

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Regular Meeting of the Tourism District Committee

Monday, April 8, 2019

Visit Sacramento

1608 I Street, Sacramento, CA

*The original agenda was prepared and posted in compliance with the provisions of the Ralph M. Brown Act noting that committee action may occur on any identified agenda item.*

#### A. Call to Order / Roll Call

Committee Chair Kathleen Gilbey called the meeting to order at 11:04 a.m. and conducted a roll call of the committee as follows:

##### **PRESENT**

##### STMD Committee Members

Zone 1: Kathleen Gilbey (Chair), Nikki Carlson, and Scott VandenBerg

Zone 2: Royce Pollard, Sami Qureshi

Zone 4: David Huber (Vice Chair)

##### Sacramento Hotel Association

Teresa Stephenson, Executive Director

##### Visit Sacramento Staff

Mike Testa, John Reyes, Sonya Bradley, Sarah Atilano, Mike Sophia, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

##### Guests present for a portion or the entire meeting

Entercom Communications: Elisia Gonzales

Entercom Communications: Jennifer Fortino

Entercom Communications: Alex Byrnes

DoubleTree by Hilton Sacramento: Yvonne Magneheim

DoubleTree by Hilton Sacramento: Lisa Burge

Hilton Sacramento Arden West: Jonatha Monetti

Crowne Plaza: Brad Ross

Holiday Inn Downtown Arena: Karla Weymouth

Hyatt Regency: Jennifer Mann

Sacramento LGBTQ: Lanz Nalagan

California State Fair: Margaret Mohr

California State Fair: Tom Martinez

Univision: Marsha Josial

Univision: Alex Alcantar

##### **ABSENT**

##### Committee Members

Zone 3: Steve Young

#### B. Public Comments – Matters Not on the Agenda

Chair Kathleen Gilbey called for public comment on items not listed on the agenda; there were no matters presented. Gilbey also shared the committee's time limits for presentations.

#### C. Review and Approval of STMD Tourism Committee Meeting Minutes

##### 1. Regular Meeting – January 14, 2019

There being no changes to the January 14, 2019 minutes, ***David Huber motioned to approve the minutes as submitted; Sami Qureshi seconded. [Vote: Unanimous]***

**D. FY2018-19 Zone Funding Applications for Review or Approval**

The following fund applications were presented:

1. Zone 2: MPINCC Annual Conference & Expo (Hilton Sacramento Arden West) – February 26, 2019 (Initial Request: \$1,800)

**Presenter(s):** Jonathan Monetti, Hilton Sacramento Arden West

**Presentation:** Monetti shared that she was representing Denise Giddings who is requesting funds for the exposition that she attended in San Francisco in February. The expo was focused on engaging Bay Area meeting planners. The funding request is for hotel accommodations, food, travel and exhibit booth fee costs.

**MOTION: Scott Vandenberg motioned to approve the fund request as submitted; Royce Pollard seconded. [Vote: Unanimous]**
  
2. Zone 1: Michelin Guide (Visit Sacramento) – March 5, 2019 (Initial Request: \$35,000)

**Presenter(s):** Mike Testa, Visit Sacramento

**Presentation:** Testa shared that Visit Sacramento pursued Michelin and the initial buy-in was \$100,000 a year. There was a deal created with Visit California to assume this cost. There was an additional fee for the press conference/announcement that was \$35,000 over what was originally budgeted. The cost was for the opening event, media representatives flown to Sacramento and hotel accommodations.

**Committee Review:** Vandenberg asked if this amount would only be taken from Zone 1. Daniel Santucci clarified that this was a preliminary estimate of the zone affected and it could be changed by the committee.

**MOTION: Scott Vandenberg motioned to approve the fund request as submitted; Royce Pollard seconded. [Vote: Unanimous]**
  
3. Zone 1: Meetings Industry Council (MIC) Colorado (Hyatt Regency & Sheraton Grand) – March 11-14, 2019 (Initial Request: \$6,000)

**Presenter(s):** Jennifer Mann, Hyatt Regency

**Presentation:** Mann shared that the Hyatt Regency and Sheraton Grand were two of the hotels who signed up to attend MIC of Colorado with Visit Sacramento. MIC is a meeting planners organization and brings planners in for networking and a tradeshow. Colorado is a target market for the hotels.

