

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Regular Meeting of the Tourism District Committee

Monday, July 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 11:01 a.m. and conducted a roll call of the committee as follows:

##### **PRESENT**

##### STMD Committee Members

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

Zone 2: Royce Pollard, Sami Qureshi

##### Sacramento Hotel Association

Teresa Stephenson, Executive Director

##### Visit Sacramento Staff

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

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

Rebecca Gordon, Runnin' for Rhett

Randy Seevers, Runnin' for Rhett

Misty Newell, Hilton Arden West

Fred Palmer, BENT Film Festival

Michael Dennis, BENT Film Festival

Scott Abbott, Sacramento Running Association

Kelli Hannaford, Wide Open Walls

David Sobon, Wide Open Walls

Renata Sahagian, Crohn's & Colitis Foundation

Rodney Blackwell, Crohn's & Colitis Foundation

Matt Thome, Crohn's & Colitis Foundation

Bryan Williams, Professional Bowlers Association West

##### **ABSENT**

##### Committee Members

Zone 3: Steve Young

Zone 4: David Huber (Vice Chair)

#### 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 – April 8, 2019

There being no changes to the April 8, 2019, minutes, ***Sami Qureshi motioned to approve the minutes as submitted; Scott Vandenberg seconded. [Vote: Unanimous]***

##### 2. Special Meeting – May 31, 2019

There being no changes to the May 31, 2019, minutes, ***Sami Qureshi motioned to approve the minutes as submitted; Nikki Carlson seconded. [Vote: Unanimous]***

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

The following fund applications were presented:

1. Zone 1-4: 2019 National Collegiate Athletic Association (NCAA) Division 1 Track & Field Preliminary Championship (Sacramento Sports Commission) – May 23-25, 2019 (Initial Request: \$50,000)

**Presenter(s):** Mike Sophia, Sacramento Sports Commission

**Presentation:** Sophia shared that this was the second year the event has applied for STMD funding. There were 8,000 room nights and all teams come from the western half of the country to compete. Mike Testa asked when we can host this event again. Sophia shared that NCAA's bid cycle begins in August and the first year Visit Sacramento can bid on is 2023. Sophia added that the bid cycle is for four years and that Visit Sacramento will be placing a four-year bid. They have had multiple officials state they would like to see the event held in Sacramento permanently.

Sophia clarified that this is the same meet as last year and that this year's event was supposed to be held in 2021. There was an issue with the location for the 2019 event and they asked if Sacramento could hold the event in 2019 instead of 2021.

**Committee Review:** Scott Vandenberg asked what is in the Visit Sacramento budget for the event. Sophia stated the budget is approximately \$125,000, with a revenue of \$30,000 from NCAA and ticket revenue of approximately \$50,000. Vandenberg asked Sophia for a clarification of the revenue sources, Sophia stated it is NCAA, ticket sales and STMD Funding. Vandenberg asked what amount of the bid support budget was being used for this event. Sophia clarified that the Bid Support budget line is not used for events that Visit Sacramento is financially operating and it has its own budget line.

Vandenberg asked how many room nights were booked. Sophia stated approximately 9,000 and that there are 16,000 athletes plus their coach. The athletes arrive on Tuesday and depart on Sunday. Sophia added that they had the coaches take a survey and answer questions about their travel party and the Sports Commission came away with a lot of good data.

Vandenberg asked if these are final numbers or estimates and Sophia shared that these were budget numbers and the final totals were being worked on. Testa asked if Visit Sacramento is breaking even or profiting and it was shared currently Visit Sacramento is in the negative by \$66,000 without STMD funding. Testa clarified with Daniel Santucci if all the revenue has been received yet and Santucci shared he did not believe it was all in.

John Reyes suggested that the approval state that STMD would fund up to the amount requested.

