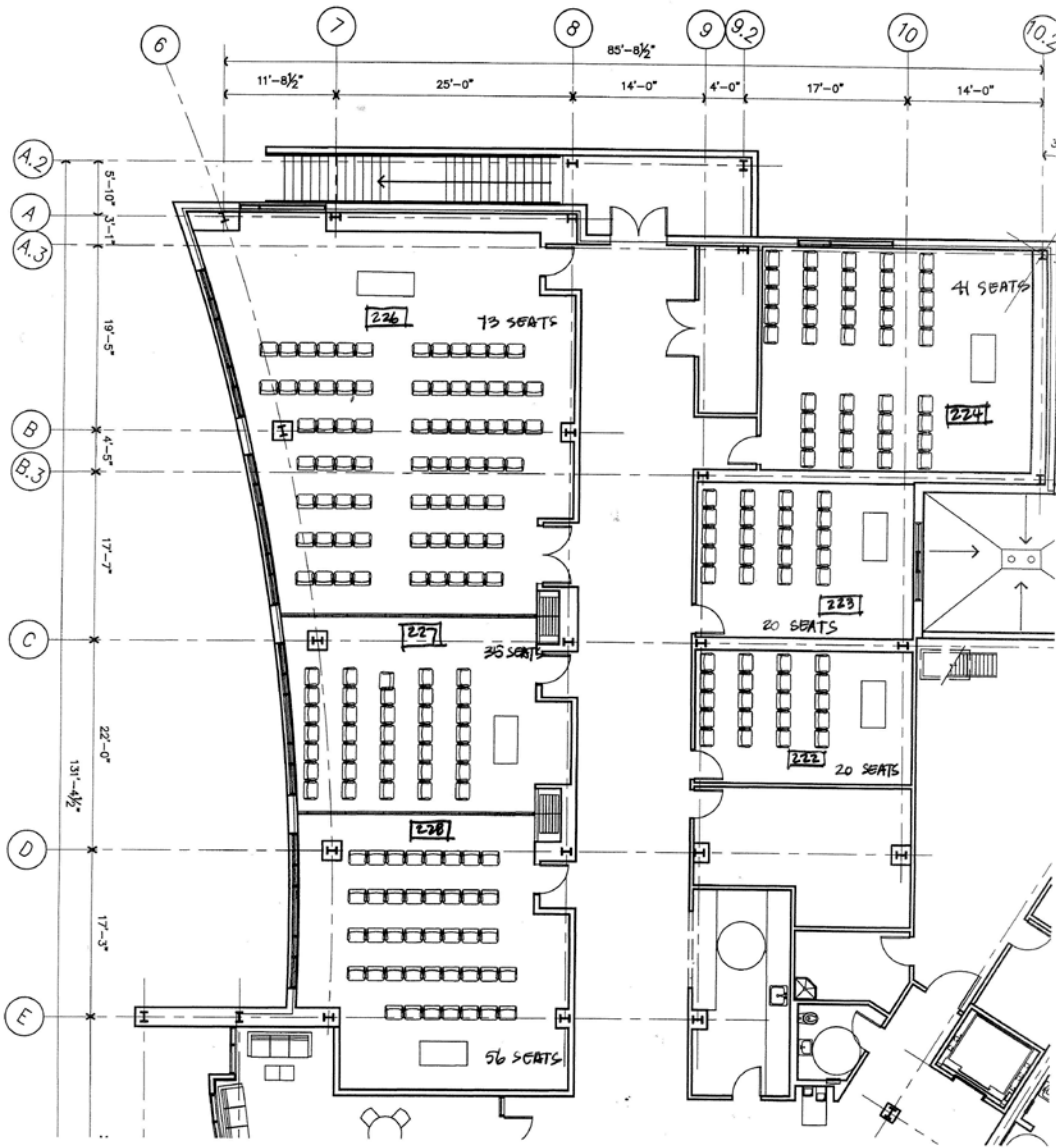


6207:

