



ATLIS

Association of Technology
Leaders in Independent Schools 

Annual Conference Hedge Strategy

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November 2020

Seattle status



- **To host a crowd our size (or anything over 50 ppl), must get to Phase 4 (new cases: 25 people infected/100,000 population)**
- Another group on our dates, likely moving to next year
- We have received COVID-appropriate space diagrams (max ~350)
- CONNECT in-person conference = critical learning experience



COVID-19 in Washington State

County Phases and Risk Assessment:

This map shows the current phases and the key metrics used to determine county readiness to move between phases. Select a county to see the status of key metrics for that particular county, or select a key metric for additional detail.

[Learn More](#)



King County key metrics - currently in Phase 2

	Value	Goal	Meeting Goal
Rate per 100K of newly diagnosed cases over two weeks	77.0	<25	No
Average daily COVID-19 testing rate per 100K over a week*	201.9	-	-
Percent of positive tests over a week*	2.5%	<2%	No
Percent of licensed beds occupied by patients	54.7%	<80%	Yes
Percent of licensed beds occupied by COVID-19 patients	1.7%	<10%	Yes

*Metrics updated on 8/25/20. See Learn More for details

Phases by County



Phase 1 Phase 2 Phase 3 Phase 4

Number of Counties



Sources: Washington State Department of Health



COVID-19 in Washington State

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	Value	Goal	Meeting Goal
Rate per 100K of newly diagnosed cases over two weeks	55.5	<25	No
Average daily COVID-19 testing rate per 100K over a week*	184.0	-	-
Percent of positive tests over a week*	2.1%	<2%	No
Percent of licensed beds occupied by patients	60.2%	<80%	Yes
Percent of licensed beds occupied by COVID-19 patients	1.8%	<10%	Yes

*Metrics updated on 8/25/20. See [Learn More](#) for details

Sources: Washington State Department of Health

Phases by County



Phase 1 Phase 2 Phase 3 Phase 4

Number of Counties



Nov. 3



King County key metrics - currently in Phase 2

	Value	Goal	Meeting Goal
Rate per 100K of newly diagnosed cases over two weeks	102.5	<25	No
Average daily COVID-19 testing rate per 100K over a week*	286.4	-	-
Percent of positive tests over a week*	2.7%	<2%	No
Percent of licensed beds occupied by patients	55.5%	<80%	Yes
Percent of licensed beds occupied by COVID-19 patients	1.9%	<10%	Yes

*Metrics updated on 8/25/20. See Learn More for details

Sources: Washington State Department of Health

Phases by County



Phase 1 Phase 2 Phase 3 Phase 4



Nov. 23



King County key metrics - currently in Phase 2

	Value	Goal	Meeting Goal
Rate per 100K of newly diagnosed cases over two weeks	247.9	<25	No
Average daily COVID-19 testing rate per 100K over a week*	346.4	-	-
Percent of positive tests over a week*	6.3%	<2%	No
Percent of licensed beds occupied by patients	63.6%	<80%	Yes
Percent of licensed beds occupied by COVID-19 patients	4.9%	<10%	Yes

*Metrics updated on 8/25/20. See Learn More for details

Sources: Washington State Department of Health

Phases by County



Changes and exposure (after addendum)



	Cancel now → Jan. 3, 2021		Cancel after Jan. 4, 2021	
Original room block \$500,000	70%	\$350,000	80%	\$400,000
Original F&B \$200,000	30%	\$60,000	40%	\$80,000
TOTAL		\$410,000		\$480,000 (jumps \$70k)
Revised room block \$300,000	70%	\$210,000	80%	\$240,000
Revised F&B \$120,000	30%	\$36,000	40%	\$48,000
TOTAL		\$246,000		\$288,000
<i>Renegotiation: 40% reduction</i>		<i>\$164,000</i>		<i>\$192,000</i>
Apply 50% to future date		\$123,000		\$144,000

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My recommendation...



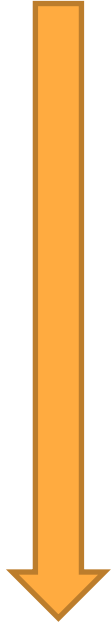
Hedge Strategy

.... A strategic move to offset risk and protect ATLIS from loss.



