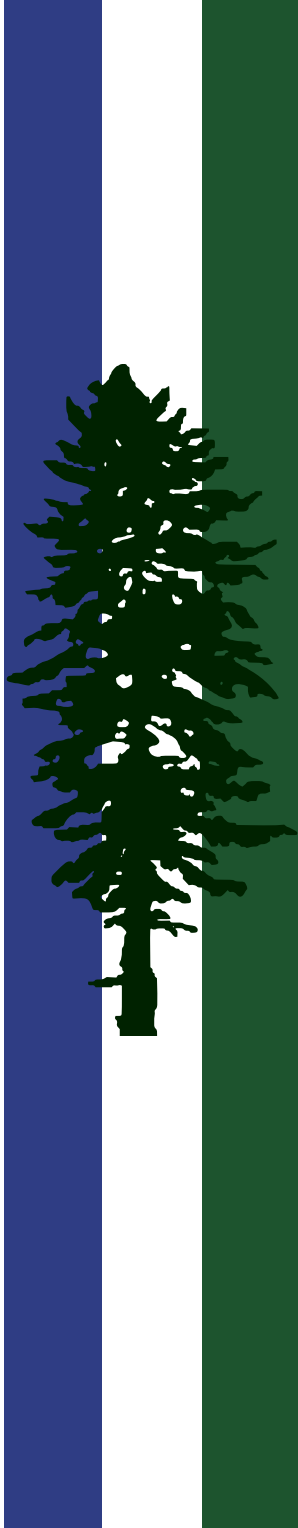# FOSS4G 2014 BID

PORTLAND, OREGON

PDX OSGeo

OSGeo Local / OR-URISA SIG

# Table of Contents

Introduction

It is with great enthusiasm that the Portland, Oregon, USA Local Organizing Committee presents its final bid for FOSS4G 2014, the premier international open-source geospatial event of the year. We hope to convince you that we are the best possible location for this event. We are fully ready to execute the event in world class style, and we foresee a significant financial return on investment for OSGeo, likely greater than any past conference.

As a local chapter of OSGeo, we have built considerable momentum in supporting open source software and presenting at a variety of conferences. We decided to take that experience to the next logical step and host FOSS4G international. It's an opportunity to show the world what Portland has to offer, and to bring an exceptional international presence to Portland and the Pacific Northwest.

Our goal with FOSS4G is not only to put on the premiere open source geospatial conference, but to use the conference to foster a sense of community citizenship, to increase diversity in the open source geospatial community, and to show off the beautiful city of Portland.

Portland has long been a hotbed of open source software innovation. We want to continue that tradition and continue its expansion into the geospatial realm. O'Reilly's OSCON has been held here 10 out of the past 11 years (the program chair for the past three years is on our LOC), plus our local tech community calendar, Calagator, typically has numerous open source events scheduled each evening.

However, this event should really be considered a West Coast collaboration, since we will have the active involvement of both chapters to the North and South of us. Both CUGOS (Seattle area) and the California OSGeo chapters have offered to assist us with the conference. That's not to diminish the international spirit of the event, however. We will be reaching out globally to attract the largest possible participation. We anticipate that this could actually
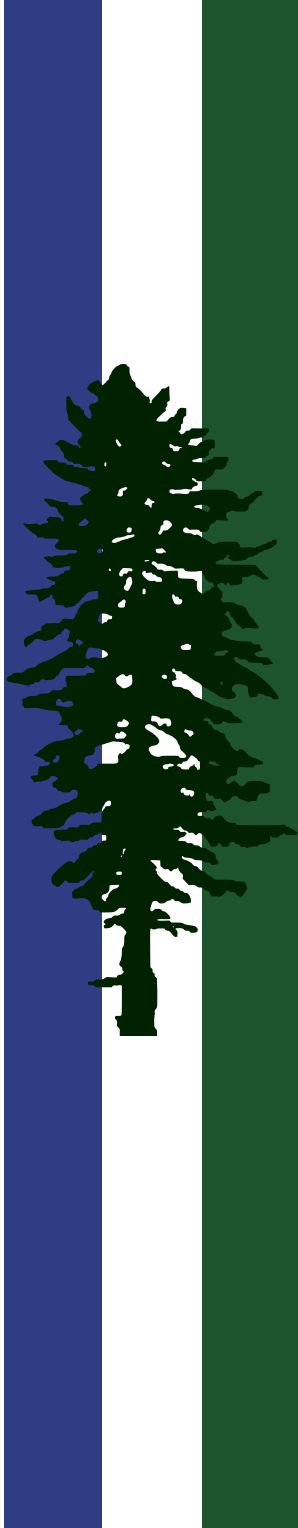
have the largest attendance of any FOSS4G yet, based on improving economics, increased use of open source GIS, and the quintessential location.

