

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
THURSDAY, July 31, 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 July 31, 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 Dale Venturini, Paul MacDonald, Peter Mancini, Jeffrey Hirsh, Diony Garcia, Esq., and Carol Lombardi. Board members unable to attend were Ernie Almonte, Jennifer Goodrich Coia, Esq., Oscar Vargas, and George Nee.

Also attending were Daniel McConaghy, Dana Peltier and Trish Verrecchia, the Authority; Mike Gravison, The Vets; Cheryl Cohen, Lawrence Lepore, Becca Ponder, Casey Hoover and Samantha Battoni; RI Convention Center and AMP; Kristen Adamo and Tom Riel, PWCVB.

1. Call to Order – Ms. Venturini called the meeting to order at 12:20 PM
2. Next Meeting - Thursday, September 25, 2025, at 12:00 PM.
3. Approval of Minutes - Approval of June 2025 Marketing Committee Meeting Minutes.

Ms. Venturini requested a motion to approve the June 2025 Marketing meeting minutes. Upon a motion duly made by Mr. Mancini, which was seconded by Ms. Lombardi, it was unanimously

VOTED: to approve the minutes of the June 2025 Marketing Committee meeting.

4. Marketing Updates

a. PWCVB – Kristen Adamo

Ms. Adamo began by stating that RICC definite bookings for June were at 3. YTD total was 57. Some of the large bookings were Catholic Charities USA and Council on Undergraduate Research. June RICC bookings were 3 with 3895 room nights. Varsity Spirit LLC is looking at dates in 2031. The American Peptide Society, International Association of Arson Investigators, NACADA and Equip Health are some new prospects. June hotel performance was the best that they have seen since the pandemic. USA Gymnastics was a big factor. Some highlights include 115% to the stretch goal and the associated direct-spend is \$98.3m across the state. There were 233 closed bookings for the year. The PWCVB hired a person to work on data. Personalized reports were given to every major hotel that books in the meetings and conventions market. This will help them to forecast and budget for next year. They are rolling out a new campaign in advertising and digital marketing "Providence Gets ME." ME meaning meetings and events. Working with The Vets and the AMP on a "Christmas in July" social media contest.

b. AMP/RICC – Cheryl Cohen (AMP) and Becca Ponder (RICC)

Ms. Cohen began updating the board on confirmed events. Creed is doing great and is a big F&B crowd. Goose has 2 back-to-back shows and is already at \$1.8 million gross. This show is only done once annually.

Ms. Cohen reviewed Mohegan Sun Arena, TD Garden, UBS Arena – NY and Total Mortgage Arena - CT to show what our competition is doing. She noted that the Latin market is climbing. WWE gross was record breaking in the market. 8,155 Tickets were sold, total gross was \$1M plus and F&B gross was \$169,785. A worldwide video was shown on Netflix showing highlights from the event. They also broke a record in merchandise sales with a gross revenue of \$137,965.

Ms. Ponder began by stating that there have been 10 fully executed contracts since our last meeting. One of the highlights was the Catholic Charities contract. There were 6 contracts this month. There are 17 pending contracts waiting for signatures and 9 pending deposit. NCUR has moved from contract sent to signed. We are still waiting for deposit. This was one of the most difficult contracts to negotiate. Two contracts were sent to IEEE which include their large congress for 2027 and a smaller program in 2028. NACADA will be returning in 2026. July was a slower month but there were only 3 dark days due to the length of stay. Ms. Ponder highlighted the 3 largest events of the month. ADA National Championship, SWS Annual Meeting and Big Bang Conference. Ms. Ponder presented the “Meet the Team” overview outlining who each person is along with their title.

c. Vets – Mike Gravison

Mr. Gravison presented for The Vets. Just announced some upcoming events including Rain – A Beatles Christmas tribute and stand-up comedian Aries Spears. Tickets for The Nutcracker just went on sale for the season, there will be 12 shows. The RI Philharmonic season tickets just went on sale. Colin Jost from SNL will be here on Aug. 8. September is a big month with many sold out events. Mr. Gravison reviewed upcoming events for the upcoming months. See attached. Audio sound system upgrades have been completed, and light upgrades will be finished soon. The 40 Under Forty Award recognized Dan Schwartz as one the successful professionals under 40. This was a well-deserved award for Mr. Schwartz. Lil Rhody Laugh Riot won best new live event from Best of RI.

5. Executive Director’s Report

a. Update on Strategic Plan Session – Dale Venturini

Ms. Venturini mentioned the upcoming meeting will be more of a board facilitation meeting taking place on Sept. 16th for 2.5 hours at the RI Foundation. This will include board members and senior directors. During the meeting we will be discussing our purpose and mission. We also hired someone to develop an agenda and facilitation guide for the meeting. Please see attached. After that we will head over to Track 15 for cocktails, food and celebration.

b. Rotunda Bar naming effort

Mr. Venturini noted that she, along with several others, had proposed a name for the Rotunda Bar. Since the location is on Exchange Street where conferences, meetings etc. take place as well as exchanging ideas and business cards. The proposed name for the bar is “The Exchange”. Ms. Venturini asked if there were any suggestions or questions regarding the name.

6. Adjournment

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

VOTED: to adjourn at 1:03 PM.