Pricing comparisons for virtual events

Pricing highest
to lowest



Event	Member pricing	Nonmember pricing
Association #1	\$995	\$1,395
PROPOSED ATLIS PRICING (last year's regular pricing, but now open to whole school)	\$995	\$1,095
Association #2	\$795 for single registration	\$1,775 (team of 6) or \$2,875 (whole school)
Association #3 (*lower rates with 5+ registrants)	\$585	\$760
Association #4	\$359	\$499
Association #5	\$395	495

Registration Projections (step 1)



½-price credits due:

- 320 members
- 260 nonmembers

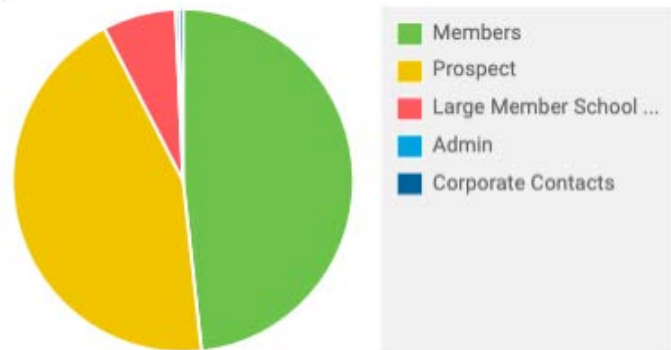
$320 \times \$497.50 = \$159,200$

$260 \times \$547.50 = \$142,350$

Total: \$301,550

MEMBER TYPES

5



We must operate from a conservative perspective... assuming ALL eligible registrants will take us up on the ½-price credit.



Registration Projections (step 2)

Issue... moving to “whole school” registration

- Last year = 1.5 people per organization
- ~250 separate organizations

Conservative

- 20 member orgs = \$19,000
- 20 non-member orgs = \$21,900

Aggressive

- 50 member orgs = \$49,750
- 50 non-member orgs = \$54,750

Total range

Conservative = \$40,900

Aggressive = \$104,500



Registration Projections (step 3)

In-person “retreat” add-on (limited to 350 ppl by hotel space)

- \$99 members
- \$199 nonmembers

Conservative (280 ppl = breakeven hotel)

- 200 members = \$19,800
- 80 non-members = \$15,920

Aggressive (320 ppl)

- 250 member orgs = \$24,750
- 70 non-member orgs = \$13,930

Total range

Conservative = \$35,720

Aggressive = \$38,680

Registration Summary



Registration	Conservative	Aggressive
½-Price Credit Registration	\$301,550	\$301,550
Regular Registration	\$40,900	\$104,500
Retreat Add-On	\$35,720	\$38,680
TOTAL REG REVENUE	\$378,170	\$444,730

Hedge strategy comparison



Revenue	VIRTUAL ONLY	WITH RETREAT
Sponsorship	\$ 150,000	\$ 150,000
VIRTUAL Registration	\$ 342,450	\$ 342,450
IN-PERSON Registration	\$ 0	\$ 35,720
Workshop	\$ -	\$ -
TOTAL REVENUE	\$ 492,450	\$ 528,170
Expenses	VIRTUAL ONLY	WITH RETREAT
AV	\$ 0	\$ 45,000
Wifi	\$ 0	\$ 10,000
F&B (from tab)	\$ 0	\$ 150,000
Master Room (from tab)	\$ 0	\$ 12,000
Marketing (conference)	\$ 7,500	\$ 7,500
Software	\$ 7,000	\$ 7,000
Speakers	\$ 15,000	\$ 15,000
Professional Services (conference)	\$ 3,000	\$ 3,000
Branding and signs	\$ 1,500	\$ 1,500
Insurance and legal	\$ 2,000	\$ 2,000
Supplies & Materials	\$ 5,000	\$ 6,000
TOTAL EXPENSES	\$ 41,000	\$ 259,000
NET CHANGE (surplus/deficit)	\$ 451,450	\$ 269,170