



# **The Armenian Church of the Holy Martyrs ACYOA SENIORS**

*General Assembly & Sports Weekend 2014*  
**Committee Report**

Submitted by: 2014 General Assembly & Sports Weekend Committee  
Fr. Abraham Malkhasyan, Pastor

# 2014 ACYOA General Assembly & Sports Weekend Committee Report

## Introduction

The 2014 General Assembly & Sports Weekend was hosted by the Armenian Church of the Holy Martyrs of Bayside, NY. The weekend was held in New York City from May 22 – 26<sup>th</sup>, 2014. The hotel we provided for our guests was The Westin New York Grand Central located in Midtown Manhattan and General Assembly was held at The Eastern Diocese of the Armenian Church of America also located in Midtown Manhattan.

## Committee

<i>Pastor</i>	Rev. Fr. Abraham Malkhasyan
<i>Youth Director</i>	Karen Karamyan
<i>Chairperson</i>	Sarine Atamian
<i>Treasurer</i>	Talin Dursunian
<i>Fundraising Coordinator</i>	Victoria Armineh Babikian
<i>Events Coordinator</i>	Gabrielle Barikian
<i>Athletics Coordinator</i>	Aram Spendjian

## Overview

Our committee did an extensive amount of research around the city of New York. There were discussions whether to host the weekend in New York City or in the outer boroughs. We visited and gathered proposals from various hotels, venues, and sporting facilities.

Our primary goal was to manage the cost of the weekend, keep our events centralized, and host a safe, fun – filled weekend for participants. Our committee wanted to instill the best possible experience for our guests which allowed us to come to the decision of having the hotel, sports facility, and all events in New York City, and hosting General Assembly at the Eastern Diocese of the Armenian Church of America.

to negotiate with and book venues that delivered a true and spectacular “New York experience” for our evening events, all while staying within our modest budget.

## Events

What seemed almost impossible at first – hosting **all** evening events in Manhattan – was made possible through the keen effort of our committee. Months were spent seeking out the right event options that would not only be of reasonable costs, but would entirely deliver the vision we had in our minds for a New York City Sports Weekend. It was really “all or nothing” for us, as we wanted to give attendees the best experience possible.

All of our events enforced a strict **Zero Tolerance** policy. Before signing with any venue, we made sure to go over all alcohol purchasing and security procedures. We made it very clear that if any attendee was in violation of the venue’s policy, the venue had the right to eject them from the facilities. In addition to venue security, our own committee stepped up and patrolled each venue as well, working in shifts with at least two members on duty at all times. There were minimal incidents throughout the entire weekend and, thankfully, no attendee required medical attention or risked expulsion from the weekend.

Please see below for event descriptions:

1. Thursday, May 22<sup>nd</sup>: **Delegates’ Reception at the Diocese** – Our committee was able to host a quaint and catered Delegates’ Reception at the Eastern Diocese of the Armenian Church of America. Food and beverages were provided.
2. Friday, May 23<sup>rd</sup>: **404 NYC** – A part of the NYC lifestyle is the nightlife. Without utilizing an actual club/bar/lounge, we were able to imitate the tone of a New York City club with this venue. They gave us the freedom to design the raw space with lighting, use our own DJ’s, and furnish the space so all attendees were comfortable and enjoying themselves. They also provided a “21 and over” section on the upper level of the venue that was guarded by security, which was the only section that allowed alcohol to be present from the cash bar.
3. Saturday, May 24<sup>th</sup>: **Hornblower NYC Skyline Cruise** – With the Hornblower cruise, we were able to show off our beloved city on a 3-hour boat ride with catered food, music, and an outdoor deck to view the skyline. All accommodations were included and a cash bar was provided.
4. Sunday, May 25<sup>th</sup>: **Broad Street Ballroom Banquet** – Another raw space we used was the Broad Street Ballroom, a beautiful former bank space in the Financial District. This event featured passed hors d’oeuvres, a sports awards ceremony, cash bar, speeches, photo booth and photography, DJ and live entertainment.
5. Sports: **Baruch Athletics Fitness Center**- Minutes from the hotel and equipped with basketball and volleyball courts, storage areas, and a concession stand.

6. Sunday Church Service: **The Armenian Church of the Holy Martyrs in Bayside, NY-**  
The hosting chapter wanted to showcase the church where we all grew up.

### Lessons Learned

Issue	Description	How to Avoid
Same color bracelets for every night	Was confusing during event check-ins because some people thought they were already checked in if they had a bracelet. Some even snuck into events they did not pay for because they already had a bracelet from a previous event.	Use a different color bracelet for every night.
Not enough buses	Buses were not able to abide by the schedule because there were not enough. We did not account for time loading and unloading, as well as possible traffic.	The more buses, the better.
Hotel did not abide by our requests	Rooms were not near each other, which caused issues and complaints from other guests. Floors were not designated according to age, separating over 21 and underage, as requested.	Call hotel prior to event to remind and ensure requests will be abided by. Make sure hotel rooms are near each other to avoid issues with other guests. Blocking off entire floors is preferable. Patrol hallways at night to warn attendees and quiet them down.
Tardiness of award ceremony	Because people came late and the buses were delayed, the program had to start around 10:30 pm in the middle of dancing and no one paid attention.	Tell winners to come early to receive their awards in order to continue the night uninterrupted.

