

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

April 19, 2022

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, April 19, 2022, pursuant to notice posted at the Dunkin' Donuts Center, One LaSalle Square, and the RI Convention Center, One Sabin Street, Providence, Rhode Island.

Chairman Venturini called the meeting to order at 12:05 PM.

Board members participating were Dale Venturini, Patrick Butler, Peter Mancini, Jeff Hirsh and Paul MacDonald.

Also in attendance were Dana Peltier and Dan McConaghy, RICCA; Cheryl Cohen, Veronica VonJura, Casey Dobson and Joanna Arrighie, RICC; Kristen Adamo, PWCVB; Dan Schwartz and Michael Gravison, VETS; and Eileen Smith, recording secretary.

Ms. Venturini recognized Ms. Adamo and asked her to address the Committee. Ms. Adamo distributed the monthly report (attached). Ms. Adamo reported that the sales team is concentrating their efforts on groups with which we have a particular affinity such as Brown Medical School. She continued that we are successful in attracting nursing and other medical groups. Ms. Adamo noted that corporate travel is not coming back but the leisure market is looking better. Ms. Adamo reported that Lt. Governor, Sabina Matos will be a significant asset to the Recommend RI ambassador program.

Ms. Cohen was asked to present the Marketing report for the Convention Center and the Dunkin' Donuts Center. Ms. Cohen said that Ms. Van Jura and Ms. Arrighie would begin the presentation (copy attached). Ms. VanJura reported that the sales team has received contracts for total rental revenue of \$77,000. She said that is has been a busy month with site tours and there is a great amount of activity in the funnel. Ms. Van Jura said that the team is working with regional associations to reach the best fit for our facilities. An incentive program is in the works that will provide some additional tools such as reduced parking as well as Ambient Sound

Ms. Cohen stated that Veronica has done a remarkable job with the Van Gogh exhibit. Ms. Venturini suggested a discount night for the Hospitality Industry. Ms. Cohen noted that we have special events in the works for the Van Gogh event as well as Michelangelo event and that the Committee will be kept in the loop.

Ms. Cohen reported that the Dunk has several events upcoming. Ms. Cohen noted that she continues to work on getting business from Army/Navy. She said that she is looking for any opportunity to attract business from the event.

Mr. Gravison reported that the VETS is doing very well. He noted the inclusion of the VETS monthly report in the package that was distributed (Attached). Mr. Gravison highlighted several events that were selling well and some that are scheduled for the Fall. Mr. Gravison reported that the theater will be closed for the Summer as the seats are replaced.

Mr. McConaghy reported that an RFP was issued for the Naming Rights for the Dunkin' Donuts Center. He noted that questions were due Friday, April 15, 2022, and it appears that there is interest. He stated that there were questions from five or six entities. Mr. McConaghy said that he has been working on an extension of the current Dunk contract to get us through the end of the year.

Mr. McConaghy reported that we continue to advocate for our ARPA request and said that the funds will be used for capital projects and technology upgrades. He stated that these are all improvements to increase revenues.

Ms. Venturini asked if there was any other business for the Marketing Committee. Hearing none he asked for a motion to adjourn. Upon a motion duly made by Mr. Butler and seconded by Mr. Mancini it was unanimously

VOTED: to adjourn at 1:10 PM

Meetings & Conventions

Room Night Production

Total Sales Activity – March 2022

	March '22	March '21	YTD FY '22	YTD FY '21
Definite Bookings	12	10	121	31
Definite Room Nights	10,304	7,230	68,454	15,593
Prospect Bookings	46	27	282	195
Prospect Room Nights	34,661	17,889	183,719	167,048

Source: Providence Warwick Convention & Visitors Bureau

RICC Related Bookings

	March '22	March '21	YTD FY '22	YTD FY '21
Definite Bookings	4	0	37	6
Definite Room Nights	5,796	0	30,113	4,082

Source: Providence Warwick Convention & Visitors Bureau

RICC Definite Booking Highlights

Organization	Dates	Peak	Total Room Nights
Catholic Cemetery Conference	September 2024	250	929
International Society for Molecular Plant Microbe Interactions	July 2023	408	2,651
United Methodist Women	April 2024	230	715