**MOTION: Scott Vandenberg motioned to approve the fund request as submitted; Sami Qureshi seconded. [Vote: Unanimous]**
  
4. Zone 4: Student Senate for California Community Colleges (SSCCC) Spring Assembly 2019 (McClellan Hospitality) – April 5-7, 2019 (Initial Request: \$6,500)

**Presentation:** No presentation.

**Committee Review:** Chair Gilbey shared that the application was for conference delegate transportation to and from McClellan Conference Center and four hotels; the event occurred last weekend. The hotels were Crowne Plaza, DoubleTree by Hilton Sacramento, Lions Gate, and Hilton Arden West. David Huber discussed that the zone designation should be changed due to

the location of the events and majority of room nights. He suggested Zone 2 should fund two-thirds and Zone 4 should fund one-third of the request.

**MOTION: Nikki Carlson motioned to approve the fund request with Zone 2 funding two-thirds and Zone 4 one-third of the funding request; David Huber seconded.**

5. Zone 2: Collaborative for Academic, Social and Emotional Learning (Hilton Arden West) – April 9-11, 2019 (Initial Request: \$1,800)

**Presenter(s):** Jonatha Monetti, Hilton Sacramento Arden West

**Presentation:** Monetti shared that this request is for bussing that was utilized by conference delegates between DoubleTree by Hilton Sacramento and Hilton Arden West.

**MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Royce Pollard seconded. [Vote: Unanimous]**

6. Zone 2: CalSAE ELEVATE Annual Conference 2019 (McClellan Hospitality) – April 28- May 1, 2019 (Initial Request: \$2,800)

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano spoke on behalf of McClellan Hospitality and shared that the request was to attend the annual education conference with Visit Sacramento. McClellan Hospitality is requesting the cost to cover the partner fee and travel expenses.

**MOTION: David Huber motioned to approve the fund request as submitted; Nikki Carlson seconded. [Vote: Unanimous]**

7. Zone 2: Amgen Tour of California 2019 (DoubleTree by Hilton Sacramento) – May 4-13, 2019 (Initial Request: \$10,000)

**Presenter(s):** Lisa Burge, DoubleTree by Hilton Sacramento

**Presentation:** Burge shared that the DoubleTree provides a significant amount of parking for Amgen Tour of California beginning approximately seven days before the start of the tour. The teams utilize over 535 parking spaces and the hotel does not charge them while they are in house and the gates to the parking lot remain open. This is potentially \$53,000 a day in parking given to them for free. In previous years they have charged Amgen \$10,000 as a flat fee. VandenBerg asked if Amgen was also paying for a portion of the parking. Burge stated that Amgen is not paying but will have to pay if the STMD committee does not approve the application.

**Committee Review:** Testa asked if the committee doesn't approve the funding will Amgen pay the \$10,000. There was group consensus that others had heard that Amgen would pay as well. Testa clarified that he wants to ensure that DoubleTree is covered for the \$10,000 from Amgen if the committee does not approve the application. Royce Pollard clarified that in previous years the DoubleTree had received a form of payment from either STMD or Amgen.

Mike Sophia shared that three or four years ago the parking situation was a significant pressure point for the group and applying for STMD funding was the work around for the group. VandenBerg stated that it sounds like it was contracted with the hotel that they will pay for it if STMD does not; Sophia agreed with this assessment. VandenBerg asked Pollard his opinion and Pollard recused himself as it was for his hotel.

Sami Qureshi stated that the important point to know is if Amgen would pay the money or not. Reyes suggested splitting the request in half with Amgen and the committee only approving \$5,000. He then asked if there is a risk of non-payment if they do not get the STMD funding. Pollard shared there is a risk as this was the first time, he had heard about it being in the contract. Chair Gilbey suggested that the committee would need clarification on the contract with Amgen; Qureshi agreed that clarification was needed, and that the committee should consider this application at a future date.

8. Zone 1-4: Amgen Tour of California 2019 (Sacramento Sports Commission) – May 12, 2019 (Initial Request: \$75,000)

**Presenter(s):** Mike Sophia, Visit Sacramento

**Presentation:** Sophia shared that this is the application for the overall event expenses. Sacramento is hosting the overall start of the Tour on May 12, 2019. The Team announcements will be held on May 10 and a few other small events will take place on May 11. This is a high-profile event with a worldwide audience. The plus side to holding the start of the race is that more room nights are generated then as at the finish since many participants arrive three to four days early to train in the area.

