

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
TUESDAY, DECEMBER 23, 2025 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 December 23, 2025. 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, Rhode Island.

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

Also attending were Daniel McConaghy, Trish Verrecchia, the Authority; Dan Schwartz and Mike Gravison, The Vets; Cheryl Cohen, Becca Ponder and Hannah Capece; RI Convention Center and AMP; Dave Cartwright; CVB.

1. Call to Order – Ms. Venturini called the meeting to order at 12:06 PM
2. Next Meeting – Thursday, January 29, 2026, at 12:00 PM.
3. Approval of Minutes - Approval of November 2025 Marketing Committee Meeting Minutes.

Ms. Venturini requested a motion to approve the November 2025 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 November 2025 Marketing Committee meeting.

4. Marketing Updates

a. AMP – Cheryl Cohen

Ms. Cohen began by reviewing confirmed events noting that family shows are picking up. Feld Entertainment is offering 4 complimentary tickets to Brown Community and First Responders for the Disney on Ice Sunday night show. Some of the upcoming shows include Monster Jam, Jeff Dunham, Harlem Globetrotters, Mercy Me, Stars on Ice, Nate Bargatze and Ringling Circus. All shows are doing as well as expected. Hoping to add more shows by the end of the fiscal year. Ms. Cohen reviewed potential bookings on the next page noting there is a nice mix of shows. We also have concerts looking as far out as 2027. Ms. Cohen reviewed our competitive market with Mohegan Sun and TD Garden noting that Mohegan Sun is lighter than normal. On the next page there were more competitive venues including Total Mortgage Arena, DCU Center, UBS Arena, Peoples Bank Arena/XL Center and Ryan Center. We are better off than our competition. The Jonas Brothers concert was a great success even for a short sale. Total F&B was \$202,966. Attendance was 9,241. Per Cap was \$21.97. Demographics was 80% female. Retail performance was very strong, rivaling WWE sales, which is not common. Net sales were \$146,249. Over 2,700 retail items were sold during 3.5 hours. Ms. Cohen moved on to talk about Goosemas 2025. This was a huge show with 80% of the people being from out of state. Almost all people showed up that purchased tickets. Maybe 1 dozen people did not show up. F&B was an all-time high for a concert at \$874,850. Attendance was 21,346. \$40.99 was the highest concert per-cap to date. The demographics were a large mix from ages 18-75. The band members were so kind and appreciative of everyone. They

played for 4.5 hours. The event started with \$456,000 worth of merchandise and we sold \$391,144. Most merchandise was custom to Goosemas, they only have one show once a year. Most items sold were posters and t-shirts. 6,100 tickets were sold for both nights, meaning people came in for both shows. Each show was different, even the set. There were some special artist activations for Jonas Brothers and Goosemas. Special jackets for Jonas Brothers and an IPA recipe for Goosemas that sold out the first night.

Ms. Venturini took a moment to introduce Dave Cartwright, the new VP of Administration of Finance at CVB.

b. Vets – Dan Schwartz/Mike Gravison

Mr. Gravison began by stating that Matt Rife Holiday Toy Drive Show sold out in 4-5 hours. 1500 toys were delivered to Hasbro for The Tomorrow Fund. Mr. Schwartz mentioned that Matt went to a PBR Bruins hockey game and was able to drop the puck, he was also given a jersey. Matt was very genuine and appreciative. The Nutcracker is doing well and almost sold out. The shows after Christmas aren't doing as well. Sal Vulcano, Everything's Fine tour is almost sold out. Mr. Gravison reviewed some of the upcoming shows, noting there is more on his handout. Some of the upcoming events include, Sutton Foster, Brit Floyd, Celtic Women, Andrew Bird, which is doing well and Elmo's got moves, also doing well. We had food trucks during the fall, but this is slowing down due to the weather. Lil Rhody Laugh Riot is currently 40% sold at all venues, Vets, PPAC, Comedy Connection and The Uptown. John Mulaney sold out of his first show on Friday and added a second show on Thursday. We are currently receiving submissions locally and nationally. Submissions end January 2nd, 2026. There have been 112,000 views on social media, 82% are from non-followers. There is a 14% increase in followers. This year there is a new line-up from last year. Looking to have new line-ups every year to establish the festival and industry. There will be additional events downtown during the festival weekend. There are some new partners joining us for the second annual comedy festival. They each give us money to promote them and help the city. Lil Rhody Laugh Riot participated in the Providence holiday Festival on Dec. 6 and on Dec. 3 had a launch party for its exclusive beer and partnership with Moniker Brewery and Malted Barley. The Vets are also working with the PWCVB team on promoting the Culinary Collective weekend events happening at the same time as Lil Rhody Laugh Riot. Mr. Gravison mentioned a special program they are involved with called Vet Tix. These are leftover tickets for the veterans. There is a handout to read from the veterans and messages for anyone interested in reading them. Mr. Almonte asked if people know we are doing this and if not, they should let everyone know.

5. Other Business

Ms. Venturini asked if we have spoken to our staff regarding the shooting, making sure everyone can talk to someone and feels safe. Mr. Lepore mentioned that we reached out to the RI Sheriffs Dept. who stepped in to help with detail during the volleyball tournament over the weekend. It worked out well. Mr. Lepore noted that they are cheaper than using the city of Providence. We plan to use them again.

6. Executive Director's Report

- a. Update on Strategic Plan
- b. Schedule of Marketing Committee Meetings in 2026

Mr. McConaghy mentioned that he and Ms. Cohen have been working on the Strategic Plan and will have it ready for review during next month's marketing meeting. He will be sending this out in advance for everyone to review in mid-January.

Mr. McConaghy also included a handout of the Marketing Committee meetings in 2026.

7. Adjournment

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

VOTED: to adjourn at 1:10 PM