

THE RHODE ISLAND CONVENTION CENTER AUTHORITY MARKETING
COMMITTEE MEETING
TUESDAY, MARCH 25 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 March 25, 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, Peter Mancini, Jeffrey Hirsh, and Dale Venturini. Board members unable to attend were Paul MacDonald, Jennifer Goodrich Coia, Diony Garcia, Oscar Vargas, George Nee and Carol Lombardi.

Also attending were Daniel McConaghy and Trish Verrecchia, the Authority; Dan Schwartz and Mike Gravison, The Vets; Lawrence Lepore, Christina Montanaro, Cheryl Cohen, Becca Ponder, Casey Dotson-Hoover and Hope Daley, RI Convention Center and AMP; Tom Riel, PWCVB; Rebecca Bolton and Marissa Dionne, OVG.

1. Call to Order - Ms. Venturini called the meeting to order at 12:05 PM.
2. Next Meeting - Tuesday, April 22, 2025 at 12:00 PM.
3. Approval of Minutes - Approval of February 2025 Marketing Committee Meeting Minutes.

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

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

Before beginning the Marketing Committee meeting Ms. Montanaro mentioned that she left disposable items at everyone's seat so they can see what they look like. These are all 100% compostable. Mr. Almonte asked if this is what everyone will be getting. Ms. Montanaro explained that our customers can choose from these or china. The sales team discusses this with the customers in advance when they go over price points.

4. Marketing Updates
 - a. PWCVB – Tom Riel (see attached for more detail)

Ms. Venturini thanked Mr. Riel and the entire team for all the hard work done this past weekend during the NCAA Basketball tournament. Mr. Riel began by stating that it was a great weekend. Mr. Almonte asked Mr. Riel and Ms. Cohen to give him some key bullet points to present during this week's Board meeting that the Governor will be attending. Mr. Riel noted that we are currently ahead by 92% of our goal with 94,782 room nights for February. This is largely due to sporting events. Year to date room nights for February at RICC were 55,600 which is up 47% from last year. One of the booking highlights is International Association for Identification which is forensic scientists. The date of this event is August 2029 and total room nights are at 5,439 which is highly unusual. Moving onto the Economic impact there are 57.6% room nights booked that are associated with RICC and 65% of the revenue is associated with RICC. Mr. Riel reviewed future prospects and mentioned that Pri-Med was a steal from Hynes Convention Center in 2024. They just signed a contract for 2026. February Hotel stats are low from the prior year while the daily rate is up slightly. We are currently monitoring possible threats to the market due to funding changes in Washington, DC. We had 7,000 definite room nights or in the contract leave the market due to funding issues. Lots of uncertainty for 2026. Mr. Riel mentioned that Neil Schriever is a new hire that

will be replacing Anissa Ladd, Director of sales. Neil used to work with the organization years ago and is very well known in the DC market. He starts April 21st. PWCVB is involved in the RI FIFA World Cup Working Group chaired by State Treasurer James Diossa. On April 1st, FIFA is hosting a call with 3 local contracted hotels. This is a Boston event taking place at Gillette Stadium. There is a lot of work to be done to accommodate this event along with transportation. We know events will be taking place but right now we are limited to what we can and cannot do. It's not knowing that is a problem for us. We must make sure our center is occupied and paid for. Communication has not been great. PWCVB is going to bring in a 1099 employee to handle everything World Cup related and to keep everything organized. Moving on to the Marketing update, we have nearly 800 subscribers to GoPVD Meetings Insider (bi-weekly LinkedIn newsletter). The new Go Providence guide is going out April 1st. We are also developing digital signage to redirect customers during renovations.