- 12 – 15 seat capacity
- No Mic Necessary
- Overhead Projector



Building 6- Additional Schematics

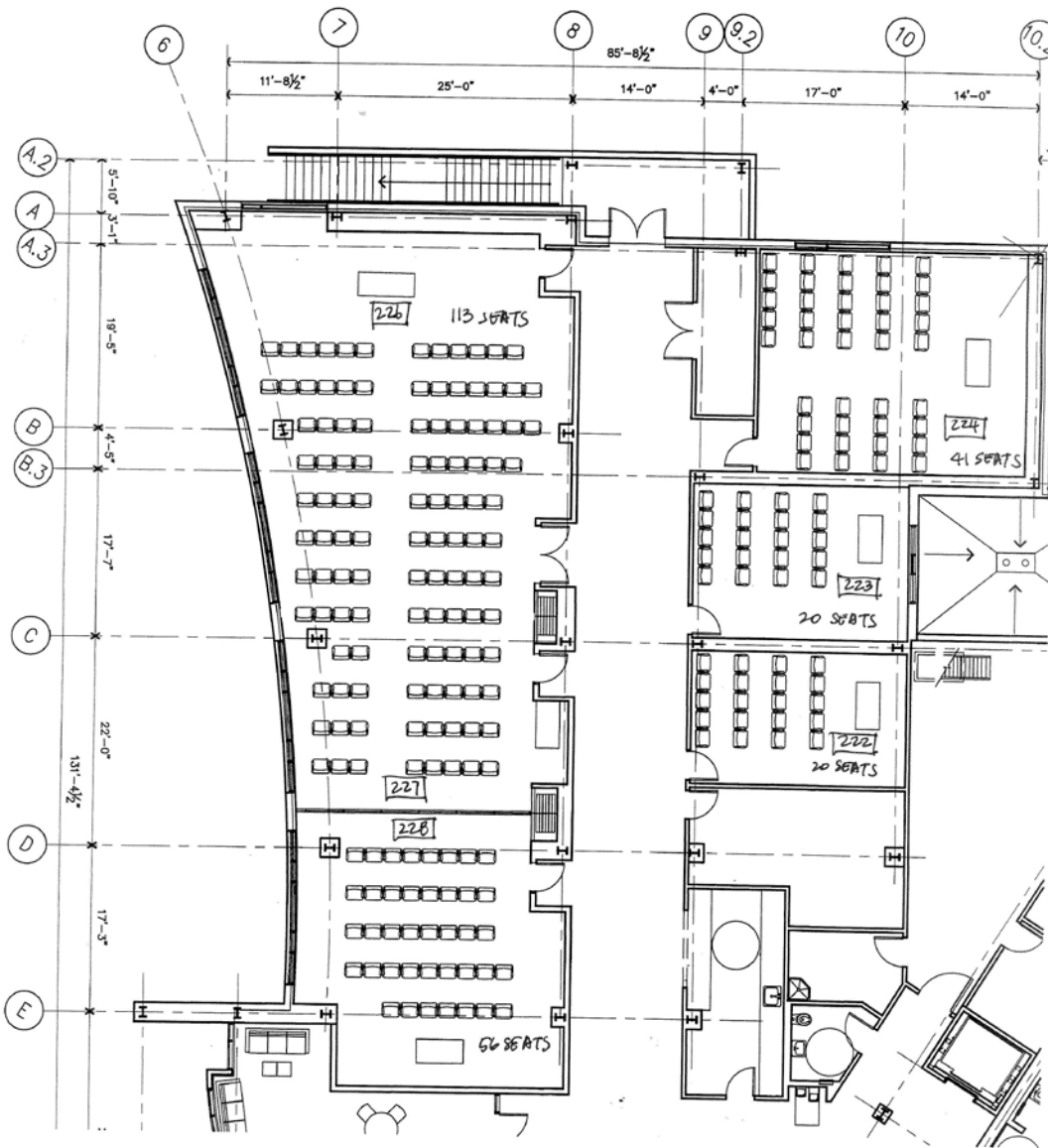


OPTION 1
AUDITORIUM LAYOUT - SEPARATE ROOMS

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

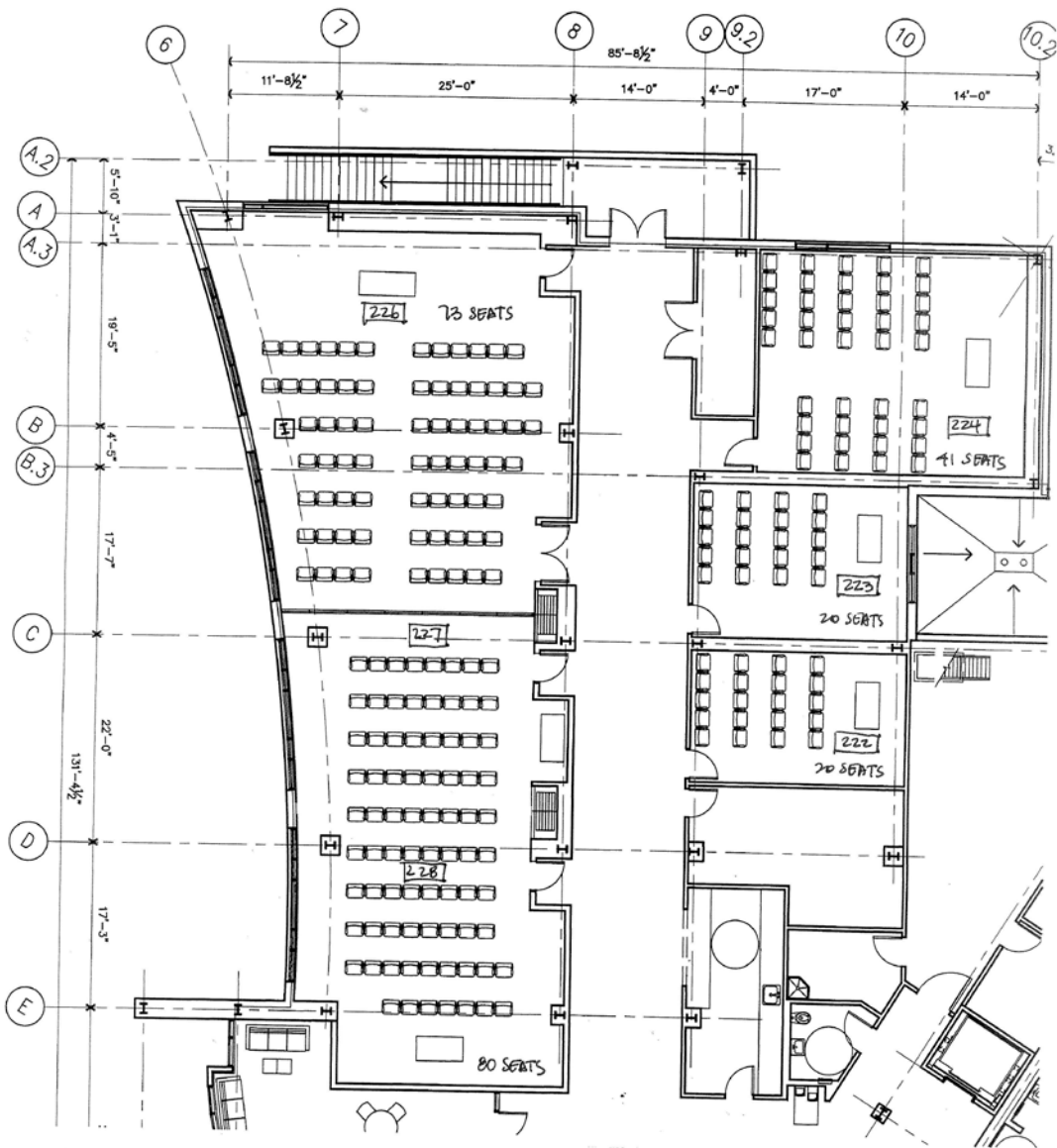


OPTION 1A
AUDITORIUM LAYOUT - #226#227 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

Fentress
Bradburn
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

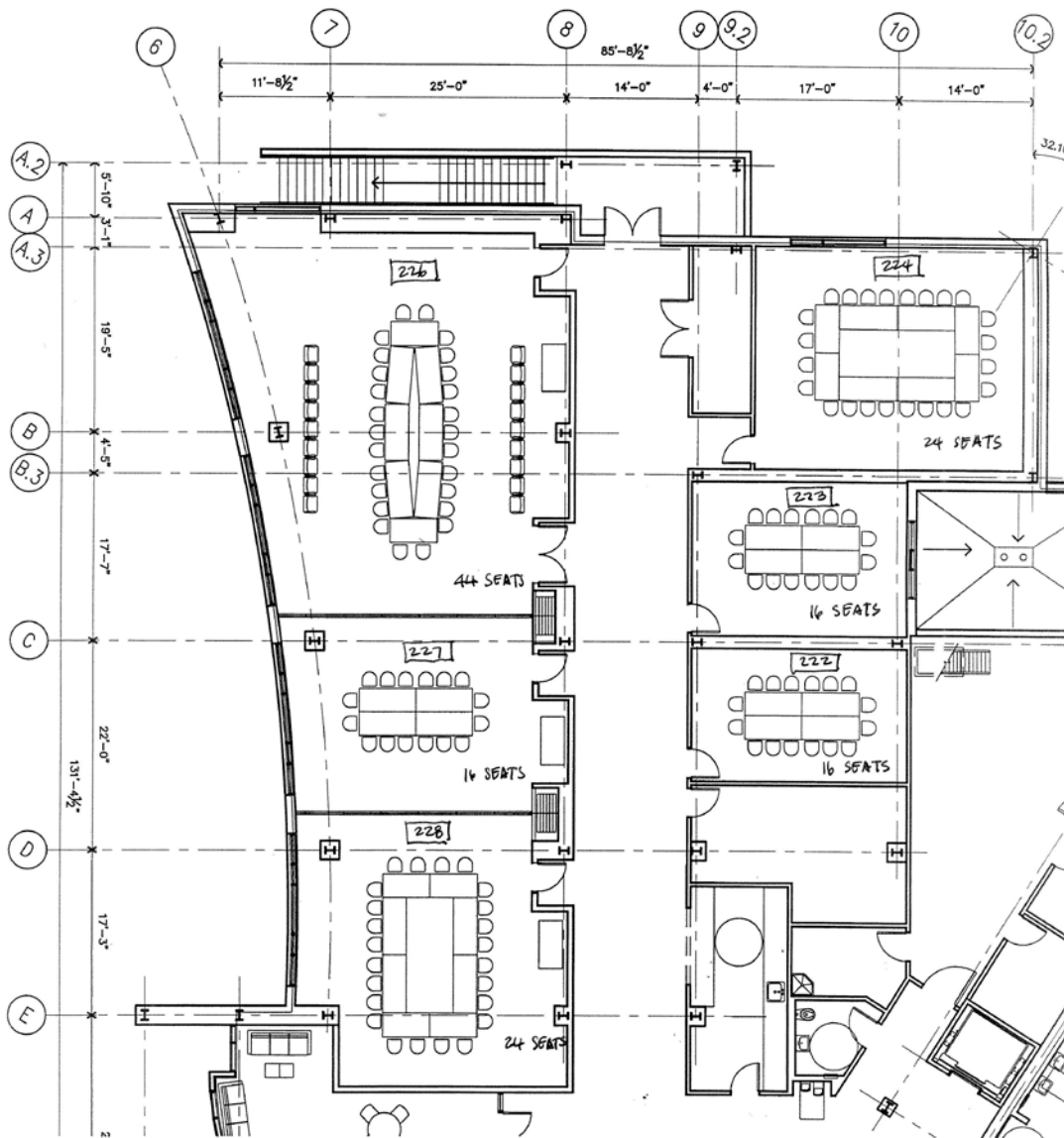


OPTION 1B
AUDITORIUM LAYOUT - # 227, #228 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

