



Rhode Island Convention Center Authority
Marketing Committee Meeting
Meeting Notice and Agenda
Tuesday, September 19, 2023 at 12:00pm

McCarvill Boardroom 2nd Floor, One Sabin Street, Providence, RI 02903

1. Call to Order – Dale Venturini
2. Announcement of next meeting date – *Tuesday, October 24, 2023 at noon*
3. Approval of minutes of the June 2023 Meeting
4. Marketing Updates
 - a. PWCVB – Kristen Adamo/Tom Riel
 - b. ASM Global – Cheryl Cohen/Becca Ponder
 - c. PFM – Dan Schwartz/Mike Gravison
5. Executive Director’s Report
 - a. Competitive Set Discussion for each Venue
6. Old/New Business
7. Adjournment

Posted 09/13/2023

Participants Requiring Special Consideration or Information, Please Contact Daniel McConaghy at 401-351-4295, daniel.mcconaghy@riccauth.com, TTY711. Three Days Prior to the Meeting.

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING
September 19, 2023**

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, September 19, 2023, pursuant to notice at the AMP, One LaSalle Square, and the RI Convention Center, One Sabin Street, Providence, Rhode Island.

Ms. Venturini called the meeting to order at 12:00 PM.

Board members participating were Dale Venturini, Peter Mancini, Steve Iannazzi, Jennifer Goodrich-Coia, Oscar Vargas and Diony Garcia.

Also in attendance were Dan McConaghy, Trish Verrecchia RICCA; Larry Lepore, Cheryl Cohen, Brianna Corcoran, Veronica Vanjura, Rebecca Ponder, RICC and AMP; Dan Schwartz, Mike Gravison, Vets.

Ms. Venturini asked for a motion to approve the minutes of the June meeting. Upon a motion duly made by Mr. Mancini and seconded by Mr. Iannazzi it was unanimously:

VOTED to approve the minutes of the June meeting.

Ms. Venturini began the meeting by introducing Tom Riel from the PWCVB to present his monthly report (attached). Mr. Riel reported that sports bookings need to be better coordinated and get commitments from local hotels to have available rooms for these types of events. Direct spend in the market is roughly 60% of the goal for Convention Center related business. This should increase to normal 70% levels as the year progresses. Mr. Riel reported that PWCVB staff are traveling the country drumming up business – for example, Jonathan Walker has been in Indianapolis reviewing the NCAA cycle of events. Growth goals for the PWCVB are 15% due to the positive impact of the TID. His organization is adding a sales position, revamping marketing material and videos.

Next, Ms. Venturini asked Ms. Cohen to present her report on events at the AMP (attached). Ms. Cohen contrasted the window of bookings to be months out versus the Convention Center's window of years out. The AMP will kick off the season with Midnight Madness for PC Friar basketball with One Republic playing the venue that evening as well. WWE will be coming December 9th for the Army-Navy game and will present their military salute show. Website redesign is progressing well and should be released in a phased approach in October. The IDG website is also being developed. Ms. Venturini asked Ms. Cohen to plan on demonstrating the website at the October meeting. Approximately 750 Midshipmen will be occupying the RICC on December 9th. Hotel business related to that event has not been as robust as initially expected. American Young Voices (AYV) will be performing at the AMP next year as well. AYV is a coordinated event with the producer and the RI Department of Education to target Title 1 schools in Rhode Island to introduce music and singing to elementary aged students. Mr. Garcia asked how the Authority interacts with the show and it was described that the producer and RIDE handled the events and we host it. Mr. Vargas asked which schools were considered Title 1 schools. Ms. Cohen indicated she would follow up with the list.

Ms. Venturini then asked Ms. Ponder to report on the Convention Center (attached). Ms. Ponder and Mr. Riel both reported that both entities continue to work very collaboratively to the benefit of the Convention Center. Rentals and associated fees at the RICC are returning more strongly than a year or so ago. Ms. Ponder cited several bigger events coming to the RICC in the next couple of years including CASE, AAC&U and APS. She highlighted the recent event called NAM28 for their full use of the facility and strong F&B use. It was a very successful event.

At Ms. Venturini's request, Dan Schwartz and Mike Gravison from the Vets reported on recent events (attached). To date, the Vets has experienced a high volume of shows and related tickets sales. FY24 is shaping up to be a very good year. Already, there are 8 more events scheduled than last year. Mr. Gravison handed out the most recent marketing pamphlet. It was well received by those in attendance. The Vets is adjusting its email platform and utilizing Google Analytics 4 to track data.

Next, Ms. Venturini asked each venue to present its competitor set in each respective market. Mr. Schwartz began with the Vets indicating there are over 50 venues in a 60-mile radius (attached). His competition is deep. He highlighted the New Bedford Zeiterion Theater which is undergoing a \$31m renovation program and will be tough local competition. He also pointed out that Bold Point in East Providence will grab similar concerts that they like to attract at the Vets. Mr. Schwartz also pointed out the festivals such as the Jazz Fest in Newport often deflect talent from the Vets as acts do not want to play twice in the same market. Mr. Gravison concluded by presenting the SWOT analysis for the Vets.

Ms. Cohen presented the AMP's competitive set (attached). Due to its size the AMP competes with 20 similar venues within 120 miles. Even stadiums with 50,000+ in seating such as Fenway Park and Gillette also steal talent as opening acts will defer playing the AMP due to routing reasons. Ms. Cohen presented the AMP's SWOT analysis and concluded by indicating they maintain success by focusing on relationships, being resourceful and creatively looking for revenue opportunities.

Mr. Riel and Ms. Ponder jointly presented the RICC's competitive set. Mr. Riel focused on national competitor cities such as Pittsburgh, Baltimore, Raleigh, Madison and others. He explained that conventions typically rotate their schedules and visit west coast, Midwest and eastern seaboard venues for their events. Ms. Ponder discussed the local competitors including Hartford, Boston (Hynes CC), Worcester and Springfield. They both spent time presenting the expansion and renovation plans of many competing venues locally and around the country. The Authority will need to address this competitive situation or be left behind. Ms. Ponder concluded by presenting the RICC's SWOT analysis.

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

VOTED: to adjourn at 1:47 PM