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

Ms. Cohen began by reviewing confirmed events. Upcoming concerts are doing well. Katt Williams and Keyshia Cole & Jeezy are a little slow. Kane Brown is doing great as well as Barry Manilow. We also have USA Gymnastics in June. We have some events in the works for the 4th Quarter. We purchased tickets for Outback to be here for NCAA Basketball. They loved it and were so impressed with the building. Doing things like this helps to build relationships with our promoters. Sebastian Maniscalco was a great success. 12,404 tickets were distributed. Ticket sales were over \$1.1m. Total revenue for Food & Beverage was \$139k, and \$100k of this was sold in 1 hour. This was a show with no intermission. NCAA Wrestling was hosted by JWU and did very well selling over 3400 tickets. Johnathan Walker was amazing and worked closely with Cheryl during the whole event. NCAA Basketball was a phenomenal event. 3 out of 4 of the NCAA Hall of Fame Coaches came to the event, which was a huge selling point. True statistics were not yet available for print but will be coming.

Ms. Ponder stated that March was a very busy month with a nice mix of business. There were 2 conventions & conferences, 1 trade show, 2 sporting events, 2 public shows and 6 local meetings, tradeshows and galas. Ms. Ponder reviewed contracted business that was booked after the last meeting and noted that revenue coming in by the end of the month is \$620,394. IAI 2029 Annual Conference is an amazing piece of business that will do about 160k in Food & Beverage alone. There was a total of 5 dark days in March which allowed JLC Live to set up early. Doing this was an operational benefit to us as well by reducing labor calls. Some highlights of the month included NE Regional Turfgrass Conference and NE Regional Saltwater Fishing Show. These two shows are longstanding customers of ours and are always hosted right after one another, which does not give up much time for cleanup. We would like to get some more time in between the two events. We also hosted Hasbro Children's Hospital Gala. During this 7-day span we had over 10,850 attendees in the building, \$261k in total food and beverage revenue, \$62k of that total was in bar revenue. Overall, a very good 1st week in March. The month ended with two large events. Varsity Spirit holds two events a year with us, Athletic Champs and SpiritFest. SpiritFest was held in March with an attendance of 13,500. Varsity Spirit requested 2 metal detectors, bag checks and more security presence for this event due to some issues at their event in Texas. The metal detectors and bag checks deterred people from leaving the building. This led to a concessions spend of \$124k, up by \$17k from last year. We ended the month with JLC Live. They take up every inch of space in the building. Even though they are outgrowing the footprint of our building they signed another 2-year contract with us. They are very excited about the new rotunda bar and overall happy being here. Ms. Ponder introduced the new marketing coordinator for RICC, Hope Daley. Welcome Hope.

c. Vets – Mike Gravison

Mr. Gravison presented for The Vets by reviewing upcoming events for the season. There is a great line-up of events including comedians, concerts, family shows and ballet. A handful of these are already sold out. Jeff Arcuri has 2 sold out shows, Sarah Millican is sold out, Ben Schwartz and Alison Krauss are both close to being sold out. Things are looking great at The Vets. Lil Rhody Laugh Riot Festival is taking place this weekend in partnership with PWCVB. Events will be taking place throughout the city as we try to get as many businesses involved as we can. So far there has been lots of press and excitement preparing for the festivities. We partnered with a lot of great influencers to help promote the festival. We also partnered

with Track 15 where we will have a table set up so you can ask questions and get information about the festival while enjoying food at Track 15. All events for the festival are doing well, especially Thursday night (opening night) all events are sold out.

5. Executive Director's Report

a. Presentation of AMP Data for Maniscalco – Cheryl Cohen

Mr. McConaghy began by stating that Ms. Cohen is getting involved with data and analytics for the shows and will review Placer.ai, which is a location analytics platform that provides insights into foot traffic and consumer behavior by analyzing mobile location data. Placer.ai platform is part of an OVG company wide tool available to the venue at a significantly reduced cost. Ms. Cohen began by pulling data based on the visitors' journey from Sebastian Maniscalco show. It's a snapshot of where people are coming from and going. It can show distance traveled, distance by zip-code, crime reports, household income and ethnicity. Locations are being tracked by your phone. This data comes from a percentage of your demographics and does not give your name, phone number or email address. They have partnered with over 500 apps to track. Data goes back as far as 2017. Ms. Cohen is learning how to use this information to our benefit.

6. Adjournment

Ms. Venturini asked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh, which was seconded by Mr. Mancini, it was unanimously

VOTED: to adjourn at 1:20 PM