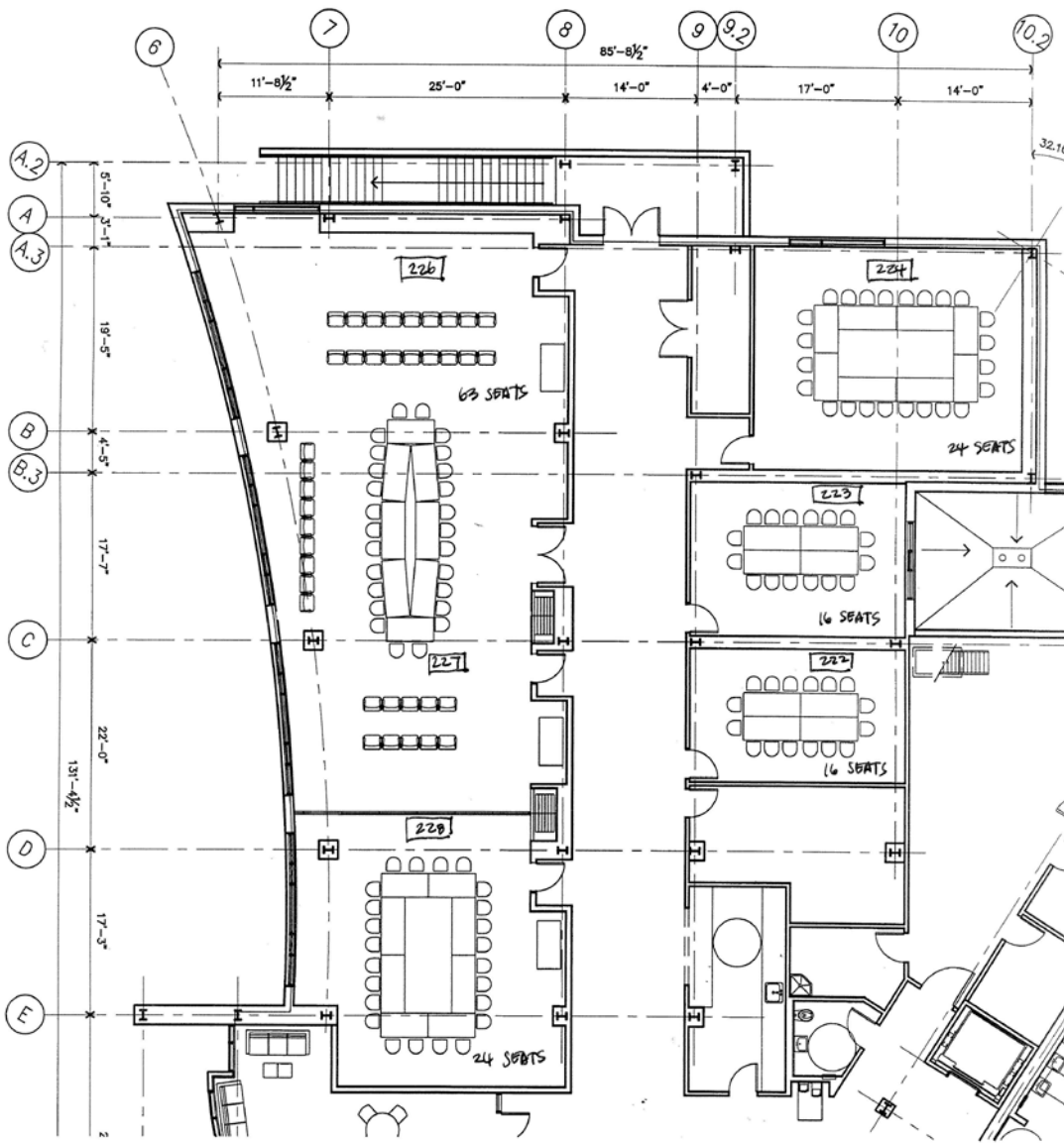


OPTION 2 - MEETING LAYOUT
SEPARATE ROOMS

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

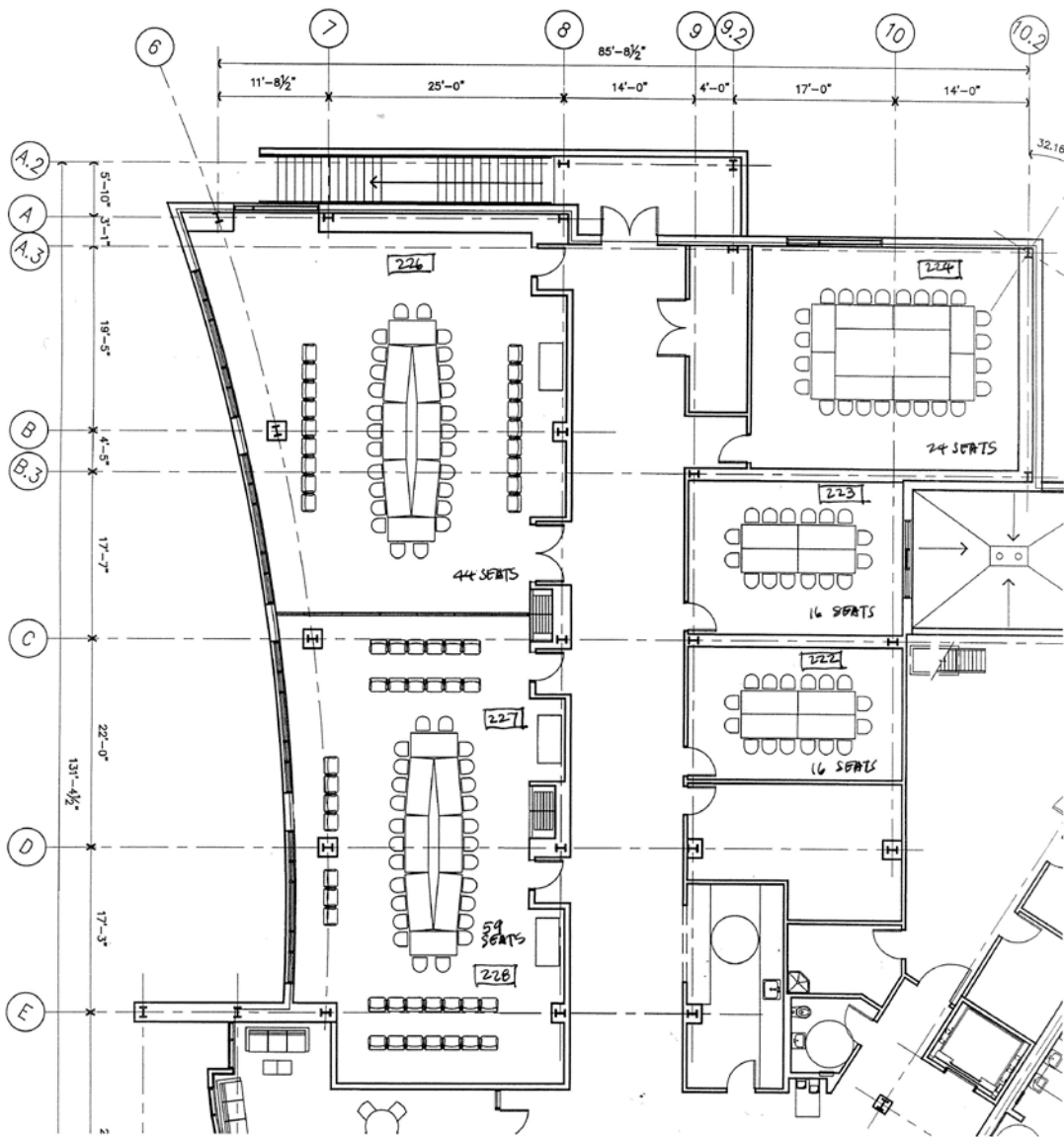


OPTION 2A
MEETING LAYOUT - #226, #227 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

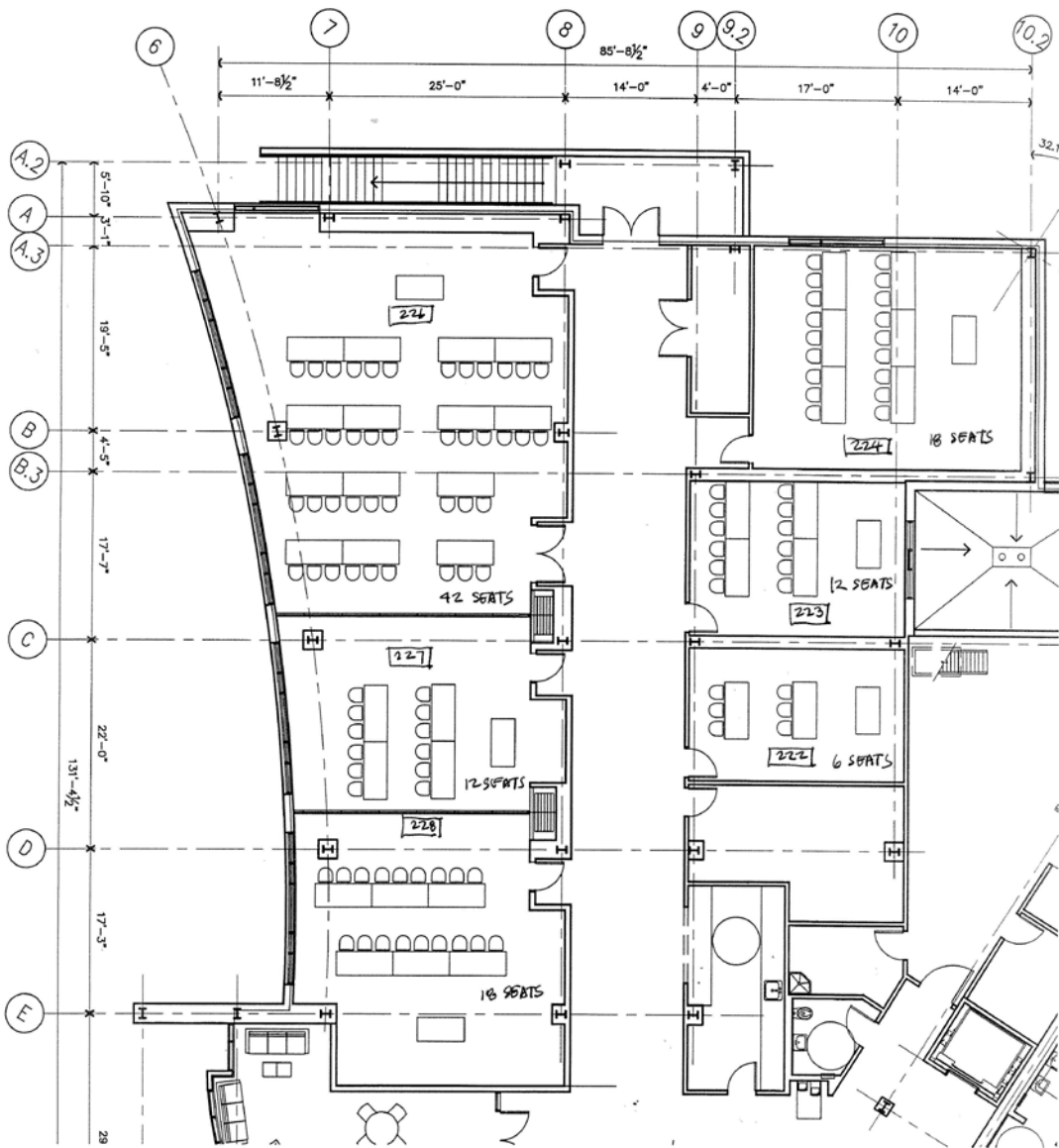


OPTION 2B
MEETING LAYOUT - # 227, # 228 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