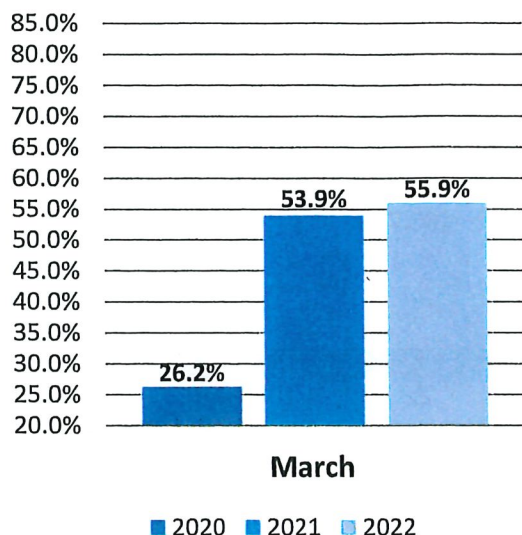
RICC Definite Booking Economic Impact

No of March Bookings	Contracted Room Nights	Direct Buy Spend
March RICC Bookings: 4	5,796	\$3,891,959.25
YTD CVB Total Bookings: 119	68,096	\$46,021,401.31
YTD CVB RICC Total: 37	30,113	\$23,634,930.44

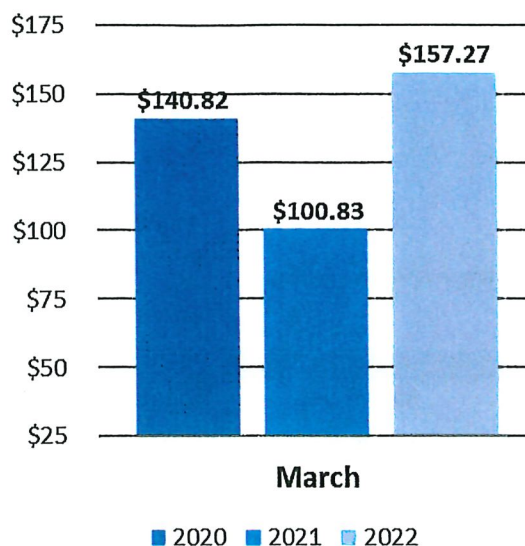
RICC Complex Prospect Booking Highlights

Organization	Dates	Peak	Total Room Nights
All Out Championships	March 2023	475	1,000
Obesity Medicine Association	April 2025	650	2,558
American Industrial Hygiene Association	September 2023	229	784
American Podiatric Medical Association	July 2026	977	3,451
Cooperative Credit Union Association	October 2023	450	1,043

Occupancy (%)



Average Daily Rate



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Sales & Convention Services Activities Highlights

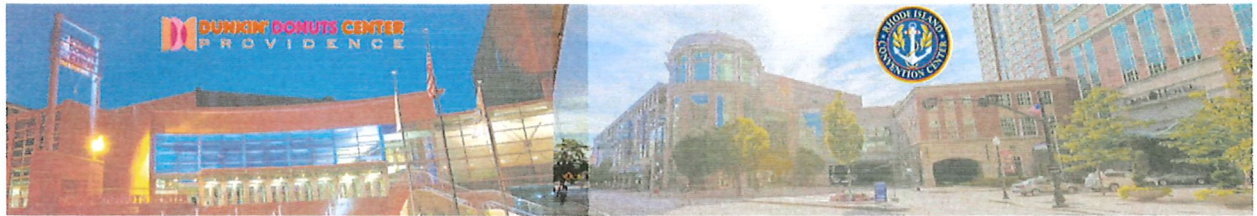
- PWCVB attended business events week in DC. Attended Destinations Intl Convention Sales Summit, hosted customer luncheon and exhibited at Destinations Showcase.
- Worked with Columbia Books and Assn Execs.com to qualify and purchase new prospective customer list of 1,400 accounts and over 4,000 new contacts – SDR has produced 8 new national association prospects to date (within 4 weeks).
- PWCVB/RICC developed a new convention center incentive which includes discounts on AV, a small credit to the master account and discounted parking to attract drive-market meeting planners – posted on Cvent and HelmsBriscoe.
- Re-Launched Recommend RI program in conjunction with Global Meetings Industry Day.

Marketing & Communications Update

- Designing/placing ads and email blasts for spring M&C advertising and promotions.
- The Spring/Summer *GoProvidence* visitors guide has been printed and delivered.
- Working with the RICC/Dunk team on coordinating hotel getaway packages for Beyond Van Gogh. There was a great response from the Providence hotel community, with 5 hotels interested in packaging.
- Worked with The VETS on a social media contest for the recent Lewis Black show.
- Supported JLC Live's attendance building efforts through social media and PR assistance.
- Recent media coverage includes: PWCVB Relaunches Recommend Rhode Island — *Warwick Post* (4/8/22)-New England Campaign Rallies Locals to Recommend Rhode Island for Events — *Conference & Meetings World* (4/8/22)-DMO Spring Campaigns & Initiatives: Visit Duluth, Visit Philly, Destination Toronto, Rhode Island and More — *The Travel Vertical* (4/12/22)

Social Media Stats (as of 4/14/22)

- Facebook: 88,284 (followers) & 87,959 (likes) •Instagram: 46,640 and Twitter: 43,204