While we've outlined some estimates in our budget, there are also a number of things that we believe make Portland an excellent financial choice, and may not be obvious from the budget documents.

First, through our cooperation with Travel Portland, our facility rental is free. These costs are covered through a combination of a hotel rebate (included in the hotel prices below), and a grant from the Visitor Development Fund. Furthermore, Oregon has no sales tax, which keeps costs for other services, such as catering, significantly lower. On our estimated catering bill alone, a 6% sales tax would cost us an additional $15,000.

Second, because members of our organizing committee are faculty at Portland State University (PSU), and the conference falls outside of the regular school year, we will be able to get access to fully outfitted instructional computer labs for workshops. The cost of using these labs is only $225 per day, significantly reducing the cost of hosting workshops.

Third, anything that attracts more attendees will make for a more financially successful conference. On this front, Portland has much to offer. Our hotel rates for attendees are quite low compared to most cities, making the conference easier to attend. We have a proposals for rooms at a mere $139/night for single/double, and $154/night for triple/quad (not including 14.5% lodging tax).

As you read this proposal, we think you'll agree with us that Portland, Oregon is the idea location for the next FOSS4G.

The Location: Portland, Oregon

Portland has a wealth of cultural and natural attractions, and to provide easy access to them, we've chosen a conference location that is centrally located, with easy access to mass transit. The MAX Light Rail from the airport stops right next to the convention center and the primary conference hotel, the 25 minute ride from the airport costs only $2.50. It's worth noting that our transit agency, Trimet, is a big supporter of open source. They contribute heavily to OpenStreetMap, and funded the development of OpenTripPlanner, an open source multi-modal routing engine. Their new routing system is built entirely on OSM and OTP. Free transit passes will be provided to all attendees (as part of convention center usage).

"Portlandia," a popular TV show, highlights Portland's quirks and endearing qualities. It also has one of the strongest micro-brew, nano-brew, and now "pico-brew" beer scenes in the world. In addition there are food cart "pods" scattered throughout the city.

Many sections of Portland have their own character, and we will provide maps to distinctive neighborhoods such Hawthorne, Alberta, and Mississippi. The included transit pass will deliver attendees there, though cabs and bicycles (and bicycle cabs!) are easily available, as well. Foodies will have a grand time here, as great chefs are celebrated with gusto. The arts and music are well-represented as well, with our focus on the "creative class". Wine-lovers will appreciate trips through the Willamette Valley, discovering the relationship between wines and soils (terroir).

In fact, there are so many more adventures to have here, and we've included a list of events and field trips that we hope to make available to attendees. Even more ideas will be forthcoming as the date moves closer.

Finally, while Portland is well known to those in North America as a "cool place", we are aware that many international travelers may not know about us. Part of our marketing budget will be focussed on making certain that the international crowd will be as excited about Portland as North America is!

As the "City of Roses", we will incorporate a rose image into the banner that is traditionally customized for each FOSS4G.
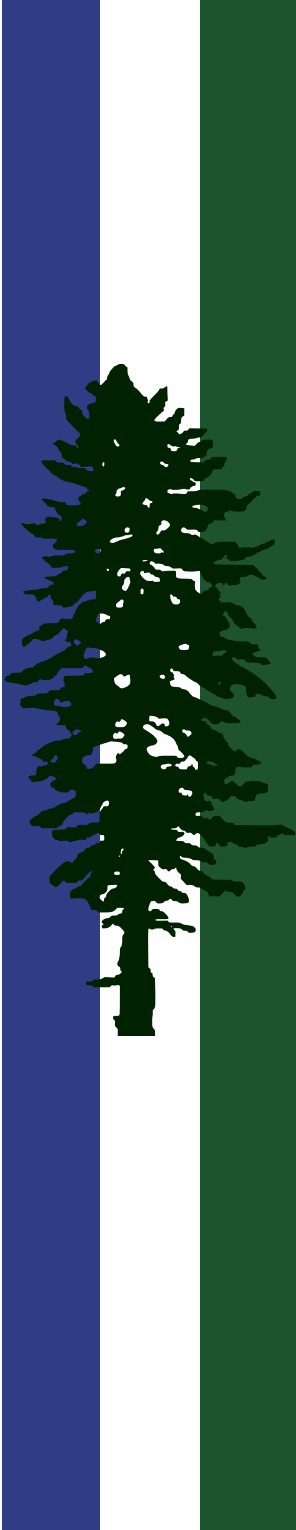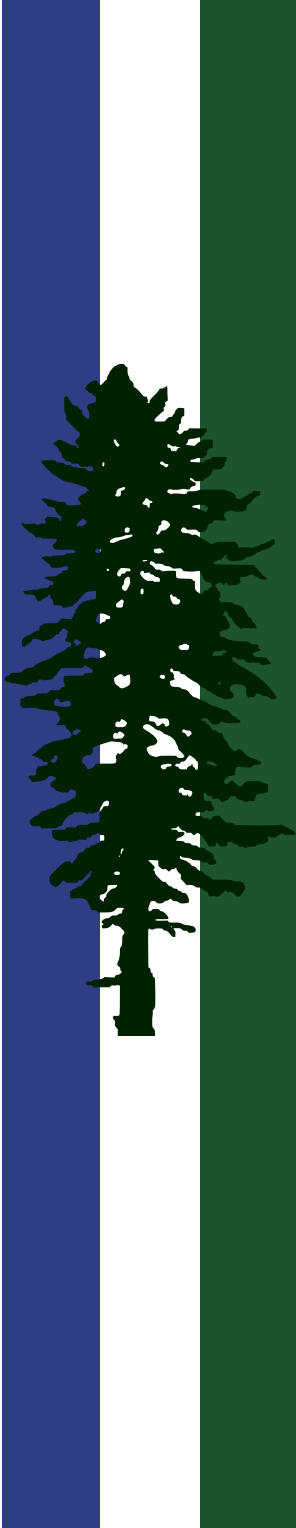
The Conference and Workshops