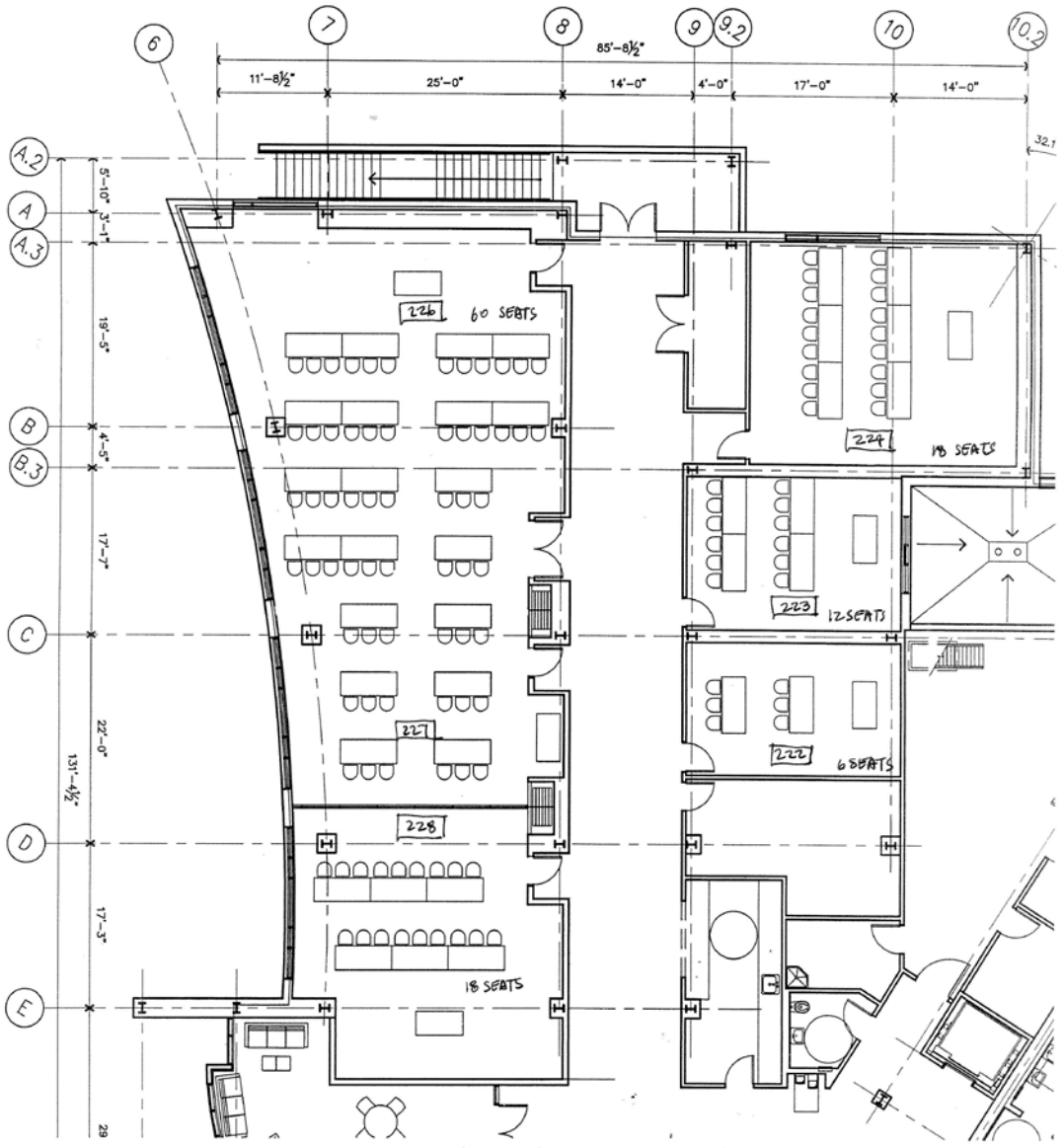


OPTION 3
CLASSROOM LAYOUT - SEPARATE ROOMS

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

Fentress
Bradburn
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

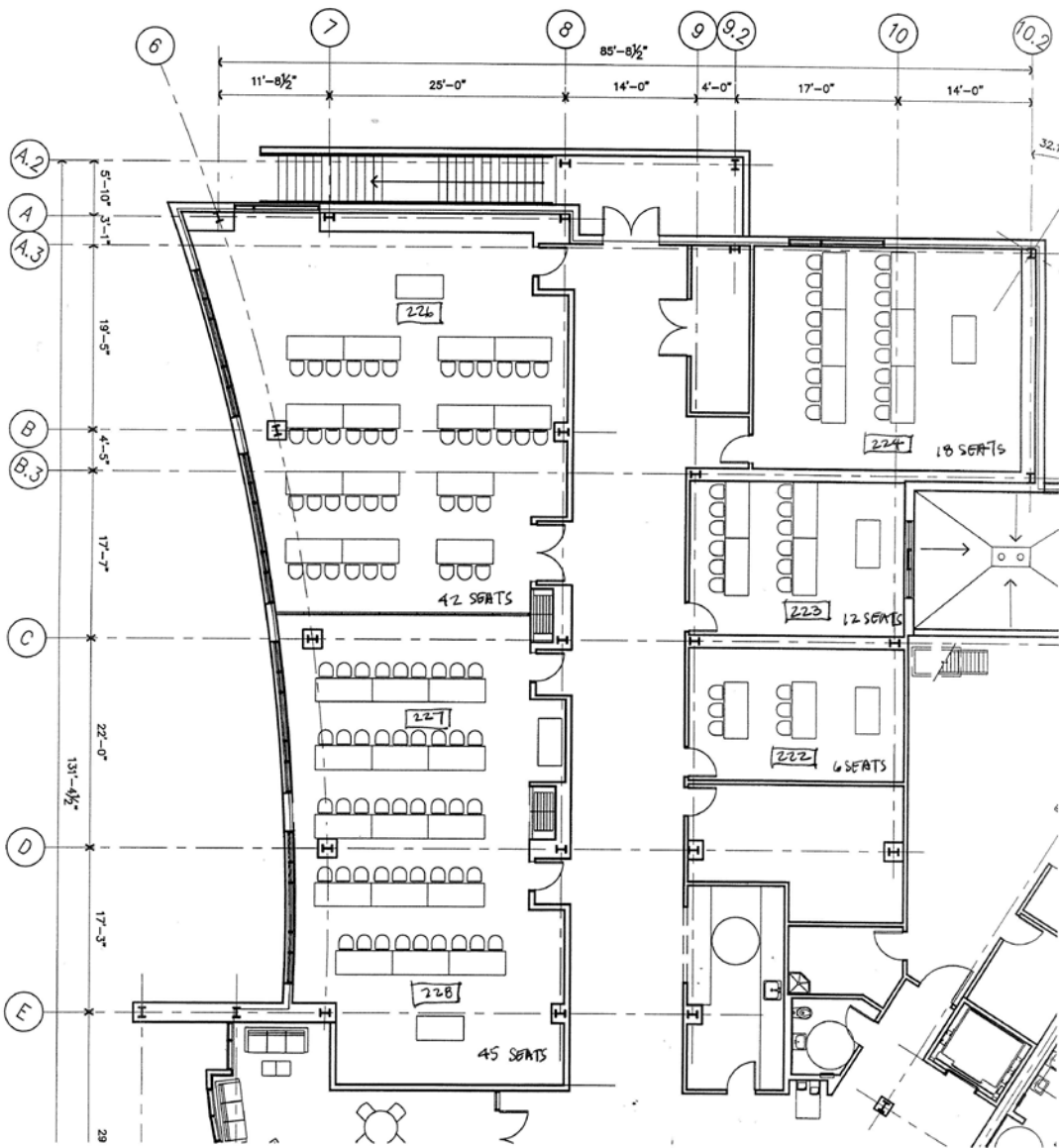


OPTION 3A
CLASSROOM LAYOUT - #226, #227 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