**Committee Review:** VandenBerg asked what amount was given last year. Santucci shared that \$35,000 was given in 2018 and \$75,000 in 2017. Testa shared that he believed it went down in Visit Sacramento expenses in 2016 to \$115,00 and suggested that the committee reduce the funding amount to \$35,000 to make the 2018 amount.

**MOTION: Scott VandenBerg motioned to approve the fund request at \$35,000; Royce Pollard seconded. [Vote: Unanimous]**

9. Zone 1-4: IPW California Plaza Activation/Fam Trip 2019 (Visit Sacramento) – June 1-7, 2019 (Initial Request: \$35,000)

**Presenter(s):** Sonya Bradley, Visit Sacramento

**Presentation:** Bradley stated that California is the host to the annual IPW Conference where over 6,000 tour operators and media representatives will be in attendance. It is the largest tour operator show in the country and will be held at the Anaheim Convention Center this year. As part of the convention, Visit California has created an activation and asked Visit Sacramento to participate. It will be in the plaza of the Anaheim Convention Center. There will be food, wine, and ambassadors to share the Sacramento story during the event. IPW comes to California only every few years and Visit Sacramento wants to make the most of this opportunity. Visit Sacramento also will have the opportunity to host a post fam trip for 30 tour operators. They will be staying at the Hyatt Regency for one night and Visit Sacramento staff has planned activities for them.

**Committee Review:** The committee clarified that the request was for a total of \$35,000. The total cost for the event was \$60,000 and it would be divided between the Visit Sacramento budget and STMD funding. VandenBerg commented that he believes this is a good program for Visit Sacramento to attend.

**MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Nikki Carlson seconded. [Vote: Unanimous]**

10. Zone 1: Sacramento Pride 2019 (Sacramento LGBT Community Center) – June 8-9, 2019 (Initial Request: \$30,000)

**Presenter(s):** Lanz Nalagan, Sacramento LGBT Community Center

**Presentation:** Nalagan shared that they are requesting \$25,000 for the event. Half of the request will be for out-of-market advertising and the other half will be for a headliner. This year's theme is the Stonewall Riots of 1969 and the event will be held on Saturday and Sunday. Saturday will be focused toward families and a more relaxed atmosphere. On Sunday there will be the march that will conclude at Capitol Mall. Nalagan shared that they are expecting 22,000 people in attendance. He added that they have engaged Lizzo, who is an up-and-coming artist as the headliner. She has been on Ellen and performed at Coachella.

Nalagan continued that last year they used pixels on their website, and they had 101 rooms booked across three days. They're working with other groups for auxiliary events during Pride Month. They want to leverage other organizations to share promotions and are hoping for STMD support. Regional Transit will be providing free rides that will be called "Pride Ride."

Testa asked if in the past the main event was on Saturday. Nalagan confirmed it was on Saturday for three years and in 2018 it was moved to Sunday. Testa then clarified the requested amount as the application originally said \$30,000 and Nalagan stated \$25,000 in his presentation. Nalagan confirmed they are requesting only \$25,000 now.

**Committee Review:** VandenBerg shared that this event has been growing each year and at some point, the STMD will need to draw the line; he noted that \$25,000 is approximately 1,000 room nights. John Reyes added that 50% of the request is for hotel advertising and 50% for entertainment. VandenBerg also added that the money raised goes to charity. Testa asked if they have been generating a profit. VandenBerg stated that when the previous person ran the event, she had indicated that they were donating approximately \$15,000 to the LGBT Center. Chair Gilbey asked if they wanted to look at a reduced amount and asked the previous years approved numbers.

