

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
THURSDAY, OCTOBER 30, 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 October 30, 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-left meeting early, Paul MacDonald-left meeting early, Peter Mancini, Carol Lombardi and Jeff Hirsh-left meeting early. Board members unable to attend were George Nee, Diony Garcia, Esq., Dale Venturini, Jennifer Goodrich Coia, Esq., Oscar Vargas, and Sarah Bratko, Esq.

Also attending were Daniel McConaghy, Trish Verrecchia, the Authority; Dan Schwartz and Mike Gravison, The Vets; Cheryl Cohen, Lawrence Lepore, Becca Ponder, Casey Hoover, Samantha Battoni and Hannah Capece; RI Convention Center and AMP; Tom Riel and Alissa Bateman; PWCVB. Hank Abate, OVG.

1. Call to Order – Mr. Hirsh called the meeting to order at 12:15 PM in Ms. Venturini's absence.
2. Next Meeting – Tuesday, November 25, 2025, at 12:00 PM.
3. Approval of Minutes - Approval of September 2025 Marketing Committee Meeting Minutes.

Mr. Hirsh requested a motion to approve the September 2025 Marketing meeting minutes. Upon a motion duly made by Mr. Mancini, which was seconded by Mr. Almonte, it was unanimously

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

4. Marketing Updates

a. AMP – Cheryl Cohen

Ms. Cohen began by reviewing new bookings noting that Jonas Brothers is one of the new bookings with the shortest timeframe to sell tickets. Family shows are doing well with Monster Jam, Harlem Globetrotters, Ringling Brothers and a new family show to be announced next month. Latin shows in general are difficult right now due to ICE issues. As far as future opportunities go, we have a lot of variety including country and an unknown artist. Mr. Hirsh asked Ms. Cohen if she learned of anything happening in the industry while in Nashville. She stated the trends seem current across the country. A current trend in the industry is rising ticket prices, which are up 45% compared to 2019. Production and operational costs are rising and contributing to the higher ticket prices. More than half of ticket purchases are happening within 7 days of concerts. Many fans are choosing to attend fewer shows overall and are prioritizing major, big-name events instead. Some industry professionals are projecting that by mid-2026 average ticket inflation will begin stabilizing as cost inputs level off. Promoters might experiment with bundled offerings, such as VIP experiences or merchandise in the ticket price. This will make the total cost more palatable for the fan. Dan Schwartz mentioned that 3rd party tickets have become a growing problem. 25% are 3rd party tickets. People are paying double and not realizing they are purchasing 3rd party tickets because they think they are

buying from us. In the Northeast, fans may wait until the last minute to purchase tickets if they expect prices to drop. Promoters are going to have to manage this carefully.

b. Vets – Dan Schwartz/Mike Gravison

Mr. Gravison began by stating next Thursday, November 6 they will be announcing Lil Rhody Laugh Riot. Tickets will be available November 7. Mr. Gravison reviewed the line up for next year, noting it will be even better than last year. There are many new partners and industry after show parties. This year they are working with the Aloft hotel as an exclusive partner. This is where many of the artists will be staying. Moniker Brewery is going to have a customized can of their El Rhodeo Mexican Lager for the Lil Rhody Laugh Riot. We will be selling this at all our venues. The website has been refreshed for the event this year. Currently working on a social media campaign including teaser and announcement reels. There will also be e-commerce offerings and opportunities to pre-order merchandise, which is new for 2026. Mr. Gravison reviewed the calendar, noting many new and exciting things to come to Lil Rhody Laugh Riot. You can check out the website to see what's to come.

7. Meeting was adjourned at 12:40 PM – Calendar items 5 and 6 will be reviewed next month.