### Suggestions

1. Remember to always review every venue and vendor contract thoroughly before signing it. This can help avoid issues with venue capacity, alcohol policy, outside vendors, insurance, etc.
2. When visiting a potential venue, be sure to have at least 2 people present and take notes. This way, you can provide insight on the venue to your committee and provide concise details. Review details with the point of contact via email to ensure information is correct.

3. When distributing the Code of Conduct to your attendees, be sure to have them read it in front of you and fully understand the guidelines they are committing to. This is especially helpful with the Zero Tolerance policy we enforced.
4. Have different color bracelets for the different nights to avoid people sneaking in and under-age guests from switching bracelets.
5. Have extra security at check-ins to avoid large crowds at the table and keep everything orderly.
6. Have all hotel rooms on the same floors, and separate by over/under 21. Patrol the hallway to warn guests and quiet them down before complaints get out of hand.
7. Have chaperones on the buses to keep rowdiness to a minimum.

### **Achievements**

1. First General Assembly and Sports Weekend to have its own mobile application.
2. Huge social media presence and following (300+) allowing us to generate enthusiasm and excitement and to provide live real-time updates during the weekend regarding anything from sports and scoring, events, dining suggestions, tourist tips, etc.
3. We were able to keep transportation costs low because General Assembly and the Sports Facility were both in such close proximity to the hotel.
4. The number of attendees throughout the weekend was record breaking compared to previous years.
5. No major incidents involving police, medical emergencies, or participants being ejected from the weekend.
6. Being the most expensive city in the Eastern Diocese we were able to effectively budget our weekend and keep our cost below \$100,000.
7. We were able to keep all events in Manhattan and within a 10-mile vicinity.
8. NO DEBT.
9. We were able to host one of the most profitable weekends compared to previous years.
10. We are all still friends. 😊

### **Conclusion**

Hosting General Assembly & Sports Weekend was a great opportunity for the ACYOA Seniors of the Armenian Church of the Holy Martyrs who had not hosted a General Assembly & Sports Weekend in 15 years. Membership grew extensively in the two years we spent planning the weekend and our community of young people became a staple in our parish. The committee while planning and fundraising for this event became a family. It was an honor to be able to host such a successful weekend while also giving back to our community and youth of the Eastern Diocese.

2014 General Assembly and Sports Weekend Participation	
<b>Hotel Information</b>	
<b>Room Nights Sold</b>	
Wednesday 5/21	1
Thursday 5/22	31
Friday 5/23	113
Saturday 5/24	115
Sunday 5/25	107
<b>Total</b>	<b>367</b>
<b>Events</b>	
<b>General Assembly</b>	
Clergy	15
Delegates	56
<b>Total</b>	<b>71</b>
<b>Friday Night 404 NYC</b>	450
<b>Saturday Night Hornblower Cruises &amp; Events</b>	420
<b>Sunday Night Broad Street Ballroom</b>	465
<b>Total</b>	<b>1335</b>
<b>Registration Information</b>	
Members	185
Delegates	56
Athletes	148
Clergy	15
Non - Members/ Locals	107
<b>Total Registered</b>	<b>511</b>
Over 21	347
Under 21	164

Holy Martyrs ACYOA Seniors Sports Weekend 2014  
 Profit and Loss Standard 11/03/14  
 January through July 2014

Jan - Jul '14

Ordinary Income/Expense

Income

Advertising Revenue *	22,264.83
Bake Sales *	1,207.00
Easter Egg Party registration *	283.80
Mothers Day Luncheon *	915.00
Palm Sunday Luncheon *	1,125.00
Registration fees	79,140.00
Spinathon *	4,105.94
Sunday Fellowship *	50.00
Super Bowl Party *	3,557.00
Telethon *	96.35

Total Income 112,744.92

Gross Profit 112,744.92

Expense

Ad Booklet	575.00
Basketball Tape	300.00
FAR Sponsorship	1,467.00
Dues and Subscriptions	95.00
Entertainment	7,344.30
Food	13,218.14
Hotel Deposit	3,000.00
Processing Fees- Paypal	2,598.00
Referees	2,200.00
Security	480.00
Spinathon gym	200.00
Sports Facility	6,000.00
Sports Weekend Reimbursement	1,803.18
Sports Weekend T-shirts	1,575.00
Sports weekend Trophies	93.50
Super Bowl Winnings	100.00
Supplies	1,370.36
Transportation Expense	5,420.00
Venues	33,960.00
Video	3,500.00
Water Bottles	879.00

Total Expense 86,178.48

Net Ordinary Income 26,566.44

Net Income 26,566.44

\* Fundraising \*