April 2022 RICC Monthly Report Recap

Bookings, On Sales & Upcoming Events

On Sale:

- May 8 WWE PLE (Premium Live Event-Pay Per View) WrestleMania Backlash
- May 12 Michelangelo: A Different View
- May 13 Casting Crowns, We the Kingdom
- May 17 Beyond Van Gogh
- May 21 Slipknot, Cyprus Hill, Horror
- July 1 James Taylor & His All-Star Band
- July 6 – 10 Cirque du Soleil Crystal
- May & June Graduations – RI College, CCRI, Providence College, Johnson & Wales, NE Tech, RISD

Announcing Soon:

- Barry Manilow - August 13th
- Ghost - September 12th



Marketing Updates

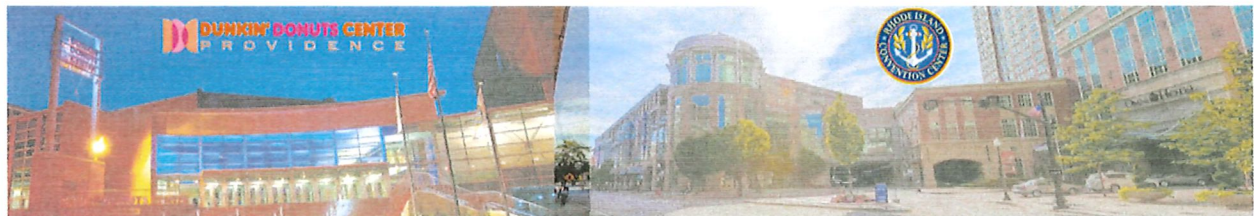
- **Beyond Van Gogh:** Anchor & Hope is the official wine of the exhibit, and Proclamation Ale is the official beer. The Beatrice will have a themed Van Gogh hotel room that guests can reserve, as well as a special Van Gogh inspired cocktail at Bellini. Nine hotels have partnered with us to offer guests flex tickets during their stay in Providence. We have secured partnerships with RISD Museum, Project Open Door, local yoga studios, and Subaru of Attleboro. We have also booked several private receptions and groups.
- **Michelangelo:** Exclusive tour led by Rocky Ruggiero and hosted by Gene Valicenti on May 13th in collaboration with Cumulus media partners for VIP clients and program listeners.

RICC Sales Update

In the last 2.5 weeks the Sales Team has received the following contracts

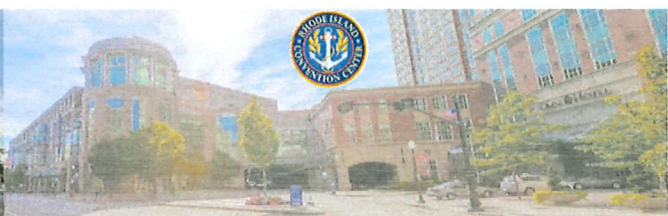
United Methodist Women	Apr 2024	\$ 41,200.00
On Stage NY	Apr 2023	\$ 20,000.00
We Are Strong	Jan 2023	\$ 15,750.00

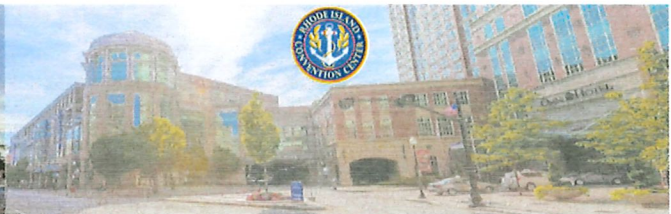
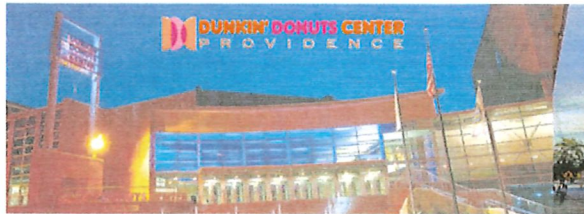
Rental Revenue: \$76,950



RICC May Calendar

May 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Spa Pool & Patio All Day Becca Ponder (Sales Manager) Lisa Watson (Event Manager) Lindsey Fabela (Catering Manager)	2	3	4	5	6	7
8 Mother's Day	9 DaVinci Center All Day Kathy Masino (Sales Manager) Kathy Masino (Event Manager) Kathy Masino (Catering Manager) Beyond Van Gogh 9 AM - 5 PM Kathy Masino (Catering Manager) Load-In	10 YMCA of Greater Providence All Day Donna Wing (Sales Manager) Lisa Watson (Event Manager) Lindsey Fabela (Catering Manager) Michelangelo Exhibition: A Different View 9 AM - 8 PM Becca Ponder (Sales Manager) Stephanie Pollock (Event Manager) Kathy Masino (Catering Manager) Load-In	11 Charette High School Prom 12 PM Kathy Masino (Sales Manager) Lindsey Fabela (Event Manager) Lindsey Fabela (Catering Manager) Event	12 JUMP 2021-2022 All Day Becca Ponder (Sales Manager) Caroline Franco (Event Manager) Lindsey Fabela (Catering Manager) John Gibbons (C.V.B. Rep) Load-In	13 MICHELANGELO ... 6:30 - 9:30 PM Event	14





