

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
February 27, 2024**

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 February 27, 2024. 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 Dale Venturini, Peter Mancini, Jennifer Goodrich Coia, Esq., and Paul MacDonald.

Others participating were Daniel McConaghy and Trish Verrecchia, RICCA; Larry Lepore, Cheryl Cohen, Rebecca Ponder, Brianna Corcoran, Casey Dotson and Veronica VanJura, RICC and AMP; Mike Gravison, Dan Schwartz, Vets; Anissa Ladd and Tom Riel, PWCVB.

1. **Ms. Venturini** called the meeting to order at 12:00 PM. She asked for a motion to approve the minutes of the January meeting. Upon a motion duly made by Mr. MacDonald and seconded by Mr. Mancini it was unanimously

VOTED: to approve the minutes of the January Marketing Committee meeting.

2. **Ms. Venturini** announced that the next meeting is scheduled for Tuesday, March 26, 2024 at 12:00PM. Marketing and Finance Committee meetings will be combined. The agenda will be to discuss branding and signage improvements to the IDG facilities.

Ms. Venturini started the meeting with Tom Riel from the PWCVB. Mr. Riel began by stating that we had 25 confirmed bookings in January. There was a total of 3 sports related bookings in January. One of our new prospects is American Association of Feline Practitioners, which will bring in 2,600 rooms. Also booked were two more cheerleading events. Room stats were slow due to not much business travel Sunday, Monday, and Tuesday nights. We expect to have a very strong March, April, and May. The sports team is placing pressure on USA Gymnastics for final decisions regarding 2025 and 2027 nationals. We are in the development of a new meetings and conventions related ad campaign to launch this summer called Freestyle. In Marketing, we are working on some new initiatives that will reach international audiences. Planning and media buying has begun for Providence Pizza week. Looking for 50 restaurants to participate. The launch of the new website will be out late April. (See attachments)

Ms. Venturini welcomed Ms. Cohen to speak for AMP and Ms. Ponder for RICC. Ms. Cohen reported that looking ahead we are starting March with RI Interscholastic League Divisional Championships. We are hoping to make this an annual event. Ladies Love R&B with Ashanti has sold over 6,400 tickets. Local promoter (Frank Manfredi) has been building content for us, events that are in the urban, R&B, and Hispanic markets. We have a music festival on April 20th with Nelson Freitas, a Portuguese artist who has been with us 3 times. This could grow to be a big music festival for us and help local hotels. There was a press conference to announce RI Interscholastic League divisional champs to play at the AMP and a special dedication to Bill Reynolds. Innovation District Garage website was launched. There was a lot going on in the first two weeks at AMP. Week 1 had 4 events with 36 of those hours being changeovers. Food & beverage had an all-time high of \$267K at a PC game. Week 2 started by ice removal for preparation of Monster Jam. 75 truckloads with 1,500 yards of dirt covering 70K square feet. This was the highest grossing Monster Jam in history of the venue. Ms. Ponder reported on RICC stating that we had 15 total events in February. We finally hosted The Cheer Tour which was postponed due to Covid. They have grown from two halls to the full exhibit hall for future years. Varsity Spirit is another cheering event that has 2 large events each year. NFinity Cheer is a new client that we won from Twin River. JVC Volleyball has become one of our top sports clients. Maximum Cheer is another client that has grown to a full exhibit hall next year. Just added Dancin' in The Street, this will be their 3rd year with us. Mr. Lepore

brought up an issue we are currently having with the new Fire Marshal regarding check-ins at the RICC Sabin Place lobby for the JLC Live event. The Fire Marshal does not want the check in to be in the empty space. A variance will be required. (See attachments)

Ms. Venturini introduced Mike Gravison from The Vets to report next. Mr. Gravison reported that 2024 is very busy and we are already planning for 2024-2025. Upcoming events include some already sold-out events like Wanda Sykes and Anthony Jesselnik. Raffi and Golden Girls are almost sold out. Paula Poundstone has her first confirmed show for fall of next year. Some upcoming non-ticketed events include recitals, competitions, and graduations. 90% of these events are returning business. The Vets is also exploring tools it can use against 3rd party ticket sales. We need The Vets list of events to come first on the list from the search engine. Part of the annual budget will go towards this. (See attachments)

Mr. McConaghy showed the board a new logo that was designed for The Authority. He would like to start using it on all correspondence from RI Convention Center Authority.

Ms. Venturini asked for a motion to adjourn. Upon a motion duly made by Mr. Mancini and seconded by Mr. MacDonald it was unanimously

VOTED: to adjourn at 1:05 PM