Previously, this event had received the following funding amounts: 2014 - \$ 10,000, 2015 - \$16,000, 2016 - \$23,000, 2017 - \$25,000, and 2018 - \$23,300. Qureshi asked about how many room nights this event has been generating. Reyes stated 101 room nights with 1,700 out-of-town attendees. VandenBerg stated that the decision to move the dates of this event may not be the best as now it is the same day as the Los Angeles Pride Festival. The Sacramento event used to be held the week before and now they are competing with Los Angeles. Gilbey stated that the headliner they have booked is a big draw. VandenBerg stated that his hotel does see the room nights, and he knows that Holiday Inn Downtown-Arena does as well. Qureshi shared that zone 2 does not see many room nights. VandenBerg suggested lowering the funding approval to \$20,000. Reyes shared that newspaper and social media spend is estimated at \$19,000.

**MOTION: Sami Qureshi motioned to approve the fund request as \$20,000; David Huber seconded. [Vote: Unanimous]**

11. Zone 2-4: Tough Mudder Sacramento (Tough Mudder Event Production Inc.) – June 8-9, 2019 (Initial Request: \$44,000)

**Presenter(s):** Frank Wheatly, Tough Mudder (via teleconference)

**Presentation:** Wheatly shared that Tough Mudder is looking to receive funding again for the 2019 event. Their goal is to create a sustainable event that will happen year after year. Historically this event took place in Lake Tahoe; winter 2016-2017 had significant snowfall that forced them to relocate the event. Brad Hillard with Visit Sacramento assisted them at that time and helped them secure Gibson Ranch as the event site. In 2018 they attempted to have an event in Lake Tahoe and Sacramento and found that neither event did as well as they had hoped.

Wheatly continued that this year they decided to build on the success Sacramento previously had and will be holding the event at Gibson Ranch again. This year there will be a children's event, 5K, and classic race with different age groups competing. They are hoping to appeal to families since everyone would be able to participate in an event. Wheatly added that they have discussed with Visit Sacramento about using a booking link on the event website and they want to partner with specific hotels as well.

This year they would like to refine their post-event survey and have questions that are influenced by Visit Sacramento's interests and data. Last year data 45% of the attendees had a one-hour drive or less, 30% drove more than two hours to the event. In addition, 78% were non-residents of Sacramento County. Wheatly added that the current challenge is keeping up with the increasing cost of the event. They are working on doing substantial obstacle innovation. Last year they had 20 obstacles and this year there will be 10 new obstacles and a total of 25 obstacles on the course. This means a longer set-up time is needed. They will also be growing the festival village, which will need more staff who would need accommodations during the event.

**Committee Review:** Committee asked for clarification on previous requests. It was shared that last year they requested \$65,000 and committee approved \$10,000. Reyes added that the application specified most of the money is for marketing, with a portion going towards room nights for staff. Testa stated that the event straddles Placer County and some room nights could be there instead of Sacramento County.

Huber shared that in previous years his property has not seen any room nights from the event. Testa added that he does believe that there should be some level of partnership. Chair Gilbey suggested approving \$10,000 again. VandenBerg suggested \$15,000 with the requirement to use Pixels on their website.

**MOTION: Nikki Carlson motioned to approve the fund request at \$15,000 and that a pixel is required for their website; Royce Pollard seconded. [Vote: Unanimous]**

12. Zone 2: Society of Government Meeting Professionals National Education Conference 2019 (DoubleTree by Hilton Sacramento) – June 25-27, 2019 (Initial Request: \$5,000)

**Presenter(s):** Yvonne Magneheim, DoubleTree by Hilton Sacramento, Jonatha Monetti, Hilton Sacramento Arden West, Brad Ross, Crowne Plaza, Karla Weymouth, Holiday Inn Downtown Arena

**Presentation:** Representatives from all four hotels presented together. They are looking to attend the Society of Government Meeting Professionals event in Detroit, Michigan this year. They would be attending with Narimel Tarver from Visit Sacramento. It is an important event

as they can meet many government meeting planners. In previous years large programs have been booked because of this event.

Ross added that this event provides significant opportunities to gain business from the federal government market and it is important for all the zones to be represented, especially when the Convention Center is closed for renovation.

