

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY  
BOARD OF COMMISSIONERS  
MARKETING COMMITTEE MEETING**

**April 28, 2015**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on April 28, 2015, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.**

**Board members present were Dale Venturini, Jeff Hirsh and Patrick Butler.**

**Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; John McGinn, Amanda Wilmouth, Melissa Avedisian, Diane Richards and Breana Quinn, RICC; Kristen Adamo and Tom Reil, PWCVB; Daniel Schwartz and Michael Gravison, VETS; Cheryl Cohen and Larry Lepore, RICC/DDC and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:30 PM**

**PWCVB**

**Ms. Venturini asked Mr. Reil to begin the PWCVB report. Mr. Reil reported on Providence Hotel performance for the Month of March. Mr. Reil stated that the average daily rate, occupancy and RevPar**

have each increased dramatically. Mr. Reil noted that year over year occupancy comparison is up 9.8%, daily rate is up 9% and RevPar is up 19.7% over the same period last year. Mr. Reil reported sales production for the Month of March for the destination additionally reported on sales activity for the Complex. Mr. Reil said that there were 10 definite bookings with 5,828 associated room nights for the Convention Center as well as 27 tentative bookings with 43,553 associated room nights. Mr. Reil was confident that a majority of the tentative bookings will materialize. Mr. Reil reported that the economic impact of definite bookings to the area for the Month of March was \$9,323,193 with \$7,749,214 attributable to the Complex. Mr. Reil presented booking activity highlights that include Wizards of the Coast, a ComicCon like show, Commission on Accreditation of Law Enforcement Agencies, Follett Software and Altered Reality Entertainment/ComiCon. Tentative sales activity includes the Association for Theater in Higher Education, American Chemical Society – Rubber Division, Society of Gastroenterology Nurses, National Rural Electric Cooperative Association and the International Institute of Sustainable Laboratories. Mr. Reil reported that the PWCVB sales team had hosted an information luncheon in Boston for 15 prospective customers. The luncheon was attended by Convention Center and area hotel representatives. The sales team also visited Washington DC where they hosted 4 customers at the Annual DMAI Foundation Dinner, exhibited at the DMAI Destination Showcase tradeshow and received 4 qualified RFPs on the tradeshow floor. Mr. Reil said that there was a joint meeting of the PWCVB sales

staff and the Convention Center sales staff to conduct a book audit and ensure clean records between both organizations. Mr. Reil said that more than 12 site visits associated with new prospective or definite status business were hosted during the month.

Ms. Adamo addressed the Committee and reported that Recommend Rhode Island was launched at the Ambassador Luncheon. She noted that the press included Projo, Providence Business News, NBC 10, Cumulus radio and "The Rhode Show". Ms. Adamo stated that Recommend Rhode Island was promoted at the PBN Manufacturing Awards. Ms. Adamo noted that the CVB is developing an ad buy for the remainder of FY15 and for FY16 and they are creating a social media toolkit. Ms. Adamo reported that Do-Over Day was extremely successful. Ms. Venturini thanked the CVB for planning the event and stated that she had spent a portion of the evening with the Governor and her family who were having a wonderful time. Ms. Venturini commented that it was great to see the reception that the Governor received from everywhere that she stopped. Ms. Adamo noted that the event was in partnership with RI Hospitality and was attended by the Governor, the First Gentleman Andy Moffit and Mayor Elorza.

Ms. Adamo reported that all promotional head shots for Dunk/RICC staff are being taken. A new video is being produced to show the connectivity of the Dunk, Convention Center, Omni and the Providence Place Mall.

**Ms. Venturini asked Mr. Reil if there were any problems in with the convention center in Baltimore. Mr. Reil stated that the building is quite a distance from the trouble so there shouldn't be any issues. Mr. Lepore noted that we hosted a visit by the Deputy Mayor of Baltimore a few weeks ago.**