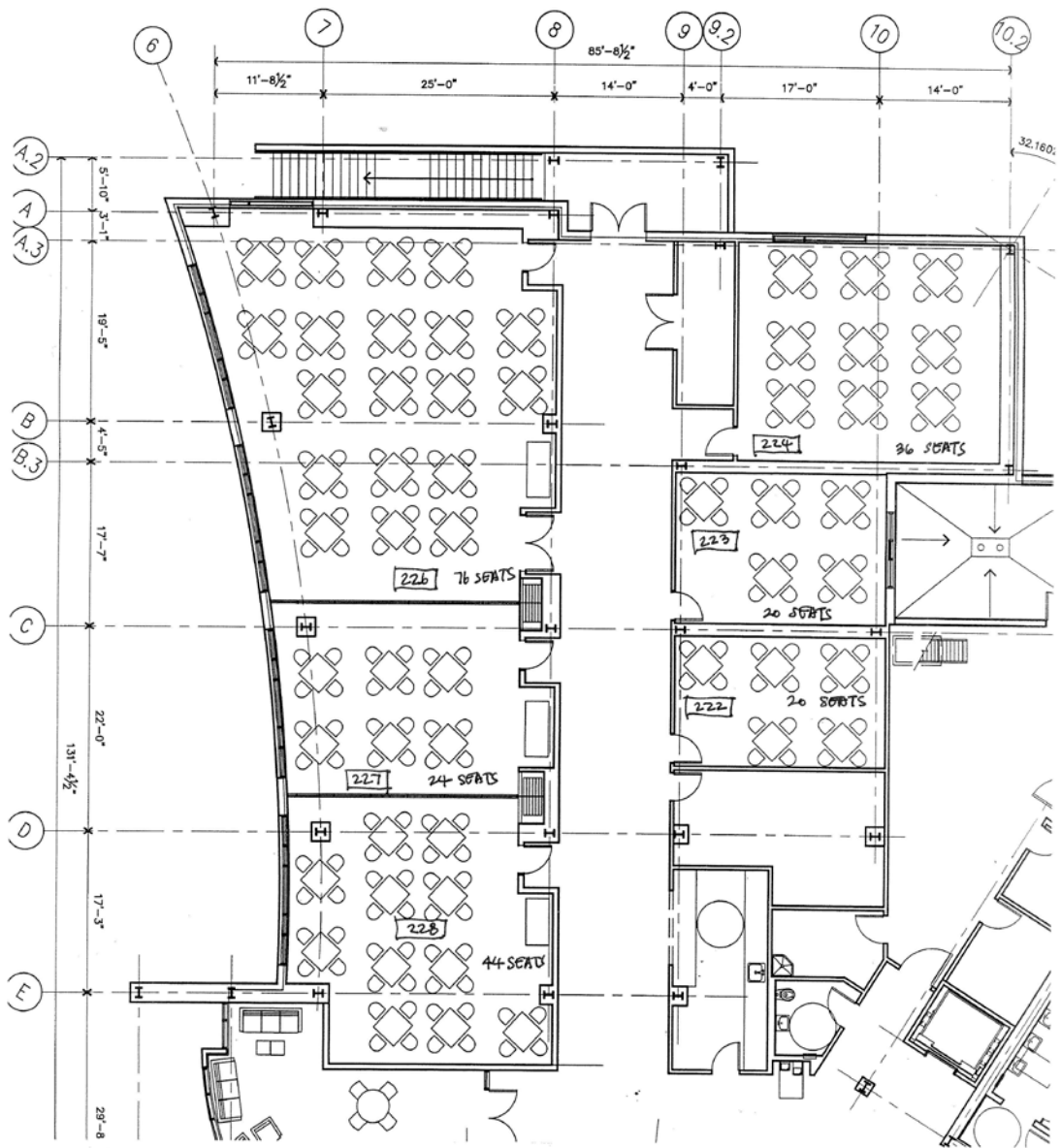


OPTION 3B
CLASSROOM LAYOUT - #227, #228 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

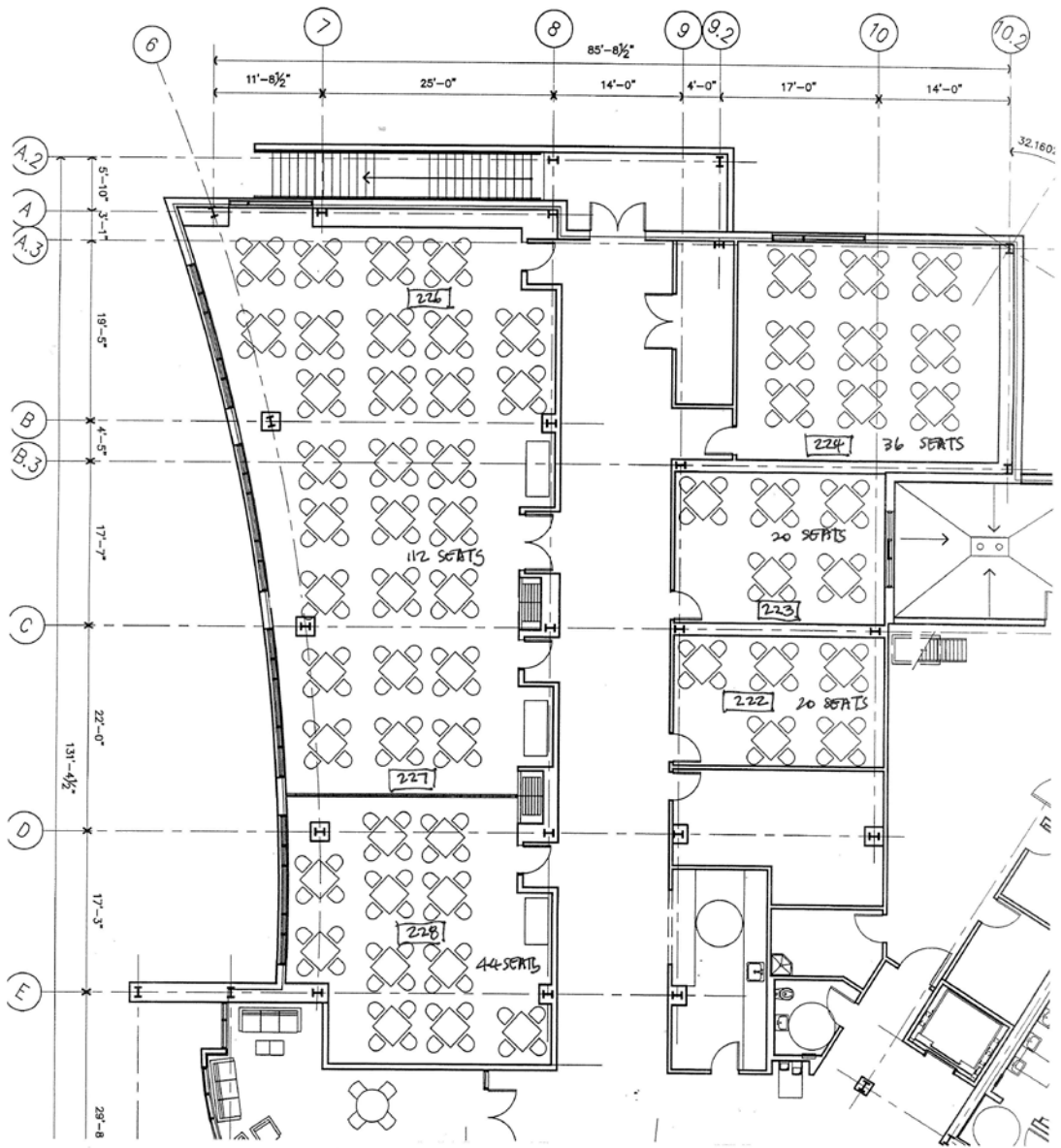


OPTION 4
DINING LAYOUT - SEPARATE ROOMS

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

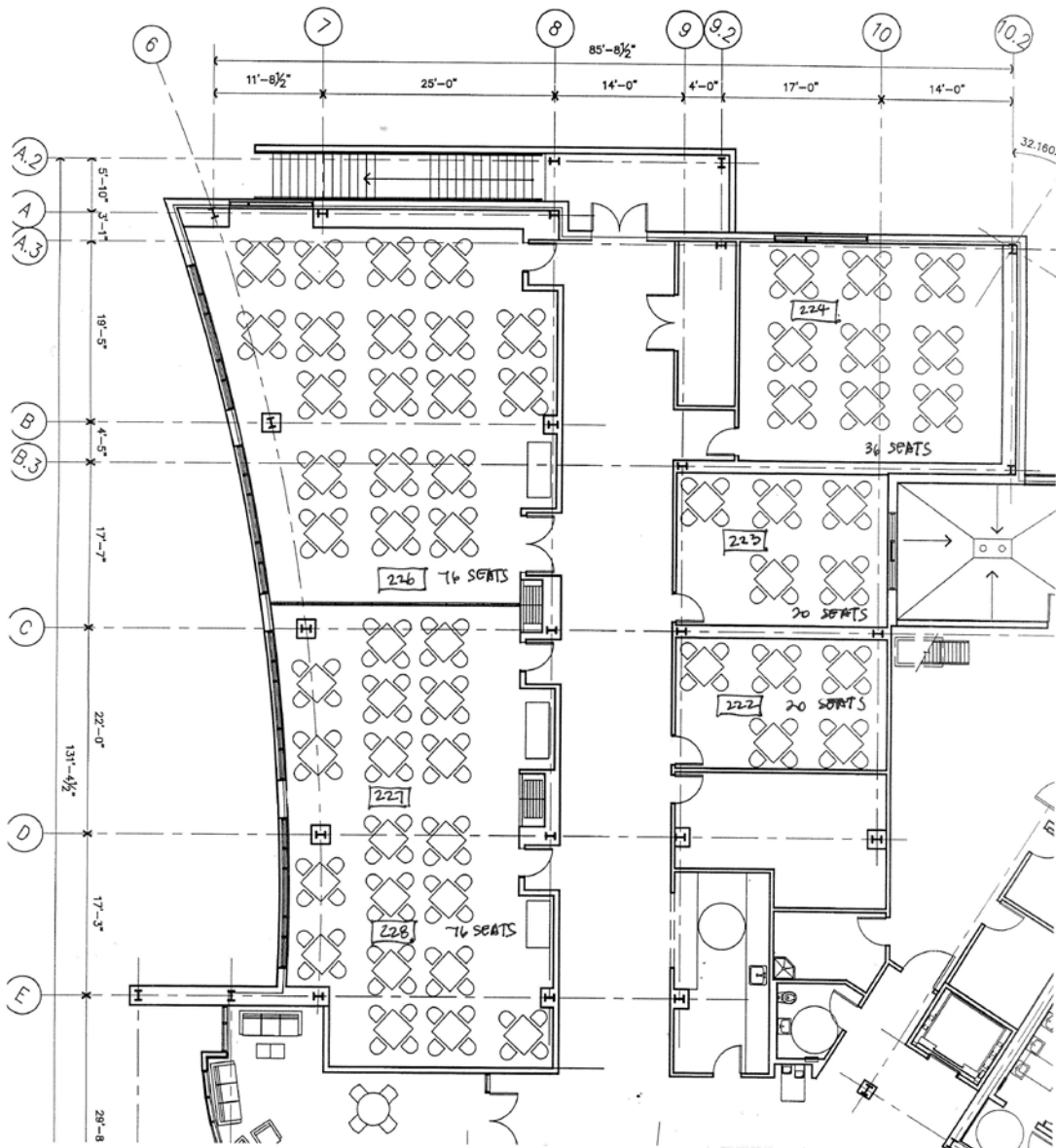


OPTION 4A
DINING LAYOUT - #226, #227 COMBINED

SKYLINE COMMUNITY COLLEGE
STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
Bradburn**
ARCHITECTS LTD.
Architecture • Interiors • Planning