The conference is planned for September 8th-14th, 2014. There is still some flexibility, but these are the preferred dates.

Not only will there be an abundance of conference sessions showing the uses of open source geospatial software, and how it can perform traditional GIS functions equally well, in many cases, as proprietary GIS software, but outreach programs will include training opportunities to introduce the benefits of open source geospatial software to state and local government staff or other traditional users of proprietary software. Targeted pre-conference outreach will invite potential new open source software users to attend the conference. Our marketing budget will help cover this, as well as the fact that most of the LOC are connected with many local non-open source organizations that we can spread the message to.

We (PDX-OSGeo) have already introduced open source tracks at our regional conference (as have our colleagues to the North, CUGOS), so there will be considerable regional interest in an event focused almost exclusively on this approach.

We are currently planning nine tracks of juried paper talks, and one track of invited talks. Each paper will be allowed 25 minutes, while the invited tracks will have 60 minutes. With nine 30 minute sessions per day, that yields approximately 240 papers and nine invited talks. With our estimated attendance, that averages about 100 participants per session. We will set aside larger rooms for the invited talks. A rough outline of the schedule, including room capacities, is included in the appendices.

We believe that the double-blind selection process used in the academic track should be expanded to include all presentations. This should not, however, be taken to mean that keynote or invited-talks are not solicited and selected directly by the organizing committee, but they would be explicitly labeled as such.

We also feel there is room for lightning talks — a track of 15 minute sessions for presenting new ideas. The selection process could be less formal and could be done closer to the date of the conference, and would be an excellent forum for students, and lesser known developers/activists/etc. to present their work.

Poster sessions will be worked out once we have the academic track solidified, however there is ample space available for posters.
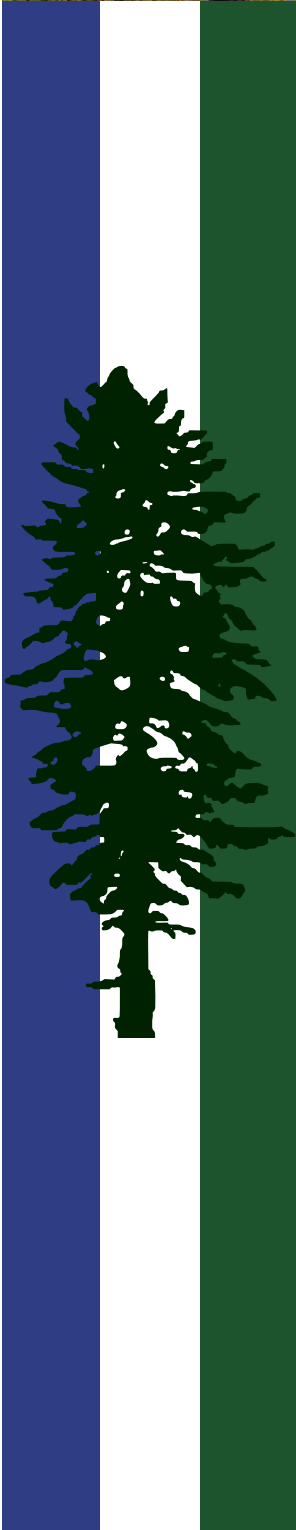
One of the key drivers of success of any conference is the informal spaces, or "hallway track". To that end, Stumptown Syndicate will be working with us to organize social spaces. They have developed a strong reputation for running conferences and other events that foster community and social interaction in the tech community.