**MOTION: Sami Qureshi motioned to approve the fund request as submitted; Scott Vandenberg seconded. [Vote: Unanimous]**

13. Zone 4: Society of Government Meeting Professionals National Education Conference 2019 (Crowne Plaza) – June 25-27, 2019 (Initial Request: \$4,000)

**MOTION: Scott Vandenberg motioned to approve the fund request as submitted; Royce Pollard seconded. [Vote: Unanimous]**

14. Zone 2: Society of Government Meeting Professionals National Education Conference 2019 (Hilton Arden West) – June 25-27, 2019 (Initial Request: \$6,000)

**MOTION: Royce Pollard motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]**

15. Zone 1: Society of Government Meeting Professionals National Education Conference 2019 (Holiday Inn Downtown Arena) – June 25-27, 2019 (Initial Request: \$5,000)

**MOTION: David Huber motioned to approve the fund request as submitted; Nikki Carlson seconded. [Vote: Unanimous]**

16. Zone 2: 1<sup>st</sup> Annual Bear Cup Gaming Tournament (California Exposition & State Fair) – July 12-18, 2019 (Initial Request: \$25,000)

**Presenter(s):** Margaret Mohr and Tom Martinez, California Exposition & State Fair

**Presentation:** Mohr shared that this is a new and exciting event for the California State Fair. The Bear Cup is an E-Sports competition and they will be partnering with the Sacramento Kings and NBA 2K, which was announced the night before the STMD meeting. In the second weekend of the event, they will be partnering with Overwatch Sports, and the third weekend will be a college tournament. During the 17 days of the event there will be a tournament for everyone. Building Five at the Cal Expo will be dedicated to E-Sports; there will be free events as well as tournaments. Mohr added that there will also be influencers in attendance to sign autographs for fans. They are hoping that this event continues for many years and gains more sponsors as it grows.

**Committee Review:** The committee discussed that it is a significant funding request. Qureshi asked for suggestions on a different amount as he believes the request is too high. Reyes shared that the application stated that they are anticipating 800-1,600 attendees.

Sophia shared a concern about how many room nights it will drive. He continued that trying to secure events that will bring visitors to the location will be difficult. Sophia believes that the majority of attendees will be local. Testa asked if Sophia believes the event will grow and build year over year. Sophia noted that it is possible, but he doesn't yet know enough about E-Sports to say. Sophia has found that there is a significant investment by the facility for the items needed to hold this type of event.

Bradley shared that she believes that the prize money awarded is how competitors travel from event to event and she knows of family members who have traveled all of California to compete and be a part of different game-testing activities. She understands that it is still a new area of sports, but it is now being televised. She does believe this funding request amount is too high but believes that some support should be given to help them get started.

Qureshi suggested \$3,000 and Reyes agreed with this amount. VandenBerg asked Bradley if there is a way to track room nights for this event. Bradley does not think so as it would mainly be promoted on social media. She believes the Committee should see how it goes after the first year as the Kings have invested heavily in the event.

Atilano asked if Sophia knows how many people would be on a team. Sophia said it could be different for each game being played. He added that he knows these attendees are traveling and it is a big deal, but he is not convinced that they have the technology in addition to prize money for this event to be successful.

Committee members and Visit Sacramento staff discussed various funding amounts.

***MOTION: David Huber motioned to approve the fund request at \$5,000; Nikki Carlson seconded. [Vote: Unanimous]***

17. Zone 1: National Caviar Day 2019 (Crave Sacramento/CA Restaurant Association) –July 18-21, 2019  
(Initial Request: \$6,500)

***Presenter(s):*** Margaret Shrader, Crave Sacramento, an arm of California Restaurant Association Sacramento Chapter

***Presentation:*** Shrader shared that Crave Sacramento also does the Bloody Mary Festival. They want to celebrate National Caviar Day as Sacramento is the number-one producer in domestic caviar. The event would occur over four days and include caviar specials in different restaurants. There will also be a tour at Passmore Ranch, and they are currently working on doing a Champagne and Caviar Dreams event at a hotel. Shrader shared that the goal is to bring a different clientele to Sacramento, and they want to generate PR around caviar and help put Sacramento on the map in regard to this product. The event organizers mainly need support in PR and advertising.

VandenBerg asked if most of the funds would be for advertising and Shrader confirmed that that is correct. She understands that Visit Sacramento has an in-house PR department and they would love to use those resources and can reduce the funding request if that is possible.

Testa asked if they are using other publications besides local publications. Shrader confirmed that they are looking to promote the event in the national market and would like to advertise in the San Francisco Chronicle and USA Today as well.