**MOTION: Scott Vandenberg motioned to approve the fund request up to \$50,000 with a Profit & Loss statement presented at the October meeting; Nikki Carlson seconded. [Vote: Unanimous]**

2. Zone 1-4: 2019 USATF Hershey National Junior Olympic Championship (Sacramento Sports Commission) – July 22-28, 2019 (Initial Request: \$55,000)

**Presenter(s):** Mike Sophia, Sacramento Sports Commission

**Presentation:** Sophia shared that the event was taking place in two weeks and the last time Sacramento hosted was in 2016. In 2016 there was one application that included bid fees and operational costs. Sophia shared for this year's event that an STMD application was placed in 2018 to cover the bid cost of \$45,000 and that this application was for the operational costs.

Sophia added that in 2016 there were 60,000 attendees and they are expecting growth this year. It is a seven-day event and the majority of teams stay for the entirety.

Sami Qureshi asked if the funds were mainly for security. Sophia clarified that the funds are for operations. Continuing that the event budget is approximately \$600,000 and that Visit Sacramento retains the ticket fees. Sophia added that if in the end Visit Sacramento nets a profit, they will not submit for STMD reimbursement.

**Committee Review:** Vandenberg asked if Visit Sacramento produces the event and Sophia confirmed they do. Testa shared that last time Sacramento hosted the event, it netted a positive \$15,000. In 2016 the funding was approved at \$100,000 and it is roughly the same request because \$45,000 went to the bid fees and that has already occurred.

Qureshi asked how much revenue was expected from ticket sales. Sophia stated that they are expecting the same or better as 2016. Vandenberg asked for clarification on how the previous application was processed. It was clarified that it was one application including the bid fees and operational costs. Daniel Santucci added that the previous application funding was divided between all four Zones.

Testa added that this event was a low risk for the committee because if Visit Sacramento made a profit then the funding request will not be submitted for reimbursement. Vandenberg asked if the Sports Commission is estimating 3,000 room nights. Sophia shared that it was estimated at 20,000 room nights, with 7,000 participants plus their families and coaches.

Testa added that this event normally has a profit due to the families coming to support the participants and purchasing tickets to the events. Sophia added that as this event is hosted by Visit Sacramento it has its own budget line and the funds do not come from bid support.

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

3. Zone 1: Wide Open Walls Street Festival 2019 (Wide Open Walls) – August 17, 2019 (Initial Request: \$75,000)

**Presenter(s):** Kelli Hannaford and David Sobon, Wide Open Walls

**Presentation:** Sobon shared that this event will be the same length as last year at 11 days. The funding request is specifically for the street festival and concert. The STMD funding paid for security and entertainment in 2018. Wide Open Walls had 400 television stories and 200 online articles in 2018. To allow for growth in 2019, the street festival is moving from L street to Capitol Mall between 5<sup>th</sup> and 6<sup>th</sup> Streets. The 2019 festival currently has 39 artists.

VandenBerg asked about the proceeds from the events. Sobon shared that there has never been proceeds, and that this year the organization is hoping to do better. If there is profit, the money would be spent on preserving the murals. The money would also go toward arts and education programs in Sacramento.

Qureshi asked how many room nights the group had last year. Sobon shared that there was a glitch in the website and the link was embedded but did not work. Testa clarified that they did have pixels, but there was an issue with the website last year. Sobon added that they will ensure that this year the pixels are installed correctly on the new website and the website was being created by interactive (company). The sponsors are anticipating doubling last year's online traffic.

**Committee Review:** The group stated that in 2018 \$30,000 was approved. Testa shared that Visit Sacramento also gives them \$20,000 and that Visit Sacramento has been the presenting sponsor for the last two years and the event sponsor has not held up its end of the deal. Financially the event is not organized, and Sobon was informed last year that Visit Sacramento would give money again but did not want to be listed as the presenting sponsor.

Chair Gilbey added that the Sheraton does not see an increase of room nights from this event. VandenBerg state that the application's proforma showed a \$34,000 profit and Sobon stated there was no profit. Testa shared that Visit Sacramento did reach out to get the information on the pixels and they were not able to provide it. Nikki Carlson and VandenBerg discussed approving the same amount as 2018.