3/32" = 1' - 0"
9/13/2004

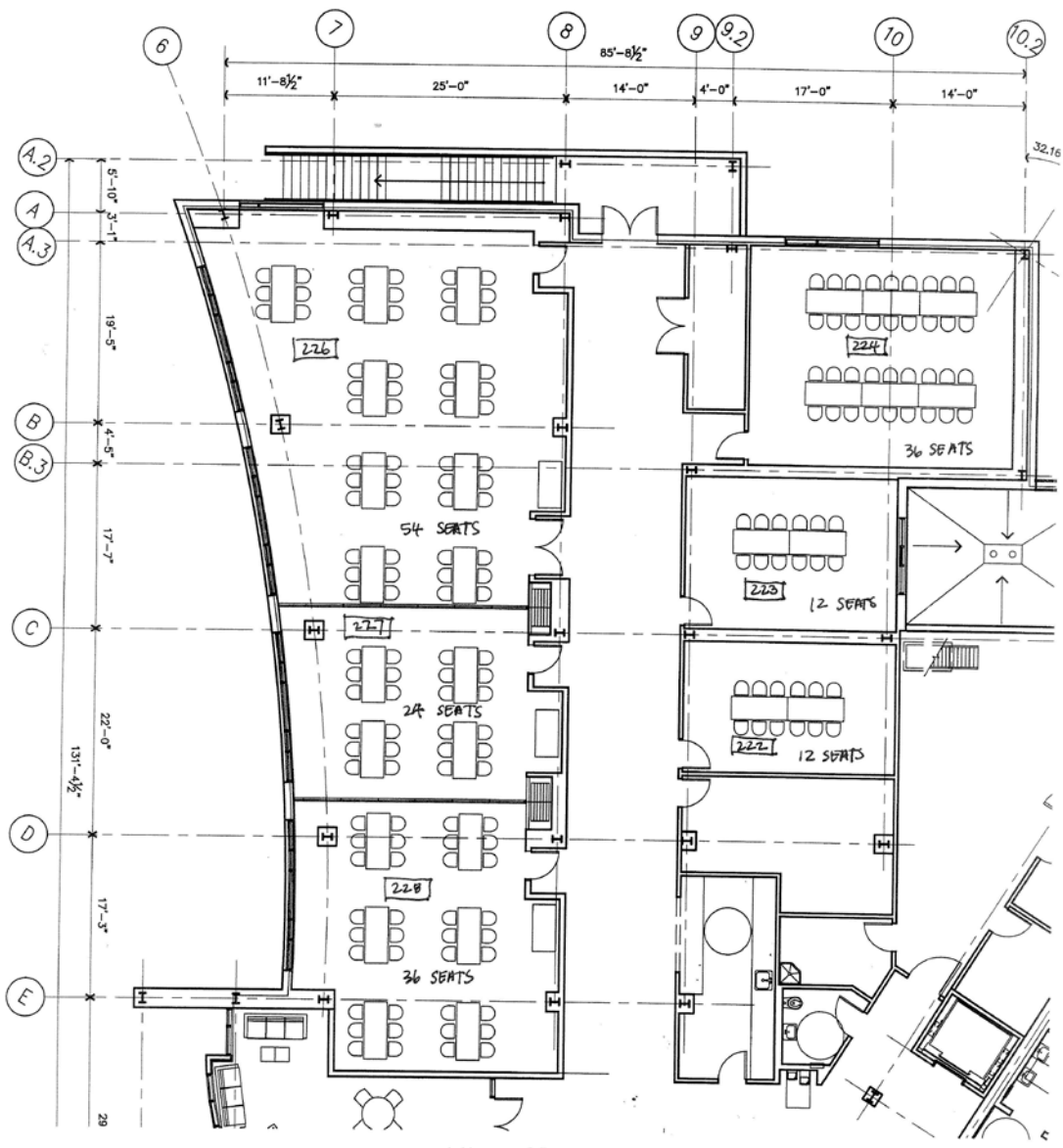


OPTION 4B
 DINING LAYOUT. #227, #228 COMBINED

SKYLINE COMMUNITY COLLEGE
 STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

**Fentress
 Bradburn**
 ARCHITECTS LTD.
 Architecture • Interiors • Planning

3/32" = 1' - 0"
 9/13/2004

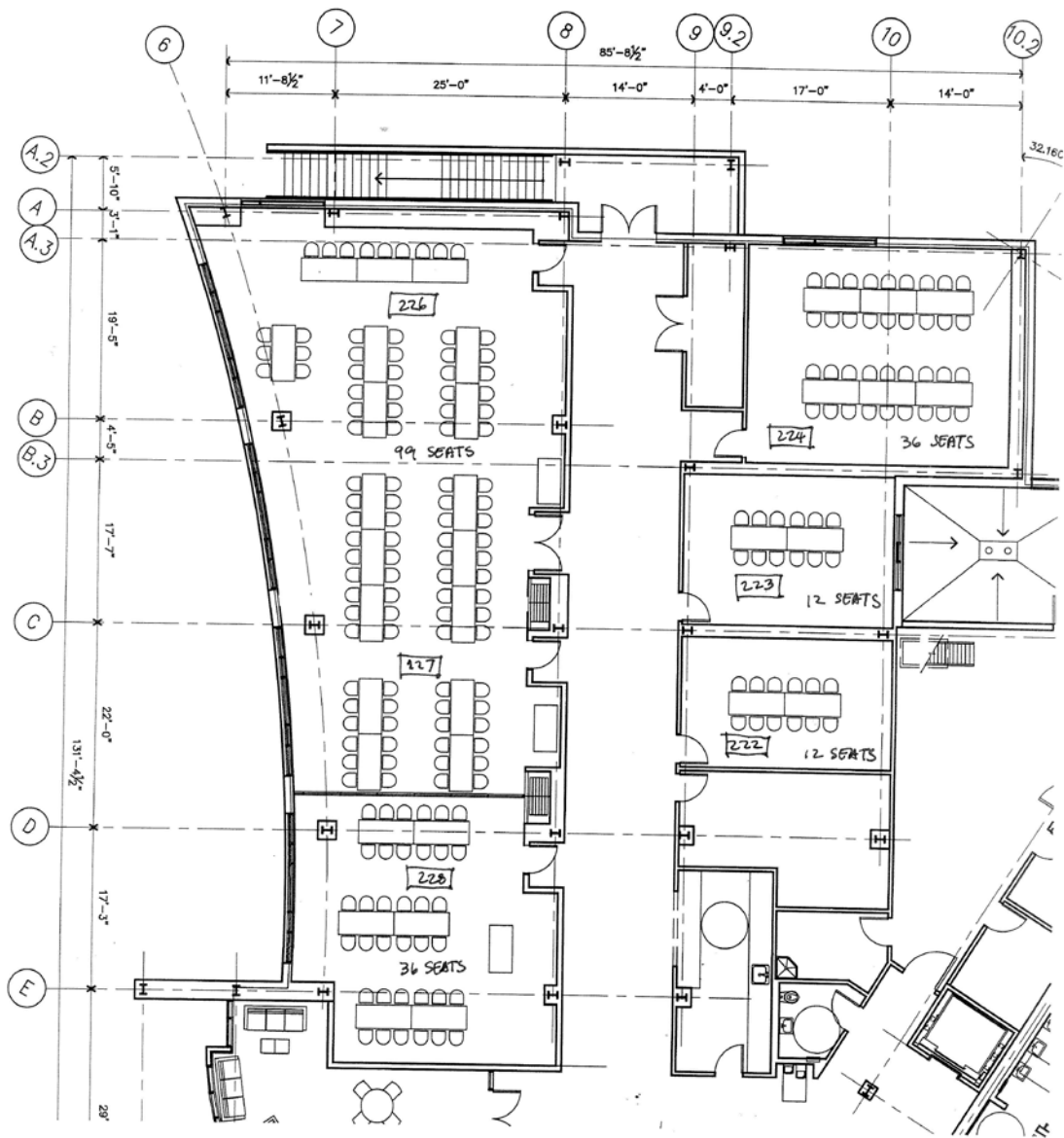


OPTION B
 DINING/DISCUSSION LAYOUT
 SEPARATE ROOMS

**Fentress
 Bradburn**
 ARCHITECTS LTD.
 Architecture • Interiors • Planning

SKYLINE COMMUNITY COLLEGE
 STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