Portland has a very strong local coffee and beer scene — there are 52 breweries just in the city of Portland — more than any other city in the world. (Fun fact: Just this spring *saccharomyces cerevisiae*, aka Brewer's Yeast became the official state microbe.) This means there are many opportunities for folks to enjoy top-quality beverages to stimulate social activity throughout the day, not just at the official conference location but throughout the city, at mobile workshops, between sessions at computer labs and at other opportunities throughout the conference week.

On the more formal side, workshops have been a very popular part of the FOSS4G conference, and our hope is to expand on them. By taking advantage of the resources available at Portland State University, we expect to be able to expand the available training opportunities, while keeping classes reasonably small. PSU, the largest university in Oregon, is located right in the downtown core, just a 15 minute train ride from the convention center and the conference hotels.

We are planning to have eight concurrent workshop tracks at PSU. PSU has a sufficient number of fully outfitted instructional computer labs ranging from 15-60 computers to accommodate our workshop plans. One lab is a Mac-only lab, while the remainder are Windows. There are also Linux labs and fa-

cilities available, if needed. If an instructor prefers to teach a "bring your own computer" workshop, then that can also be easily accommodated.

The cost of each of these labs is $25/hr + 25/day (PSU internal rate), so we can assume $225/day (our budget, however, sets this at $325, just in case PSU changes its pricing). Full catering services are available for lunches.

We will use the recently popularized blind voting system to ascertain the attendees' desired workshop preferences, as a starting point. Then the workshop committee will carefully examine the remaining proposals and make sure that key technologies and concepts are represented in the workshop schedule, thus maintaining a balance between community input and committee oversight. If we feel that the right mix of workshops has not been achieved, in terms of the balance of technical vs non-technical, for example, we will reach out to the community to invite specific workshops. This has not seemed to be a problem recently, however.

Perhaps the most exciting change to previous years' conferences is our intention to live stream, and post all sessions to the web. Based on experiences and costs at previous conferences, such as State of the Map US, we have found this to be doable well within the budget.

The Extracurriculars

In addition to the conference, and its traditional evening activities. We plan to organize additional outings during and after the conferences. Some possible field trips (many of which have been done by other local conferences as well) are:

- Bicycling around Portland (voted best US city for bicycling many years)
- Tour of Portland Bridges
- Beer tastings
- Wine Country Tours
- Geologist led tours of the Columbia Gorge, highlighting the Missoula Floods
- Trips to magnificent nearby scenery, such as the ocean, Mt St Helens, the Columbia Scenic Gorge
- Soccer game with the Portland Timbers
- Outings to local hot spots, such as Alberta, Mississippi, Hawthorne
- Coffee shop Tour
- Food Cart Tour
- Powell's City of Books
- Rose Test Gardens and Japanese Gardens
- Rhododendron Garden
- 80s Arcade Gallery
- Karaoke with a live band

These trips will be organized with no additional cost to the conference, though some may require an additional fee from the participants.

The Venue and Hotels

The Oregon Convention Center is located just across the Willamette River from downtown Portland.

We have coordinated with the local convention planning agency, Travel Portland, to come up with an excellent package for the convention center and the conference hotel. A convention services manager from Travel Portland will work with us through the conference to help us navigate the ups and downs of conference planning.

A small fee on each hotel room rented for the conference, already included in the room costs, is given to the convention center to offset the facility rental. The remainder is gifted with a grant from the visitor development fund. This was created with a very conservative estimate of hotel usage, and we need only achieve 65% of that commitment to offset the entire base cost of the convention center rental, quoted at $31,170.

The convention center describes itself thusly:
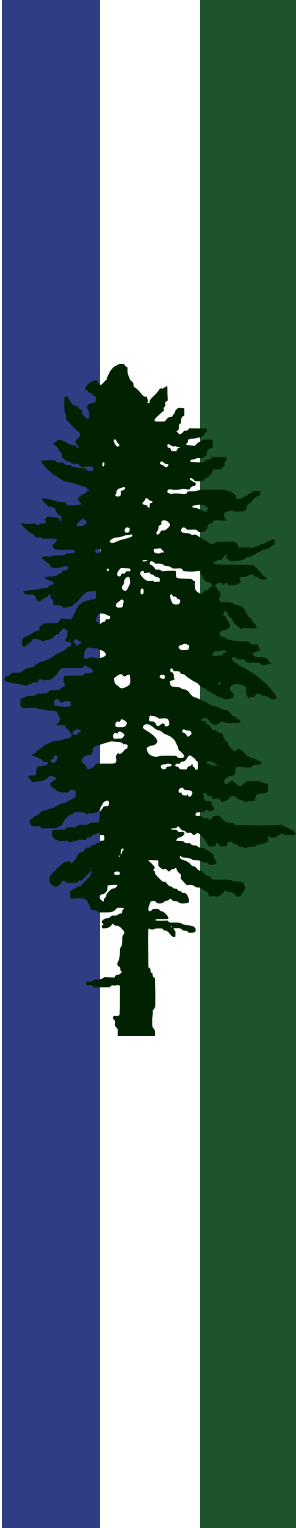
"The Oregon Convention Center consists of 255,000 gross square feet of exhibit space, two ballrooms, 25,200 and 34,500 square feet, and 50 meeting rooms. You and your attendees will enjoy the beautiful openness of our building and expansive lobbies. Daylight streams into the pre-function areas near the meeting rooms and halls due to our two 320 foot tall glass towers and our new 118-foot high tiara shaped skylight. We have over a million dollars in artwork located throughout the building (including some fun art in our bathrooms), which makes walking throughout the building a unique experience."