**MOTION: Nikki Carlson motioned to approve the fund request at \$30,000; Sami Qureshi seconded. [Vote: Unanimous]**

4. Zone 2: 39<sup>th</sup> National Narrow Gauge Convention (Hilton Sacramento Arden West) – September 4-7, 2019 (Initial Request: \$2,800)

**Presenter(s):** Misty Newell, Hilton Arden West

**Presentation:** Newell shared that the funding request was for transportation from the Hilton Arden West to the overflow hotel, which was the Doubletree. They will have four days of transportation during the event, which generates 1,200 room nights for Zone 2.

**Committee Review:** Vandenberg confirmed that the request was for transportation and there was no further discussion by the committee.

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

5. Zone 1: Sacramento Burger Battle 2019 (Crohn's & Colitis Foundation) – September 12, 2019  
(Initial Request: \$12,500)

**Presenter(s):** Renata Sahagian, Rodney Blackwell, and Matt Thome, Crohn's & Colitis Foundation

**Presentation:** Blackwell shared that the Burger Battle was created in 2012 after his daughter was diagnosed with Crohn's and Colitis. The event brings in different restaurants and attendees taste 15 burgers and vote for their favorite. There are also breweries and wineries in attendance.

Thome shared that they have sold out every year for the event. They estimate approximately 15 percent of attendees come from the Bay Area and about 250 room nights are generated. The funding, if approved, would be to help grow the number of attendees. This year's event will be held at The Barn as it allowed for event growth unlike the previous year's event space. The funds would also be applied towards marketing so they can have a wider reach. Currently, all profit from the event has been going to research to find a cure for Crohn's and Colitis. Thome added that they want to drive more room nights to the city and do recognize the funds as a sponsorship.

Sahagian added that she works with the San Francisco/Bay Area Chapter of the organization and they are hoping to be able to use the funds to go full force with marketing to drive more attendance by Bay Area participants.

Testa asked how they have attracted people from the Bay Area. Thome shared it has come from word of mouth and social media. The foundation staff also shares about the event. Thome added the funding would allow them to reach people they currently do not. Sahagian adds that it also goes out in the Chapter's e-newsletter.

VandenBerg asked if 1,000 people are in attendance. Thome confirmed last year they have 1,300 attendees and that they had opened registration for this year on the first and had already sold 600 tickets. The Barn will allow for growth and there are already 15 restaurants signed up to participate.

**Committee Review:** Testa shared that this used to be at the same time as Legends of Wine and Visit Sacramento moved the Legends of Wine event to not compete with Burger Battle. We have also discussed this event while in New York with media. Testa continued that Blackwell is in Visit Sacramento's new ad campaign. Kari Miskit shares that she is encouraged that they are looking to amplify their marketing efforts in the same way as Visit Sacramento is for the Farm-to-Fork street festival.

VandenBerg asked if he heard correctly that 15% of attendees are from outside the market. Testa confirmed this is correct and they have offices all over the country that assist. Royce Pollard asked if they have Farm-to-Fork and Testa stated they did not, but this could be capitalized on in the future. Part of it is on the individual restaurants and where they are sourcing their beef.

VandenBerg stated that the restaurants are good about saying where the food is sourced from, but he knows it is many locals and he doubts their out-of-town attendee number. Miskit shares that group has come to Visit Sacramento for media rooms for previous years and Visit Sacramento has supported them.

Gilbey asked if the funding was for marketing and Miskit confirmed it is for marketing. VandenBerg asked if pixels can be set up to track room nights. Testa confirmed it could be done. VandenBerg suggested approving \$10,000 to begin with a pixel requirement.