3/32" = 1' - 0"
 9/13/2004

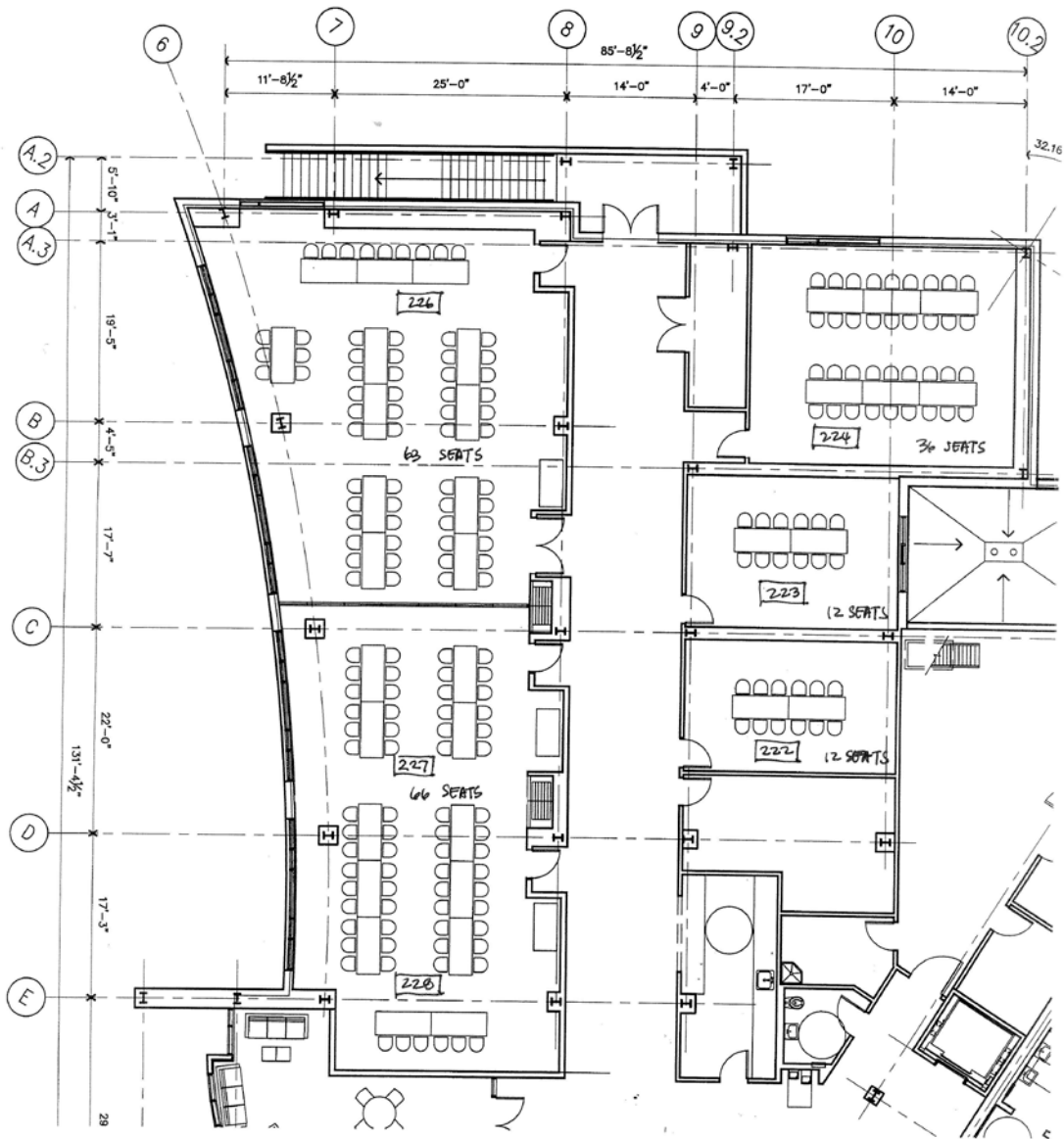


OPTION 5A
 DINING/DISCUSSION LAYOUT
 #226, #227 COMBINED

**Fentress
 Bradburn**
 ARCHITECTS LTD.
 Architecture • Interiors • Planning

SKYLINE COMMUNITY COLLEGE
 STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

3/32" = 1' - 0"
 9/13/2004



OPTION 5B
 DINING/DISCUSSION LAYOUT
 #227, #228 COMBINED

Fentress
 Bradburn
 ARCHITECTS LTD.
 Architecture • Interiors • Planning

SKYLINE COMMUNITY COLLEGE
 STUDENTS CENTER - 2ND LEVEL MEETING ROOMS

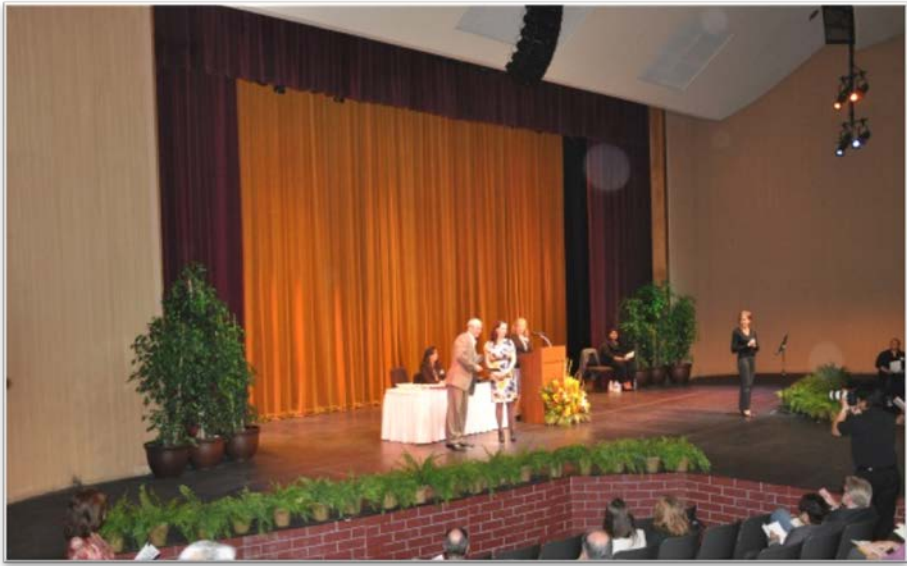
3/32" = 1' - 0"
 9/13/2004

Appendix D –Location Photos

Art Gallery



Auditorium/Theatre



Athletic Fields (Aerial View)



Building 4- Panoramic View



Building 4- Front Entrance



Building 4 Outdoor Rooftop Terrace



Rooftop Terrace View



Stairway to Rooftop Terrace



Courtyard below Terrace



Multicultural Center

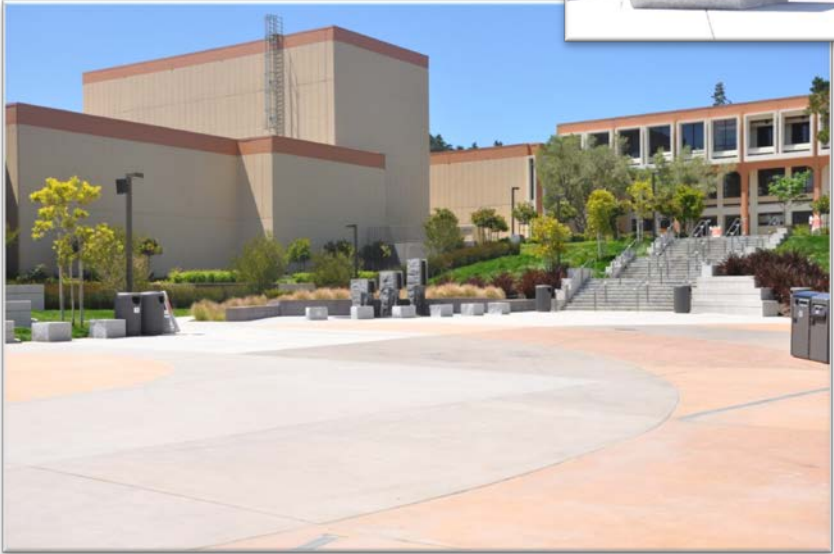


Room 4-343



Main Quad – Outdoor Courtyard







Upper Quad – Outside Main Theatre





Side Courtyard to Main Quad



Building 5- Room 5131, Room 5132 A/B – Smart Rooms



Building 6- Student & Community Services



Rooms 6202





Room 6203



Room 6205



Room 6206



Room 6207



Building 6- Corridor to Conference Rooms



Special Events

We are dedicated to making your next event unforgettable. Complete party planning is available – let us take your theme to the next level with our personalized service. We can accommodate parties of 10 – 2000. **Customizable Tableware available:** China plates, Stainless Flatware, glassware, Linen - Banquet table covers, Disposable Table cover, Custom Décor for theme parties.

Menu Options:

Barbecue

Chicken, Ribs, Burgers, Sausages

Hors d' Oeuvres Reception

An incredible selection of hand crafted cold and hot appetizers to fit any occasion

Lunch- From the Deli

Gourmet Delicatessen meat and cheese make our sandwiches delicious. We package them to fit your needs and budget.