"We have many eco-friendly features throughout the facility. Our many large windows and skylights allow natural light to filter through, thus reducing the need for electricity. Our innovative "Rain Garden" designed to masquerade as an elegant water feature, actually scrubs pollutants from the rain water that drains from our roof and is recycled into settling ponds and native grasses. Many other sustainable practices are at the heart of the Oregon Convention Center. In September 2008, the Oregon Convention Center was recertified with the LEED-EB Silver rating from the United States Green Building Council (USGBC), making us the first convention center in the nation to achieve recertification at a higher rating."

We have received the following commitments from local hotels. All the bids include free rooms or upgrades for conference staff. There are 575 rooms within a few blocks of the convention center, and plus an additional 350 in the downtown core. (Note: hotel prices are exclusive 14.5% lodging tax.)
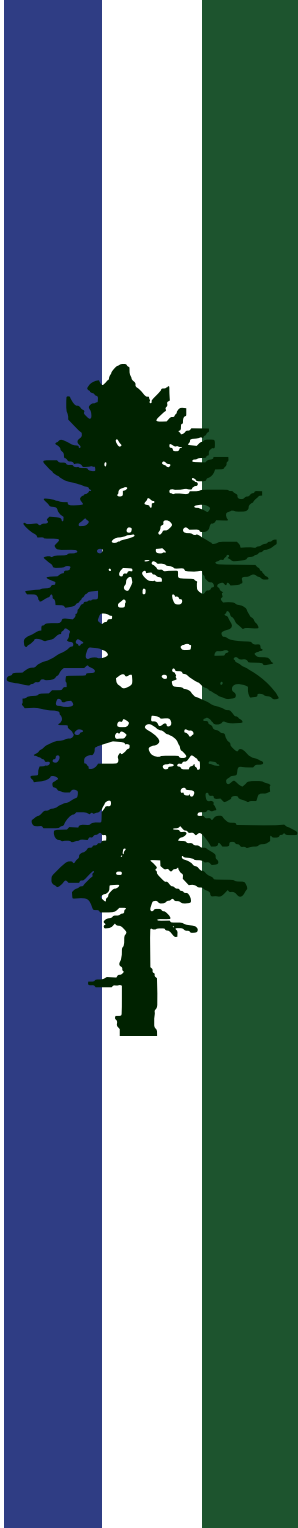
| Hotel	Distance to Convention Center	Distance to Light Rail	Peak Night Rooms	Single or Double	Triple or Quad
DoubleTree by Hilton	5 Blocks	1 Block	400	$139/$139 Std $149/$149 Premium	$154/$154 Std $164/$164 Premium
Crowne Plaza	4 Blocks	4 Blocks	100	$159/$159	$169/$169
Courtyard by Marriott	2 Blocks	2 Blocks	75	$169/$169	$169/$169
Marriott Downtown Waterfront	2 Miles	6 Blocks	350	$184/$184	$194/$204

The Budget

We have developed a detailed budget, based in part on the template provided. by OSGeo. We have been extremely conservative in our estimates, opting to round costs up wherever there was uncertainty, while keeping our assumed attendance low.

The summary is below, but we invite you to explore the spreadsheet, and adjust the parameters to your pleasure. We think you'll agree this should be a very profitable conference.