***Committee Review:*** Testa shared that he appreciated the association putting this on Visit Sacramento's radar and noted that staff is working on getting this on our New York firm's radar. If this is a PR campaign, then Visit Sacramento has a good team in-house that can help with this event. Qureshi asked if Testa believes that his team can support them.

Testa shared that the team does this work anyway and he believes Visit Sacramento can make a promotional commitment to CRA Sacramento Chapter event staff without any STMD funding. VandenBerg asked about supporting the event with a reduced amount.



Bradley added that she would like for CRA Sacramento Chapter staff to change their media mix and do more social media promotion. Testa suggested that the amount that is approved would be for a social media campaign to a certain dollar amount. Carlson suggested that the amount should be up to \$4,000.

Bradley believed \$4,000 was a good amount as Visit Sacramento would be helping as well.

Qureshi added that if we don't give them a large sum to begin with it is better as the committee needs to be more critical with first-time applicants as there are many events looking for support.

VandenBerg asked if pixels can be used and Bradley stated it can be used.

***MOTION: Sami Qureshi motioned to approve the fund request up to \$4,000 for social media marketing campaign/paid ads tracker; Nikki Carlson seconded. [Vote: Unanimous]***

18. Zone 2: 2<sup>nd</sup> Annual Youth Mariachi Competition (California Exposition & State Fair) – July 19-21, 2019 (Initial Request: \$51,500)

***Presenter(s):*** Margaret Mohr and Tom Martinez, California Exposition & State Fair, Marsha Josial and Alex Alcantar, Univision

***Presentation:*** Martinez shared that last year's event was the largest entertainment day at the fair. This year the event will be larger than all the country performances combined. The funding would go toward marketing and enhancing the event. The event will include the top Mariachi group, Mariachi Vargas and 10 inspiring youth teams that will travel from around the state to compete. The competitors have a chance to tour Sacramento, perform at restaurants and hospitals, etc. Last year they partnered with Univision and captured each group and promoted them in their individual markets. The Mexican Consulate was also involved last year.

Testa asked if this is a one-day or multi-day event. Martinez clarified that the event takes place July 19-22 and it is the middle weekend of the State Fair. The majority of families come in on Friday and it will be a mix of people flying, driving or traveling by bus. There is a hosted dinner on Friday and then on Saturday the teams visit Universities and practice at those institutions. On Sunday the teams will perform, and the competition ends with a Mariachi Vargas performance.

Martinez shared that knowing in advance how many rooms the teams will need and knowing that many will want to stay close to the event site will allow them to promote hotel codes better this year. Alex Alcantar from Univision shared that Univision really bought into this program. Last year they had three to four teams from each of the following areas Los Angeles, San Diego, Bay Area, and Sacramento County. He continued that they have established themselves with those individual markets to provide packages. This helped the groups gain regional support and had people traveling to Sacramento to support the youth groups.

Testa asked if they do a 30- and 60-second spot on Univision about the event. Alcantar confirmed they do promotional spots. Mohr shared the 30-second spot from last year on her laptop with the committee. Last year they had on-air talent from Univision Miami and many people came to meet the on-air talent representative. Univision is looking to do the same thing this year.

Testa asked about hotel engagement and if there is a call to action. He suggested letting people know where to book rooms and asked where they booked previously. Martinez shared that attendees were spread throughout Midtown and Downtown and were transported to event sites. Event staff has learned how to better handle the rooms for this year as they did not expect everyone to bring their entire family last year. Univision is about community and family and that brought many people to the event.

Testa added that this is a big draw and it shows, and there is a possibility of getting spectators as well. Martinez added that last year they ran out of rooms and at least half of the group was spectators. He also noted that the Mariachi Vargas concert sold out.

**Committee Review:** Dan Santucci shared that last year they requested \$46,5000 and the committee approved \$15,000.

Reyes suggested funding to support the television ads. Vandenberg noted that it would make sense to recommend a reduced funding amount since the Fair has other revenue sources. Chair Gilbey suggested \$10,000 and Testa suggested that this amount should go to television funding. Testa also stated that a link to book rooms should be added to their website so it can be tracked. Atilano stated that if they are bussing in all the groups then the hotels should be tracking the busses as well and they should know what hotels are being used. Atilano added that there are 12-14 people per team and 10-15 bands so there are going to be significant room nights. These counts do not include the spectators or families. Bradley stated that the application reported 226 room nights last year.