May 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30 Memorial Day	31	1	2	3	4 Shantel Begins (evening off)
RISD Graduate School Exhibit All Day Debra King (Sales Manager) Lisa Watson (Event Manager) Kathy Masino (Catering Manager)						
Michelangelo Exhibition: A Different View 10 AM - 8 PM Debra King (Sales Manager) Stephanie Pollock (Event Manager) Kathy Masino (Catering Manager)						
Event	Dark Day	Dark Day	Event	Event	Event	Event
Beyond Van Gogh 10 AM - 10 PM Kathy Masino (Catering Manager)						
Event	Event	Event	Event	Event	Event	Event
Society of North American Goldsmiths All Day Debra King (Sales Manager) Lisa Watson (Event Manager) Kathy Masino (Catering Manager) Kathleen Gerson (Catering Manager)						
				Dr. Jorge Alvarez... All Day		



DDC May Calendar

May 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New England Te... 11 AM - 11:59 PM De finite Contract Signed Event	2	3	4	5	6 Johnson & Wale... 10 AM - 11:59 PM De finite Contract Signed Event	7 Johnson & Wale... 9 AM - 11:59 PM De finite Contract Signed Event Johnson & Wale... 2 - 11:59 PM De finite Contract Signed
8 Mother's Day WWE Pay Per View 7:00 - 11:59 PM De finite Contract Signed	9	10	11	12 CCRI Commenc... 4 - 11:59 PM De finite Contract Signed	13 Casting Crowns 7 - 11:59 PM De finite Contract Signed	14 RI College Com... 10 AM - 11:59 PM De finite Contract Signed
15	16	17	18	19	20	21 Slipknot 6:30 - 11:59 PM De finite Contract Signed
22 Providence Coll... 11 AM - 11:59 PM De finite Contract Signed	23	24	25	26	27	28
29	30 Memorial Day	31	1	2	3 RISD Commenc... 8 AM - 11:59 PM Tentative 1 Contract Signed Load-In	4 Shavuot Begins (evening of) RISD Commenc... 9 AM - 11:59 PM De finite Contract Signed

Marketing Highlights:

- Announcing this week, **Bluey's Big Play!** Based on the popular kids show, the event will run April 1st & 2nd 2023 over four performances. Tickets go on sale May 24.
- The VETS marketing office is coordinating with programming and the box office to confirm and announce new fall 2022 dates. Five TBA confirmed events will go on sale in May 2022.
- This month The VETS self-presented successful engagements of **Theresa Caputo Live!** (4/10), **Brit Floyd: World Tour** (4/13), and **Peppa Pig Live!** (4/21). The TLC star (Theresa Caputo) played to a near sell-out house and the popular Pink Floyd tribute show (Brit Floyd) returned to Providence successfully grossing some of the highest box office receipts in its eight years playing The VETS. Peppa Pig's fourth time at The VETS was as successful in ticket sales, if not more, than its previous runs. Additional events included rentals from FirstWorks and Sky Music.
- Rounding out April, we are excited to host comedian Nate Bargatze for a sold-out engagement. This event is our last event scheduled before the pandemic. Originally slated for spring 2020 was moved to 2021 and then 2022.

Marketing Updates. Events On Sale now.

APR 28 - Nate Bargatze

- Event marketing is done through the promotor, Outback. This is a sold-out event.

MAY 7 – RI Philharmonic Orchestra: Beethoven's Ninth!

MAY 16 – Tori Amos: Ocean to Ocean Tour

- The VETS is coordinating marketing with Metamorphic Concerts. Closing plans include artist social media push and venue emails. The VETS is coordinating press.

MAY 21 – RI Philharmonic Orchestra: A Joyful Future

- Annual fundraising gala.

SEPT 29 – Piff the Magic Dragon & Puddles Pity Party: Misery Loves Company Tour

- This is a co-promotion with RI Comedy Connection. Both teams are coordinating marketing for summer execution.

NOV 17 – Tom Segura: I'm Coming Everywhere World Tour

- This is a co-promotion with LiveNation Comedy. Both teams are coordinating marketing for summer/fall execution. Event is almost 75% sold. Event will sell out within weeks opening the possibility to add a second show.