	Base	Better	Best
Total Attendance	850	978	1,063
Paid Attendance	765	880	957
Surplus/Loss	$141,141	$161,200	$174,768
Surplus/Loss per Attendee	$166	$165	$164
Total Revenue	**$696,938**	**$764,213**	**$809,258**
Fixed Expenses	$241,025	$241,025	$241,025
Variable Expenses	$314,772	$361,988	$393,465
Total Expenses	**$555,797**	**$603,013**	**$634,490**

For our sponsorship income, we are estimating $120,000, a value well below the actual sponsorship rates in both Denver and Nottingham. We intend to keep the same sponsorship cost and benefit structure as Nottingham is using for 2013.
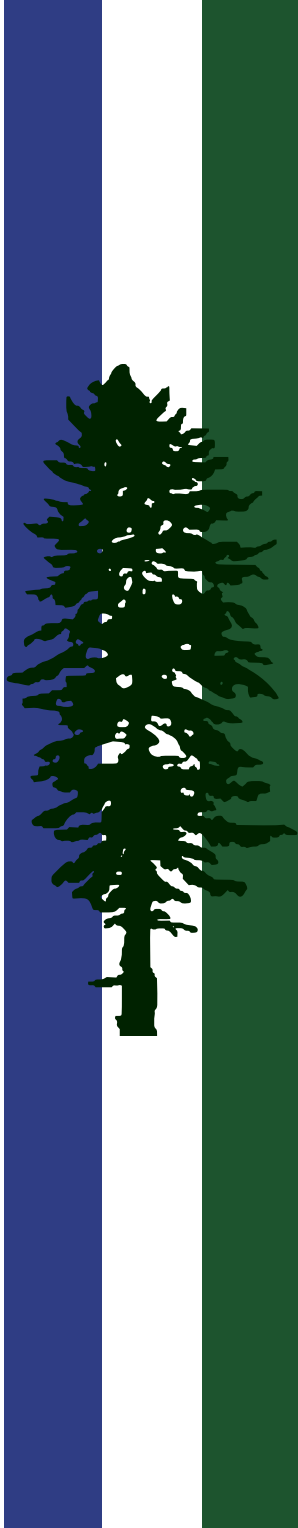
	Diamond $35,000	Platinum $25,000	Gold $15,000	Silver $7,500	Bronze $3,500	Supporter $1,500
Guaranteed presentation slot within a track	X	X				
Sponsored workshop	X	X				
Large space, priority position	X	X				
Medium space			X			
Small Space				X		
Roller blind & laptop space					X	
Marketing						
Branding on Main Platform	X	X	X	X	X	X
Branding in Track Room	X	X				
Branding in Reception Area	X	X	X			
Conference gift/ bag	X	X	X			
Web Site – Featured	X	X	X			
Web Site – Minor				X	X	X
Event email communications	X	X	X			
Program	Double Page	Single Page	Half Page	Quarter Page	Listing	Listing
Email communication to registered delegates	X	X	Extra charge	Extra Charge		
Delegate passes	8	6	4	2	1	1

It should go without saying that we will contact all previous sponsors to continue their sponsorships in 2014. Additionally, we have identified the following local companies or organizations that may be willing to provide sponsor-

ships based on their past sponsorship of other conferences and/or their relation to local committee members.
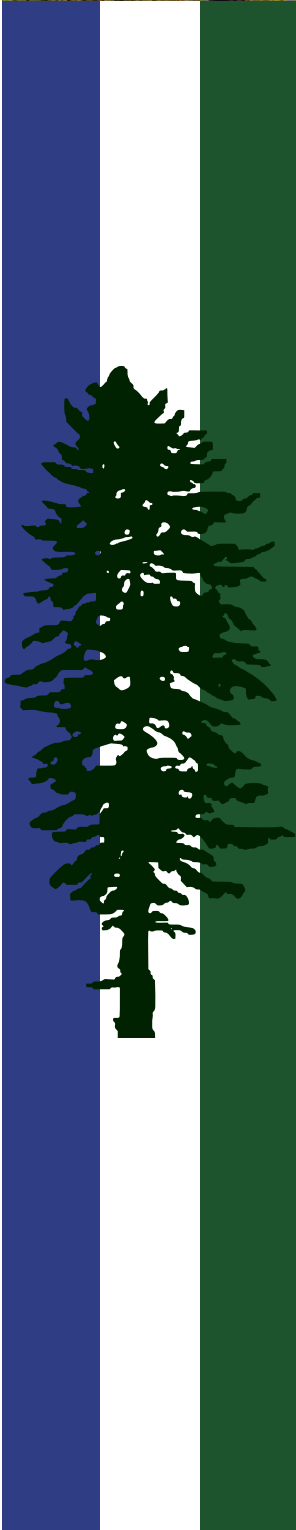
- Calthorpe and Associates
- CartoDB
- City of Portland
- David Evans & Associates
- Department of Geology and Mineral Industries
- Ecotrust
- FlightStats
- Flir
- Intel
- iTen Associates
- LizardTech

