

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
WEDNESDAY, NOVEMBER 20, 2024 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 Nov. 20, 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 Ernie Almonte, Peter Mancini, Jeffrey Hirsh, Dale Venturini, and Carol Lombardi.

Board members not in attendance were Paul MacDonald, Stephen Iannazzi, Jennifer Goodrich Coia, Diony Garcia, Oscar Vargas and George Nee.

Also attending were Daniel McConaghy and Trish Verrecchia, the Authority; Dan Schwartz and Mike Gravison, The Vets; Lawrence Lepore, Cheryl Cohen, Veronica Van Jura, and Casey Dotson-Hoover, RI Convention Center and AMP; Kristen Adamo and Michael Tocar, PWCVB.

1. Call to Order - Ms. Venturini called the meeting to order at 12:10 PM
2. Next Meeting - Tuesday, December 17, 2024, at 12:00 PM
3. Approval of Minutes - Approval of October 2024 Marketing Committee Meeting Minutes

Ms. Venturini requested a motion to approve the October 2024 Marketing meeting minutes. Upon a motion duly made from Mr. Hirsch which was seconded by Mr. Mancini, it was unanimously

VOTED: to approve the minutes of the October 2024 Marketing Committee meeting

4. Presentation and Discussion of Annual Marketing Plans for AMP and Vets

Cheryl Cohen presented for AMP stating that the goals for FY25 are broken out into 4 groups. 1. Revenue – increase bookings, maximize venue utilization while producing economic growth and continued revenue growth. 2. Resources – leverage the Oak View Group network to secure new business. 3. Relationships – Need a strong relationship with promoters and consumers. 4. Reputation – Enhance the arena as a premier destination. We need to get creative and aggressive, especially with independent promoters such as Rosendale Group and Outback. We budgeted for 107 shows in FY24 and ended up with 113 shows. Some new business development goals include developing a diverse portfolio of events to appeal to everyone. Working to cultivate relationships by attending conferences and meetings with agencies and promoters. Also exploring niche markets like Afro beats and Latin comedy. Utilizing the promotional incentive with Amica is something that we can use to help secure new business with the independent promoters. We receive \$200k in funding from Amica each year. Amica has been great to work with and encourage a variety of shows. Some Sales and Revenue strategies will be to establish pricing based on market demand, event type, etc. Implementing pricing strategies to help ticket sales and revenue based on demand fluctuations. Explore sponsorship opportunities, corporate sponsorship and ancillary revenue. Operational planning and management are key to success. Investing in venue infrastructure, technology, and amenities will help to enhance the overall experience for the patrons and promoters. Continue to evaluate and improve

operational processes and procedures. Develop targeted marketing campaigns, offer special promotions, discounts and package deals. Utilize digital marketing channels. Collaborate with local media outlets and influencers. Some strategic goals for years 1-3 include continuing to evaluate technology upgrades, maximizing current hospitality space like the VIP experience. Continue to grow our Latin content and evaluate emerging trends. Pursue future NCAA Championship bids. Strategic goals for years 4-5 include executing new opportunities for Amica and their partnership. Focus on mobile marketing and services. Invest in digital programs and mobile marketing platforms to enhance our advertising capabilities. Amplify our sustainability and focus on increasing green initiatives. Climate Pledge Arena in Seattle is a leader in sustainability. Oakview Group should be able to help us move in that direction. See attached.

Mike Gravison presented for The Vets stating FY24 continued the upward trend of sold-out events like Chris Distefano, Wanda Sykes, Croce Play Croce, Zack Williams plus some others. We learned that The Vets was the best sold date on the Croce Plays Croce tour. The Vets continue to support local performing arts like RI Philharmonic Orchestra and Festival Ballet Providence. The Vets also host leading local, regional, and national dance competitions, community educational series, and state-wide commencements. The Marketing department at The Vets continues to promote upcoming events through digital, grassroots advertising, public relations, and community partnerships. The Vets will continue to offer marketing support to incoming acts and out-of-town promoters. Due to partnerships and support from RICCA, PWCVB, and PFM, The Vets continues to establish itself as a go-to venue for local arts, community programs, and variety of national tours. The Vets venue size and flexibility make it a desirable venue for smaller shows. Our location continues to be a highlight for drawing talent due to the ease of access compared to Boston. Some obstacles include the competitive landscape of venues. The Vets compete with over 50 comparable venues within a 60-mile radius. Area safety and traffic congestion, rising costs, and calendar availability are some other factors. Some prospects include podcasts, indie music, comedy and social media personalities. In FY25 the team will be planning the largest initiative to date with the premier of Lil Rhody Laugh Riot being held March 27-30. With the family market and comedy market well established a new focus is on podcasts, which continues to be a rapidly growing segment in the industry. Sesame Street returns for the first time since Covid on December 6-7 for 3 performances. The marketing department will continue to utilize various media and community resources in FY25. Some marketing tactics for upcoming events include radio, television and local area displays. Social media offers direct lines of communication to followers and fans, which can be the artists' largest marketers. Some experience improvements planned at The Vets FY25 include a new state-of-the-art sound system, new LED stage lighting, and bar renovations. Upgrades further out include dressing room renovations, new digital signage, new entry doors and additional Food & beverage upgrades. There have been some ongoing issues with secondary ticket markets and 3rd party ticket sellers. Patrons purchase these tickets only to find out the seats do not exist. The Vets purchased AI software to try to help with this issue. Ticketmaster has done nothing to help solve this problem. See attached.

6. Executive Director's Report

- a. Distribution of the Marketing Committee Meeting Schedule for 2025

7. 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