

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
THURSDAY, APRIL 30, 2026, AT 12:00 PM

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority (hereinafter referred to as “Authority”, the “CCA” or the “Board”) was held on April 30, 2026. The meeting was held in the McCarvill Boardroom, second floor, Rhode Island Convention Center, pursuant to notice, at the Rhode Island Convention Center, One Sabin Street, Providence, RI 02903 and the AMP, One LaSalle Square, Providence, RI 02903.

Board members in attendance were Chairman Ernest Almonte, Jeff Hirsh, and Dale Venturini, Carol Lombardi and Diony Garcia, Esq. Board members unable to attend were Vice Chair George Nee, Paul MacDonald, Peter Mancini, Oscar Vargas, Jennifer Goodrich Coia, Esq., and Sarah Bratko, Esq.

Others attending include, Daniel McConaghy and Patricia Verrecchia, RI Convention Center Authority; Lawrence Lepore, Tim Sullivan, Cheryl Cohen, Becca Ponder, Casey Hoover, Samantha Bottoni and Hannah Capece, RI Convention Center and AMP; Kristen Adamo and Tom Riel, PWCVB; Rebecca Bolton, OVG.

1. Call to Order – Ms. Venturini called the meeting to order at 12:00 PM
2. Next Meeting – Thursday, May 28, 2026, at 12:00 PM
3. Approval of Minutes – Approval of March 2026 Marketing committee minutes

Ms. Venturini requested a motion to approve March 2026 Marketing meeting minutes. Upon a motion duly made by Mr. Hirsh, which was seconded by Ms. Lombardi, it was unanimously

VOTED: to approve the minutes of the March 2026 Marketing Committee meeting.

4. Marketing updates – Chair Dale Venturini (see attached handouts for more detail on venues)
 - a. AMP – Cheryl Cohen
 - b. PWCVB – Tom Riel/Kristen Adamo
 - c. RICC – Becca Ponder

Ms. Cohen began by reviewing confirmed events and noting how well Nate Bargatze is doing, almost sold out. Ringling Brothers Circus is down a little nationally, but we are currently ahead of Boston. They are also thinking about having the circus every other year. Some other confirmed events are WWE, Los Tigres Del Norte, Hot Wheels and RI Comic Con. Ms. Cohen reviewed potential bookings and noted that all events highlighted in green are very promising. Ms. Cohen mentioned that she spoke with the new Live Nation promoter and noted that we are lacking in country. He is planning to come tour our building and should be a good advocate for us. Mr. Almonte asked if the stagehand issue will have an impact on us. Ms. Cohen responded by stating yes, it will be a problem, especially if all the surrounding venues are lower. Ms. Cohen reviewed the competitive venues noting that Mohegan Sun has had some leadership changes that may benefit us. Ms. Cohen noted that we are in line with what other venues our size are doing such as DCU, UBS and Peoples Bank Arena. Gillette Stadium has acts that are performing 2 nights in a row with an average of 70k – 80k people each night. Xfinity center is in line with what they do every year except for less country acts. Fenway has also increased the number of events they are doing. While in LA for an industry conference there was talk about how mega tours will dominate, they will be larger and add multiple nights per city instead of more cities. This has to do with touring being more expensive, and costs rising everywhere. The industry trend is becoming more of a tech experience with massive LED environments, XR visuals and drones. Livestreaming is available and creates more revenue for the artist. Fans are getting pickier and going to fewer shows.

Mr. Riel began by stating that they finished the 3rd quarter very strong. YTD we are doing okay but struggling with smaller groups. We are behind on prospect bookings by 13 from last year. RICC sales are 11 bookings ahead of last year with only 801 hotel rooms more. This is a problem across the country. Many sporting events were booked in March for future dates including JVC. They are a great customer and are booked through Dec. 2028. US Conference of Mayors was just confirmed as a definite booking in June of 2027. The CVB generated \$89,593,764.27 direct spend FY YTD. \$53,212,658.26 is associated with RICC. Some new prospects include International Code Council and American Association of State Highway and Transportation Officials. Association of International Educators is going to contract. See others listed on handout. Mr. Riel moved onto Hotel occupancy next noting that March occupancy was alarming because they could not fit anymore people in the building. This was a problem because all the business in the city was associated with this building. Weekday business transient is slow along with Sun., Mon., and Tues., nights. Something needs to be done about this. Looking into a micro meeting with hoteliers. Mr. Lepore mentioned the defense contracts and can we look into doing shows for them. Ms. Adamo mentioned working with Commerce on this. Mr. Riel mentioned how Citizens Bank looked at the building for a large 2 day meeting and turned us down, even though we offered an amazing deal. Mr. Riel mentioned that occupancy is driven by 3 (group, leisure and transient). Occupancy has dropped by 5% and revenue only 2%. Mr. Riel mentioned how their team is constantly traveling. They partnered with a lead scoring system tailored for DMO's. This tool will enable sales leadership to better assess the quality of prospective business. We are planning the GoProvidence Executive Exchange (customer forum) May 17-20, 2026. This will help us to better understand emerging industry trends. In conjunction with this, we are planning the annual Ambassador luncheon on May 19. Ms. Adamo mentioned how the Culinary Collective exceeded all expectations and has grown tremendously. Ms. Adamo spoke about transportation for the World Cup, noting that we received a grant from Legislature to help with transportation costs. To get into Boston you have to work with FIFA and Boston 26. The stadium express is a shuttle service that Boston 26 is using to pick up patrons at various hotels in Boston. We received a contract from Boston 26, which we did not like. Eventually we decided to use a sliding scale. We asked if we could use RICC as our transportation hub to get people to the stadium. We will have anywhere from 10-20 buses that will cost \$100K to \$200K. Tickets are \$95. We are also working with RIPTA to get people from Warwick to RICC. Ms. Adamo mentioned that we are also going to have a fan zone located at station park.

Ms. Ponder was last to give an update on RICC stating how well they did in March. March was a challenge due to all the business and everyone wanting the same dates. Mr. Lepore mentioned using the arena if possible, since we do not currently have concerts scheduled. This is space JLC live could have used. Ms. Ponder continued to review pending contracts from repeat business including Pri-Med East 2028, JLC Live 2029, 2030 and 2031. JLC Live will be growing in dates since they can't grow in space. Mr. Lepore mentioned that JLC live should be using the arena especially the large equipment. If we do use the arena we will need to correct the problem with stagehands. April was also a busy month with May looking even better.

5. Adjournment

With there being no further business to be discussed by the Marketing Committee, Ms. Venturini asked for a motion to adjourn the meeting. Upon a motion duly made by Mr. Hirsh, which was seconded by Ms. Lombardi, it was unanimously

VOTED: to adjourn the meeting at 1:38 PM