- Mapbox
- Metro
- Multnomah County
- Safe Software
- Sanborne
- State of Oregon
- TerraGIS
- Trimet
- USGS
- Urban Airship
- Urban Robotics
- Watershed Sciences, Inc.
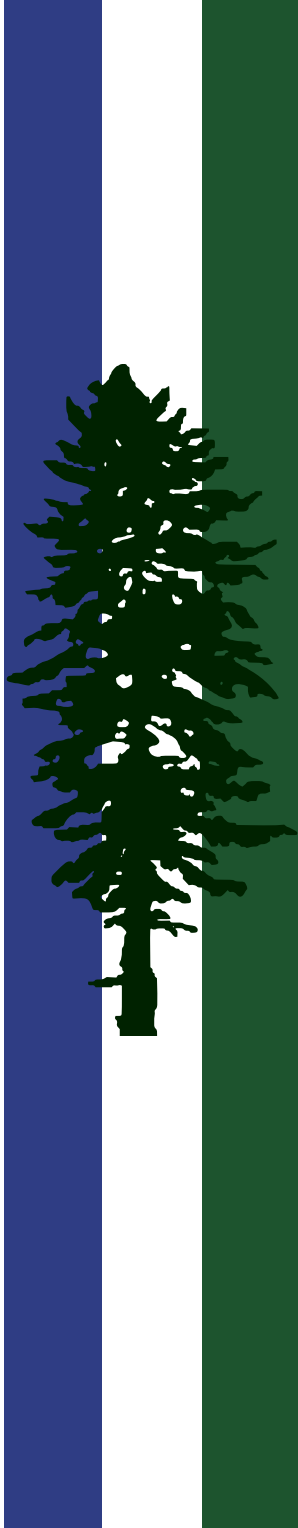
The Local Organizing Committee

One of the major strengths of the PDX OSGeo contingent of the local organizing committee (LOC) is that we have worked together extensively over the last five years. We have a really good idea of what each person is good at, and we have a lot of trust built up from having planned so many things together.

In addition to our monthly meetings, we have planned several OSGeo-LIVE workshops, several unconferences, and most importantly starting four years ago our regional GIS conference called GIS in Action. We were approached by the local chapters of URISA and ASPRS five years ago to see if we could "spice up" this somewhat stodgy conference. David Percy suggested that we move it to PSU, where he works in the Geology Department, and we all agreed that more open source would help considerably.

Since then each of us has served in roles on the conference committee, program committee, A/V committee, and various other functions. Thus, we are well-versed in working together to accomplish a medium sized (300 person) conference. Since we will be scaling this up to hopefully 1000 or more, hiring a Professional Conference Organizer (PCO) will help considerably, but the backbone of trusted relationships between the PDX OSGeo members of the LOC will be incredibly beneficial as we pull FOSS4G 2014 together.

We have also worked less formally with Stumptown Syndicate on their flagship conferences Open Source Bridge and WhereCampPDX.

We are planning to hire John Kirkland, as our PCO. In 2012, the PSU Geology Department, where David Percy works, hosted the international Antarctic research conference (SCAR 2012) that welcomed over 900 participants. It had amazing multimedia, sponsor relationships, etc, just like FOSS4G. As a retired Navy Captain with logistics experience, Mr. Kirkland was the perfect person for the job, and executed it flawlessly. We look forward to working with him on FOSS4G 2014. We will identify backup PCOs in the event that Mr. Kirkland needs to step down. Mr. Kirkland will be working with the rep-

resentative from Travel Portland and with Stumptown Syndicate, as well as the LOC .

Chair of LOC

Darrell Fuhriman - darrell@garnix.org

Darrell is Director of Engineering at Renewable Funding, and an adjunct instructor in the Department of Geography at Portland State University.

Other LOC members (*Local chapter members):

*David Percy (nickname "Percy"), Instructor, Department of Geology, and Geospatial Data Manager, Institute of Portland Metropolitan Studies, Portland State University
*Tanya Haddad, Oregon Land Conservation and Development Commision
*Eli Adam, Lincoln County
*Garlynn Woodsong, Calthorpe Associates
*Neil Revello, City of Portland Bureau of Environmental Services
Sarah Novotny, Co-chair OSCON Program Committee, CIO, Meteor Entertainment
David Bitner, Chair of FOSS4G-NA 2013
Alex Mandel, representing California chapter of OSGeo)
Aaron Racicot, representing CUGOS, Seattle-area chapter of OSGeo)
*Wm Leler
*Justin Miller, MapBox
*Jeremy VanGelder, iTen Associates
Rich Greenwood, Independent consultant
Many other members of the PDX OSGeo user group will also be assisting.

Other internationally recognizable names will be added to the LOC once the bid is obtained. Some of them have indicated they didn't want to influence the bidding process. We will reach out directly to the DC team to see if any of them would join us, as well, we welcome their involvement!

Based on lessons learned from past FOSS4Gs, we have established the following chain of succession if Darrell steps down as chair (all of these are local chapter members): David Percy, Tanya Haddad, Eli Adam.