## **DUNKIN' DOUNTS CENTER**

**Ms. Cohen updated the Committee on the Dunkin' Donuts Center events. Ms. Cohen reported that the Circus would be here on Thursday. She said that the train arrives on Wednesday and a elephant bath is scheduled for Thursday, weather permitting. Ms. Cohen stated that Steve Payne will address the media to explain the steps that have been taken regarding safety measures since last year's event. Ms. Cohen reported that the Providence Bruins are in the playoffs. She noted that if they win the game tonight they will not be able to continue the series here because of the Circus and following that a concert by Florida Georgia Line. Ms. Cohen reported that e-blasts have been sent to notify our fan base of the Beer Blast and Cribs to Crayons Expo. She stated that Florida Georgia Line promotions are ongoing and we are coordinating radio station on site pre-show activities. Another e-blast was sent notifying people of N.E. Professional Wrestling Fan Fest in June. Ms. Cohen said that the WWE Smackdown soft sale happened on April 21st and the public on sale is in May. Ms. Cohen said that the she is finalizing the proforma**

and finalizing the committee for the Songwriters Festival that will take place in August. Ms. Cohen reported that marketing is ongoing for the Miss Rhode Island USA pageant, Rhode Island Comic Con and Cirque Du Soleil. Ms. Cohen said that college graduation will take place during the month of May. Ms. Cohen presented a booking report that indicates that dates that are available, the total number of offers that are outstanding and recent results to better understand the process of booking the facilities.

## **CONVENTION CENTER**

Mr. McGinn was asked to present the report for the Convention Center. Mr. McGinn stated that the revenue goal for the year is \$8,800,000.00 and that currently we are at \$7,844,833.96 an increase of \$133,531.13. Mr. McGinn said that these numbers represent actual events for July through March and projected events for April through June. Mr. McGinn noted that tentative bookings for events include the North American Securities Administrators Association, PANIT, Golbin Fall Tradeshow and Harley Davidson HOG Officer Training. Mr. McGinn was pleased to report that Aspen Institute, Year-Up, Brown Spring Fling and CALEA signed contracts in the months of March and April. Mr. McGinn reported on several site tours and a couple of industry/Client Events that were held earlier in the month. Mr. McGinn reported that Arlene Oliva hosted a booth with the PWCVB at the Meetings Quest Tradeshow and sponsored Meetings

**Quest in Rhode Island for the first time. Site tours included Spirit of Dance Awards, MET School Fashion Show, Hasbro Planning Meeting, Your Life Expo, The Lovecraft Arts and Science Council, Cross Point Church Prayer Fest and SMART Union Transportation.**

## **VETS**

**Mr. Gravison reported on the 2014-2015 Season at the VETS. Mr. Gravison noted that Richard Nader's Doo-Wop & Rock & Roll Show will be happening on Mary 2nd and Pink Martini on May 5th. He noted that in June, Legends of Boston Comedy and the Wild Kratts Live shows will be the highlights of the month. American Idol has agreed to bring their show to the VETS and their top 5 contestants will perform in August. The 2015 – 2016 will begin the Fall Season and we will see Tommy Emmanuel, Memories of Elvis, Zoltan Maga, Last Comic Standing, Mavis Staples and Joan Osborne and Disney Live. Later in the year The Princess Bride will be shown and Cary Elwes will be present to answer questions on the film, Straight No Chaser returns and The New York Tenors will bring their Christmas music to the theater. December 4th Wynton Marsalis returns. Mr. Gravison reported that the theater continues to improve. He noted increased attendance and event dates.**

**Ms. Venturini asked what is going on with the parking next to the building. Mr. McCarvill explained that at this time the State is using the lot for parking. He stated that he is unsure of our future**

**involvement in the lot.**

**Ms. Venturini noting that a vote was not called for earlier in the meeting asked for a motion to approve the minutes of the March meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Butler it was unanimously**

**VOTED: to approve the minutes of the March meeting.**

**RICCA**

**Ms. Keough distributed her report and the Executive Summary of the Economic Impact Study. Mr. McCarvill reported that due to a question by Mr. MacDonald it was learned that non-event parking was not included in the draft of the report. Mr. McCarvill noted that non-event parking of \$4 million has now been added to the Dunk and made a significant difference. Mr. Butler asked why it was added to the Dunk and Ms. Venturini said that it must be because of the Convention Center multipliers. Discussion ensued regarding the study**

**Ms. Venturini thanked everyone for all of their hard work and asked if there was any further business. Hearing none she looked for a motion to adjourn. Upon a motion duly made by Mr. Butler and seconded by Mr. Hirsh it was unanimously**

**VOTED: to adjourn at 1:30 PM**