

THE RHODE ISLAND CONVENTION CENTER AUTHORITY  
MARKETING COMMITTEE MEETING  
TUESDAY, April 23, 2024 AT 12:00 PM

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A meeting of the Board of Commissioners of the Rhode Island Convention Center Authority (hereinafter referred to as "Authority", the "CCA" or the "Board") was held on April 23, 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 Paul MacDonald, Peter Mancini, Steve Iannazzi, Jeffrey Hirsh, Dale Venturini, Jennifer Goodrich Coia and Carol Lombardi.

Also attending were Dan McConaghy and Trish Verrecchia, RI Convention Center Authority; Dan Schwartz and Mike Gravison, The Vets; Lawrence Lepore, RI Convention Center and AMP; Michael Crawley, Citrin Cooperman; and Bruce Leach, Legal Counsel.

1. Call to Order - Ms. Venturini called the meeting to order at 12:00 PM. Ms. Venturini and the other Board members introduced themselves to our new Board member, Carol Lombardi
2. Next Meeting - Ms. Venturini announced the next meeting will take place Tuesday, May 28, 2024, at 12:00 PM
3. Approval of minutes - Approval of March 2024 joint Finance & Marketing Committee Meeting Minutes

Ms. Venturini requested a motion to approve March 2024 joint Finance & Marketing meeting minutes. Upon a motion duly made from Mr. Iannazzi which was seconded by Mr. Vargas, it was unanimously

**VOTED:** to approve the minutes of the March 2024 joint Finance & Marketing Committee meeting.

4. Marketing Brief Updates - (Vets, AMP, RICC and PWCVB)

Mr. Gravison began with an overview of upcoming events at The Vets. Bluey sold well and was very successful. Jimmy Carr is an upcoming comedian who is 80% sold. There are many pending events and some upcoming podcasts that will be announced next season. Some new kid shows are coming up, which tend to do very well. There are some comedians coming up as well as some returning engagements. There are some good things coming this Fall but we can't mention them yet. Raffi will be here after Mother's Day and is a sold-out event. The Philharmonic will be closing out their season with a Youth Concert and some Educational Concerts. Lots of non-ticketed events such as graduations and dance shows coming up in May and June. Overall, May and June will be very busy with Community Events. (See attached)

Ms. Cohen stated that the Circus has arrived. 20,000 tickets have sold so far. Not on the schedule is the P Bruins playoffs. We will see how they do after this coming weekend. We have graduations coming up this month and a new Gospel Festival featuring Yolanda Adams. This is a new local promoter so things will be paid for in advance. Not sure how the show will go because only 68 tickets have been sold. This is a rental, so we do not have any financial risk. We just added Jiu Jitsu World League which is being held at RICC. WWE also went on sale. We sold 3,000 tickets already. We have been asked to participate

in a bid with Gillette for another Army/Navy event in the summer of 2025. This is looking very hopeful due to our previous success. We collaborated with Providence College to begin promotion for early access to March Madness 2025. People are encouraged to register because tickets are impossible to get. Ladies Love R&B featuring Ashanti was a huge success. Projected attendance was 5,456 and the actual attendance was 8,481. Food & Beverage gross was \$196,736. Number one seller for the night was Truly Wild Berry. 1,494 cans were sold which generated \$18,864 gross. Men's NCAA 2024 Hockey had an attendance of 11,785 and household viewership of 243,600. In 2019 Food & Beverage was \$162,310 and 2024 it was \$279,101. We make money selling Food & Beverage not tickets. Mr. MacDonald asked Ms. Cohen how we come up with ticket prices. Ms. Cohen stated that calculations are done with the promoter. For us to be competitive, at times we need to share the facility fee and rebate revenue. Strategic planning is necessary, so we don't lose to competition. (See attached)

Ms. Ponder reported on RICC stating that we had 16 shows in April. There were zero dark days, meaning everyday had something happening. It was a very popular month with a large variety of events. We had a huge month for contracted business as well. There is an estimated amount of just over 1 million in rental and Food & Beverage. NASTT International No Dig was one of our top events along with RI Rumble. NASTT No Dig is on a scale like JLC Live. This was a great event overall for The City of Providence. They were also one of the nicest customers we have had at RICC. RI Rumble is a volleyball event that takes place over two consecutive weekends. Attendance was 10,100 over the two weekends. (See attached)

Mr. Reil stated PWCVB had 27 new bookings and 9300 room nights in March. Room nights are 10% behind but leads are 10% higher. YTD Convention Center related room nights are at 43K and will end the year at 68K room nights. One of the Prospect Booking Highlights is American Assoc. of Motor Vehicles Administrators. They were here recently and will be coming back in 2026 as an even larger group. Larry and the group spoke about the overall challenges they had with the new fire Marshall during the JLC Live event. The new fire Marshall stated that Sabin space can't be used. He was coming up with all kinds of rules that had not existed before. We are working with a consultant to help with these issues. Ms. Adamo introduced us to Alissa Bateman (Senior Director of Creative Services) to talk about Marketing. Ms. Adamo announced that their social media following is at 200,000 people. Ms. Adamo and Ms. Bateman showed us the new destination video that is sent to meetings and conventions to promote Providence and Warwick. The video was done in RI and the music is by Deer Tick, one of the largest musical acts from Providence. They are also preparing to launch Free Style, the new meetings and conventions focused ad campaign. Ms. Bateman showed us the ads they will be running on LinkedIn and target a specific audience. They used some of their own staff members. They also launched their brand-new website yesterday and gave us a brief overview. (See attached)

##### 5. Executive Director's Report – Review of Branding & Signage at the Innovation District Garage

Ms. Venturini stated that they met with Poyant to review the changes that were discussed in last month's Marketing meeting. She was very impressed with them and how easy they were to work with. Mr. McConaghy reviewed the changes beginning with one suggestion made by Ms. Venturini, which was to incorporate the number 75. 75 Clifford is how people have come to refer to the garage. Mr. McConaghy also acknowledged that the garage was built to support the Innovation District and therefore will have a sign saying Innovation District Garage @ Clifford Street. This sign will have halo illuminated letters to make it stand out at night without being too bright for the surrounding neighborhood. This sign will also be placed lower on the building so it can be seen, so as not to be obstructed from the new State Lab building. There will also be 3 illuminated blade signs and two standard blue letter "P's". There will be a QR code on the entrance door and windows so one can go to the website and purchase parking. Ms. Venturini suggested that we add "owned and operated by RICCA". (See attached)

Ms. Venturini requested a motion to move forward with the new logo and signage for the Innovation District Garage. Upon a motion duly made from Mr. Mancini, which was seconded by Ms. Goodrich-Coia it was unanimously

**VOTED:** to approve the Branding & Signage at the Innovation District Garage

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

**VOTED:** to adjourn at 1:15 PM