**MOTION: Scott Vandenberg motioned to approve the fund request of \$10,000 for television advertising with the inclusion of a Sacramento Hotels booking link in advertisements; Royce Pollard seconded. [Vote: Unanimous]**

19. Zone 2: City of Trees (Entercom Communications) – September 21, 2019 (Initial Request: \$20,000)

**Presenter(s):** Elisia Gonzales, Jennifer Fortino, and Alex Byrnes, Entercom Communications

**Presentation:** Gonzales shared that they are requesting funding for the 2019 City of Trees concert. During the presentation they showed a PowerPoint with additional event information. Last year was the fourth annual City of Trees and it sold out at Papa Murphy's Park. They are expecting to sell out again and this includes the additional bleacher seats that will be added this year. They are expecting 13,000 attendees. If they sell out again, they would look to expand to an additional day. The event will have two stages and approximately 20 bands. In 2018 they had 11,159 tickets sold and 3,148 were from out of market.

Gonzales continued that the funding would go toward advertising to reach out-of-town attendees. The \$3,000 they had last year for social media marketing did not go far. This year they will be able to expand their marketing and reach out to fan databases for the bands. They also want to create packages with hotels for attendees.

They clarified that this year's event will be held at Papa Murphy's Park again. Testa asked about the maximum number of tickets available. Gonzales shared that if they can sell the bleacher tickets then they can expand to a total of 15,000 tickets. Atilano asked what the goal is for expanding for a second day. Gonzales shared the goal would be this year, but it would most likely occur next year.

**Committee Review:** Testa asked Qureshi and Pollard if they see any room nights from the event and they both stated that they don't see many room nights. Testa stated that he knows that the Courtyard Cal Expo does receive room nights from the event. It is a one-day show so many attendees are local or people coming and going back in the same day.

Carlson asked how much was given previously and it was shared that in 2017 \$15,000 was approved. Testa stated that if funding is given then it must be used in the Bay Area stations for marketing. The event is trackable in ticket sales. Qureshi agreed that the committee needs to support them as Entercom has supported the committee in the past. Pollard asked if the committee is supporting Entercom or the event and Qureshi stated it would be the team.

**MOTION: Nikki Carlson motioned to approve the fund request at \$20,000; Scott VandenBerg seconded. [Vote: Unanimous]**

**E. Zone Funding and Post Event Recap Reports**

1. Zone Funding: The committee reviewed the following reports:

- a. Zone Funding Financial Reports Summary and Detail March 31, 2019: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.
  - Santucci confirmed if all items were approved at the requested amount then Zone 2 and Zone 4 could go over, based on the yearly estimate and running total of what is still available as of March 31, 2019.
  - Santucci added this is the first year that there has been a cash account and the committee has not ruled on anything in regard to being in a negative position.
  - VandenBerg asked if they started from zero because everything was absorbed, Santucci confirmed this is correct.

2. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee's review prior to the meeting:

- |  |                                    |
|--|------------------------------------|
| 1. MIC Colorado 2016                       | Hyatt Regency                      |
| 2. MIC Colorado 2016                       | Sheraton Grand                     |
| 3. Amgen Tour of California 2017           | Sacramento Sports Commission       |
| 4. Sacramento Pride 2018                   | Sacramento LGBT Community Center   |
| 5. Tough Mudder Sacramento 2018            | Tough Mudder Event Production Inc. |
| 6. SGMP National Education Conference 2018 | DoubleTree Sacramento              |
| 7. SGMP National Education Conference 2016 | Crowne Plaza                       |
| 8. SGMP National Education Conference 2017 | Holiday Inn Downtown Arena         |
| 9. Mariachi Competition 2017               | California Exposition & State Fair |
| 10. City of Trees 2017                     | Entercom Communications            |

**F. New Business**

None to report.

**G. Future Meetings and Agenda Items**

The next special committee meeting date is to be announced.

The next regular quarterly meeting is scheduled for July 8, 2019, at 11:00 a.m., at the Visit Sacramento offices. Many committee members shared that they will not be in town and would like to reschedule to ensure a quorum.

**H. Adjournment**

Chair Gilbey adjourned the April 8, 2019, meeting at 12:51pm.