Past experience with FOSS4G: Aaron Racicot and David Percy submitted a Portland proposal for the 2007 bid, which was won by BC. They both subsequently served on the Workshops committee that year, and are thus very familiar with that part of the process.

Portland has a very strong open-source geospatial community, with active users in the PDX OSGeo users group coming from the City of Portland, Multnomah County, TriMet (the transit provider) and other local government entities, as well as the largest local university (Portland State University) and a number of private firms that are active users and developers of open source software. Additionally, as this will be the first FOSS4G conference on the West Coast of the United States (and the first since 2007 on the west coast of North America), it is likely to draw many attendees from the San Francisco Bay and the Seattle areas (indeed, some members of the LOC are from these locations), which also have large open-source geospatial software communities. The demand for this conference is likely to be very high, and increase attendance substantially.

We will work closely with the board and conference committee (CC) through IRC and other channels. In the early stages we will probably only require monthly check-ins, with bi-weekly and weekly check-ins as we get closer to the event. If the CC would like weekly reports on progress we will be happy to task the PCO with this. The conference chair will be available by cell phone, as needed.

We will be accessing the the prior experience of both the board and the CC as resources to guide us, as well. We recognize that this is a large undertaking, and will solicit advice from all who have gone before us.

Our liaison to the board will be Eli Adam who is known to them as an active member of the OSGeo Journal, and the Marketing committee.

The Program

Wednesday

Room	Meeting Room D129-130	Meeting Room D131-132	Meeting Room D133-134	Meeting Room D135	Meeting Room D136	Meeting Room D137-140	Meeting Room E141-144	Meeting Room E145	Meeting Room E146	Meeting Room E147-148	Portland Ballrooms 251-254, & 257-258	Portland Ballroom 256-257
Capacity	160	236	150	132	188	416	461	188	140	150	919	
8:30-9:30											Plenary	
9:30-10:00						Break						
10:00-10:25											Invited Talks	Exhibition Hall and Posters
10:30-10:55												
11:00-11:25												
11:30-13:00						Lunch						
13:00-13:25											Invited Talks	
13:30-13:55												
14:00-14:25												
14:30-15:00						Break						
15:00-15:25											Invited Talks	
15:30-15:55												
16:00-16:25												
16:30-16:55												
17:00-18:00												
Evening					Drinks and Food in Exhibition Hall							

Thursday

Room	Meeting Room D129-130	Meeting Room D131-132	Meeting Room D133-134	Meeting Room D135	Meeting Room D136	Meeting Room D137-140	Meeting Room E141-144	Meeting Room E145	Meeting Room E146	Meeting Room E147-148	Portland Ballrooms 251-254, & 257-258	Portland Ballroom 256-257
Capacity	160	236	150	132	188	416	461	188	140	150	919	
8:30-9:30												
9:30-10:00					Break							
10:00-10:25												
10:30-10:55											Invited Talks	
11:00-11:25												
11:30-13:00					Lunch							Exhibition Hall and Posters
13:00-13:25												
13:30-13:55											Invited Talks	
14:00-14:25												
14:30-15:00					Break							
15:00-15:25												
15:30-15:55											Invited Talks	
16:00-16:25												
16:30-16:55												
17:00-18:00												
Evening					Gala Night Out							

Friday

Room	Meeting Room D129-130	Meeting Room D131-132	Meeting Room D133-134	Meeting Room D135	Meeting Room D136	Meeting Room D137-140	Meeting Room E141-144	Meeting Room E145	Meeting Room E146	Meeting Room E147-148	Portland Ballrooms 251-254, & 257-258	Portland Ballroom 256-257
Capacity	160	236	150	132	188	416	461	188	140	150	919	
8:30-9:30												Exhibition Hall and Posters
9:30-10:00	Break											
10:00-10:25										Invited Talks		
10:30-10:55												
11:00-11:25												
11:30-13:00	Lunch											
13:00-13:25										Invited Talks		
13:30-13:55												
14:00-14:25												
14:30-15:00	Break											
15:00-15:25										Invited Talks		
15:30-15:55												
16:00-16:25												
16:30-16:55												
17:00-18:00												
Evening	Additional Cost Event Option TBD											

Saturday

Room	Meeting Room D129-130	Meeting Room D131-132	Meeting Room D133-134	Meeting Room D135	Meeting Room D136	Meeting Room D137-140	Meeting Room E141-144	Meeting Room E145	Meeting Room E146	Meeting Room E147-148	Portland Ballrooms 251-254, & 257-258	Portland Ballroom 256-257
Capacity	160	236	150	132	188	416	461	188	140	150	919	
All Day			Hackathon			Hackathon						
Evening	Probable Pub Night											