Individual Sandwich Box

Includes your choice of sandwich, salad & dessert packaged in a clear three compartment container. All sandwiches have tomato, lettuce and cheese. Mustard, mayonnaise, salt, pepper, kosher pickle spear & carrot sticks are included packed

Pre-Made Sandwich Platter

Let us help you customize a platter from a variety of quality meat, cheese and bread.

Start From Scratch Deli Tray

Attractively displayed meat, cheese and bread allow the diner to create their personal favorite.

Buffets

We have a menu to satisfy your taste and budget

Gourmet Seated Events

A custom menu, creative décor and our professional service staff will create a lasting impression for your special event.

Deli Tray Includes:

Appropriate service ware, disposable flatware, napkin, condiments, set-up and break down.

Ingredients:

Breads: White, Wheat, Health Nut, Sourdough, French Roll, Rye. Extra Charge for Croissant, Focaccia or Ciabatta

Meats & Cheeses:

<i>Roasted Turkey Breast</i>	<i>Swiss</i>
<i>Smoked Ham</i>	<i>Cheddar</i>
<i>Roast Beef</i>	<i>American</i>
<i>Italian Salami</i>	<i>Provolone</i>
<i>Tarragon Chicken Salad</i>	<i>Monterey Jack</i>
<i>Tuna Salad</i>	

Lunch – Gourmet Box Salads

Fresh & Delicious Pre-made salads attractively packaged in clear plastic hinged containers.

Teriyaki Chicken Salad

*Mixed greens topped with grilled Teriyaki chicken, sesame seed, won ton strips.
Sesame Dressing*

Traditional Chef Salad

*A Classic – Julienne ham and turkey, American and Swiss cheese, tomato, egg, bacon and carrots on a bed of crisp greens.
Italian or Ranch*

Chicken Caesar Salad

*A bed of Romaine lettuce topped with grilled chicken, croutons and Parmesan cheese.
Creamy Caesar Dressing*

Garden Vegetable Salad

Mixed greens with croutons and fresh vegetables. Italian, Ranch or 1000 Island

Tuna or Turkey Salads

A scoop of light tuna or turkey breast strips on mixed greens with a pickle spear, carrot sticks, Italian pepper, sprouts and tomato wedge. Italian or Ranch Dressing

Grilled Chicken Salad

Grilled Chicken with sliced avocado, tomato wedges, croutons, sprouts and sliced red onion. Italian, Ranch or 1000 Island

Hot Lunch & Dinner Buffets

*Our hot buffet menu includes a choice of Garden or Caesar Salad, Chef's selection of potato, rice or pasta, seasonal vegetable and dinner roll. We provide everything you need – chafers, service ware, disposable utensils, set-up and breakdown. **10 person minimum.***

Pacific Dining Center offers over 45 Buffet menus- Some favorites include:

Chicken Duxelle en Croute

Breast of chicken filled with mushrooms and wrapped in flaky puff pastry dough

Grilled Penne Chicken

Grilled sliced chicken breast served over penne pasta with Pesto or Marinara sauce

Mediterranean

*Ravioli, Tortellini, Penne pasta with Alfredo, Marinara, Basil Pesto sauces.
Salad & Bread*

Pacific Rim

Island Salad, Sesame Teriyaki Chicken, Rice, Egg Rolls and a fortune cookie

Sesame Teriyaki Chicken

Grilled Chicken breast brushed with teriyaki glaze, topped with a pineapple ring and sprinkle with sesame seeds

South of the Border

Beef & chicken, pinto beans, Spanish rice, salsa, guacamole, sour cream, shredded lettuce, diced tomato, shredded cheese, tortillas or taco shell

Dessert

Freshly baked goods delivered to your location: freshly baked cookies, brownies & blondies, decorated sheet cakes, cheesecake, fresh pies, tortes, petit fours, gourmet desserts.

Breakfast

Let us set up your breakfast – **10 person minimum** on Buffets.

Continental Breakfast Buffet

*Chilled juice, whole fruit, muffins,
Danish, donuts, coffee and tea.*

Great Start Buffet

*Chilled juice, sliced fruit tray, croissants,
scones, coffee cake, coffee and tea*

Choose

We can prepare breakfast to your specification.

Breakfast ala Carte

A variety of breakfast bakery items are have available ala cart; hot items prepared to order!

Fresh Fruit

*Whole Fruit
Sliced Seasonal fruit platter –serves ten*

Bakery Fresh

Muffins, pastry, bagels, Danish

Hot Start Buffet

*Chilled juice, whole fruit, Scrambled eggs,
bacon,hash browns, bakery items, coffee and
tea.*

Donuts

*Raised, cake, French, old fashioned
Coffee cakes, tarts, loaf breads, turnovers,
Scones, twists, sticky buns etc.*

Beverage

We carry a huge inventory of beverages – hot and cold.

*Canned soda
Bottled water
Starbucks coffee
Tazo tea, Pump Pot
Juice Bottle- orange, grape, apple, tomato*

*Juice by the pitcher
Snapple, Sobe, V8 Splash
Flavored Water and Juices
Frappuccino and more!*

Pacific Dining
*P.O. Box 32761
San Jose, Ca. 95152
Phone (408) 406-8487
Fax (510) 279-5764
Email Rick@Pacific-Dining.com*

Founded 1989 in San Jose, California.

Pacific Dining has grown by providing the highest quality food services to its clientele. Providing one stop food services - Corporate Dining, Catering, Coffee Service and Vending to over 1000 customers daily.

Pacific Dining is large enough to compete effectively, yet small enough to give the attention to detail and personalized service your event deserves. Our Professional Catering service is fully licensed and insured.

We accept all major credit cards.

Appendix F - List of Internal Interviews Conducted, March 2012

1. Tom Bauer, Vice Chancellor, Auxiliary Services, San Mateo County Community College District
2. Donna Bestock, Dean of Social Sciences/Creative Arts, Skyline College
3. Paul Bridenbaugh, Art Gallery, Skyline College
4. Eloisa Briones, Director of Business Services, Skyline College
5. Kamla Bucceri, Multimedia Technician, Skyline College
6. Amory Cariadus, Coordinator of Student Activities, Skyline College
7. Nohel Corral, Director of Learning Center/TriO Student Support Services, Skyline College
8. Mike Celeste, Director of Public Safety, San Mateo County Community College District
9. Manny Granillo, Facilities Supervisor, Skyline College
10. Richard Inokuchi, Facilities Manager, Skyline College
11. Ira Lau, Multimedia Technician, Skyline College
12. Christianne Marra, Communications Manager, Skyline College
13. Joe Morello, Athletics Dean, Skyline College
14. Jose Nunez, Vice Chancellor of Facilities, Planning, Maintenance & Operations, San Mateo County Community College District
15. Jan Roecks, Director of General Services, San Mateo Community College District
16. Richard Soyombo, Director of International Trade Development, Skyline College
17. Annie Trinh, Accounting Technician, Skyline College
18. Brian Tupper, Chief Public Safety Officer, Skyline College

Appendix G - List of External Interviews Planned

1. *Christina Dunham, VP Marketing & Business Development, Froomz
2. *Jessica Evans, Executive Director of the San Bruno Chamber of Commerce
3. *Greg Cochran, Former Corporate Meeting Planner, Wyndham Hotels
4. Michele Enriquez-DaSilva, Business Development, San Mateo Credit Union
5. Maria Martinucci, CEO of South San Francisco Chamber of Commerce
6. Courtney Conlon, CEO of the Pacifica Chamber of Commerce
7. Anne LeClair, Convention & Visitor's Bureau
8. Dave Mandelkern, President's Council, District Board of Trustees
9. Susan Brissenden-Smith, President's Council, Community Leader
10. Helen Fisicaro, President's Council Advisory Board, Colma City Council, Retired from PG&E
11. Kim Gillette, President's Council, Executive Director, Daly City Youth Health Center
12. Tom Minshew, Jefferson Union High School District Superintendent
13. Aaron Aknin, President's Council, City of San Bruno
14. Carol Bonner, President's Council, City of San Bruno
15. Raymond Buenaventura, Daly City Councilman
16. David Canepa, Daly City Councilman
17. Tony Clifford, Vice President, First National Bank
18. Jim Comstock, Business Development at Seton Medical Center
19. Mike Crilly, former Jefferson Union High School District Superintendent
20. Sheila Gilson, President's Council, Kaiser Permanente
21. Maritess Lagandaon, President's Council, Community Leader
22. Steve Martinez, President's Council
23. Will Minnich, President's Council, DeVry University
24. William Nack, President's Council, Building Trades
25. Kirsten Pinochi, President's Council, Recology of San Bruno
26. Teresa Proano, President's Council, Duggans Serra Mortuary
27. Len Stone, President's Council, Pacifica City Councilman
28. John Paul Verzosa, President's Council, Bank of the West

***Meeting completed and conversations incorporated into this plan**

Appendix H - President's Breakfast Advertising Flyer



Host your next meeting, conference or event at Skyline College.

Enjoy state-of-the-art facilities at reasonable rates in a beautiful setting.

State-of-the-art facilities available:

- Conference Rooms
- Student & Community Dining Hall
- Art Gallery
- Theater
- Athletic Facilities



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Contact Cherie Napier
(650) 738-4490 or napierc@smccd.edu