**MOTION: Sami Qureshi motioned to approve the fund request at \$10,000 with pixel required on their website; Scott VandenBerg seconded. [Vote: Unanimous]**

6. Zone 4: 4<sup>th</sup> Annual Professional Bowlers Association West/Northwest Region Capital City Open (Professional Bowlers Association) – September 13-15, 2019 (Initial Request: \$10,000)

**Presenter(s):** Bryan Williams, Professional Bowlers Association West

**Presentation:** Williams shared that this is his second application and that last year the event was cancelled due to logistical issues with the bowling center. This year's event will be held at AMF Mardi Gras Lanes and there will be a room block at the Crowne Plaza. Williams continued that he is working to elevate bowling in the Sacramento area and has been working with the Sports Commission for many years.

Williams continued that this regional event will bring in non-touring professionals to compete and the ones from out of town who will stay at the Crowne Plaza.

VandenBerg asked if they will use two hotels. Williams stated it is possible and he has reached out to Lions Gate, La Quinta and Best Western in the area as well. VandenBerg informed Williams that the guidelines require that the event will benefit two hotels. Williams stated that it is not a problem and he will make arrangements to use a second hotel.

**Committee Review:** Testa asked Sophia if he could share anything about the event. Sophia stated that Williams has hosted a lot of great events and this one is on the higher end of the scale of what he does. Sophia added that the Sports Commission will give Bid Support as well depending on what is needed. Sophia continued that Williams has assisted in bringing the Senior State Championships last year, which was a five-weekend event. The event is not a huge room night driver and Williams is counting the room nights he has booked not what attendees have booked.

Qureshi and VandenBerg both stated Williams needs to have a second hotel. Sophia said that Williams is committed to securing a second hotel. Pollard asked how much was approved for the event that cancelled; it was shared that the amount was \$3,000 and the event was of similar size. Testa asked what the application asked for in 2018 and Santucci stated it asked for \$25,000.

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

7. Zone 1: BENT 2019 (Sacramento International Gay & Lesbian Film Festival) – October 11-13, 2019 (Initial Request: \$7,500)

**Presenter(s):** Fred Palmer and Michael Dennis, BENT Film Festival

**Presentation:** Palmer shared it is now known as the BENT Film Festival. This is the 28<sup>th</sup> year of the festival and this is the second time they have applied for STMD funding. The funding will be used for out-of-market advertising, as well as bringing in additional talent. The event is a three-day festival at the Crest Theater and IMAX. There will be a VIP party the evening before the festival begins as well.

**Committee Review:** The committee read through the application and asked how much was approved in 2018. Santucci shared that \$5,000 was approved in 2018. Qureshi requested that in future he would like to see a spot on the application for repeats to show the amount of funds previously approved.

Gilbey asked if they tracked room nights, and it was shared that the post event recap from 2018 shows 30 room nights booked. Gilbey stated that the Sheraton does not see a large room night demand. VandenBerg calculated the Return on Investment and does not think that STMD should approve an amount higher than last year. Gilbey stated she thought it was important to support the event.

**MOTION: Sami Qureshi motioned to approve the fund request at \$5,000; Scott VandenBerg seconded. [Vote: Unanimous]**

8. Zone 1: Brew Street 2019 (Runnin' For Rhett) – October 19, 2019 (Initial Request: \$10,000)

**Presenter(s):** Rebecca Gordon and Randy Seevers, Runnin' for Rhett

**Presentation:** Seevers shared that this will be the fifth year for the Brew Street event. Last year the event was the same weekend as Aftershock, which decreased attendance. They have adjusted the date this year to account for Aftershock. They are looking to give it another shot this year, but it is potentially the last year. The funds will be applied to marketing out of market as well as on social media. Seevers added this is a free event and they are taking steps to make it more profitable.

VandenBerg asked if they were able to track overnight attendees from out of the region last year. Gordon stated they did, but it was difficult since they only sold tickets to a VIP area. She continued that they believe 18% of attendees come from out of the region. Seevers added that they do have pixel on the website and the information is on the post-event recap.

**Committee Review:** Testa shared that he struggles with this event as they have been requesting STMD funding for many years and have been approved for many requests. He continued that he could say the same for Aftershock, but Aftershock is able to show their value with clear numbers on hotel room nights produced. Last year STMD denied the request and his pixel tracking only generated 31 room nights; he states that there are more room nights booked. Testa added that in good years they have cleared \$100,000 in net revenue. Testa continued that he was sharing this information without knowing how the downtown hotels are affected by the event.

VandenBerg agreed that the room night estimates look high and suggested only approving \$5,000. Testa also pointed out that the application asked for a multi-year commitment and that is not something STMD does. Carlson and Qureshi suggested approving a lower amount this year. Pollard suggested \$2,500.

**MOTION: Royce Pollard motioned to approve the fund request at \$2,500; Sami Qureshi seconded. [Vote: Unanimous]**

9. Zone 1-2: California International Marathon 2019 (Sacramento Running Association) – December 8, 2019 (Initial Request: \$57,500)

**Presenter(s):** Scott Abbott, Sacramento Running Association

**Presentation:** Abbott shared that the Sacramento Running Association hosts many events throughout the year and works closely with the Sports Commission. They are a non-profit whereas most running organizations are corporate entities. Abbott reported that the largest event he does annually is the California International Marathon. This will be the 38<sup>th</sup> year of the event. It is estimated to bring in over \$11 million in economic impact and has 60,000 participants from out of the area.

California International Marathon is one of the top 10 largest marathons in the United States. It is also the fastest growing and only marathon in an urban area. Abbott continued that the association appreciated the funding support in 2018 and the money goes toward the bussing cost. The bussing is needed as the event starts in Folsom and ends at the Capitol; they bus participants from downtown to the start line. The event is a net downhill race and the race is also the number one Boston Qualifying marathon in the world.

Abbott added that in 2018 they added a 5k race to Saturday to help drive additional room nights and 5,000 people participated in the 5k. It is estimated that the 5k increased room nights by 20% on Friday night. This application is for bussing as additional bussing support is needed this year due to the convention center closure and the registration and exposition being moved.

VandenBerg asked where the expo will be held; Abbott stated it will most likely be at the Sleep Train Arena but they were working on final details before announcing it to participants.

Abbott added that in 2018 over 105,000 participants used the bussing and more are expected to use it this year. The plan is that the Sacramento Running Association would pay for half of the bussing and STMD funding would pay for the other half.

**Committee Review:** VandenBerg stated that this is a good event at a time of year when room nights are needed. Santucci added that last year \$45,000 was approved and \$35,000 came from Zone 1 with \$10,000 from Zone 2. Testa added that with the change of the expo location this year that Zone 3 could see more room nights this year. Testa suggested changing the zone designation to include Zone 3. The committee discussed dividing the approved amount on a prorata basis for Zones 1, 2, 3.

**MOTION: Sami Qureshi motioned to approve the fund request as submitted divided between Zones 1, 2, 3 based on prorata Zone percentages; Nikki Carlson 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 June 30, 2019: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.
- b. If all applications were approved, then Zone's 2 and 4 would have be in the negative. Testa reminded everyone that when the \$700,000 was used by Visit Sacramento last year it was promised if any Zones were shorted that Visit Sacramento would cover it. This would be a one-time coverage for these Zones.



2. Post-Event Recap Reports

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

- a. Brew Street 2018, Runnin' For Rhett
- b. California International Marathon 2018, Sacramento Running Association
- c. LGBTQ Film Festival 2018, Sacramento International Gay & Lesbian Film Festival
- d. USATF Jr Olympic Track & Field Championships 2016, Sacramento Sports Commission

**F. New Business**

None to report.

**G. Future Meetings and Agenda Items**

The next regular quarterly meeting is scheduled for October 14, 2019, at 11:00 a.m. The Committee discussed the need to change date due to a conflict in all Committee members' schedules. Chair Gilbey asked the Committee to look at their calendars during the meeting and all agreed to hold the next quarterly meeting on October 7, 2019, at 11:00 a.m.

**H. Adjournment**

Chair Gilbey adjourned the July 8, 2019, meeting at 12:49 p.m.