

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee Monday, October 10, 2022 Visit Sacramento

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 David Huber called the meeting to order at 11:02 a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

Zone 1: Nikki Carlson (Vice Chair), Barry Miller, Shelly Moranville

Zone 2: Royce Pollard

Zone 4: David Huber

Visit Sacramento Staff

Mike Testa, Kari Miskit, Sonya Bradley, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

Guests present for a portion or the entire meeting

- Lisa Burge, DoubleTree by Hilton
- John Oliver, Enchant
- Scott Abbott, Sacramento Running Association
- Teng Lorenzo, Sheraton Grand
- Johnatha Monetti, Hilton Arden West
- Yvonne Magneheim, DoubleTree by Hilton Sacramento
- Lori Navas, California Craft Brewers Association
- Louise Andrews, California Craft Brewers Association

ABSENT

STMD Committee Members

Zone 2: Sami Qureshi

B. Public Comments – Matters Not on the Agenda

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

C. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – July 25, 2022

There being no changes to the July 25, 2022, minutes, ***Nikki Carlson motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]***

D. FY2022-23 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1-4: 2022 USATF Natl Junior Olympic Track & Field Championships (Visit Sacramento Sports Commission) Requested Funding: \$100,000

Presenter(s): David Eadie, Visit Sacramento Sports Commission

Presentation: Mike Testa shared that this application was originally going to be submitted earlier in the year, but the team decided it was best to hold it back until the event was finished. Eadie shared that this event was bid on in fall of 2020 and the budget was based on the previous event with a typical increase for inflation. Once the event came around the costs increased more than originally expected. Visit Sacramento did budget to take a loss on this event as costs were higher than anticipated. The event drives room nights and economic impact for the region.

Shelly Moranville asked what the budget loss amount was. Testa shared that typically STMD will contribute \$100,000 and this year's event came in \$116,000 over budget. The goal is for the event to break even, but the room nights are an important factor on if Visit Sacramento will take a loss. Eadie added that the food and security costs for this year's event almost doubled. Additional medical staff was also required to be on site due to the heat wave during the event. The team cut costs where possible, but the increases were great than the reductions.

Committee Review: The committee discussed the funding request and total expenditures this year versus pre-covid amounts.

MOTION: Nikki Carlson motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]

2. Zone 2: 44th Annual CCAC Conference (DoubleTree Sacramento) Requested Funding: \$10,000

Presenter(s): Lisa Burge, DoubleTree Sacramento

Presentation: Burge shared that the programs room block needs exceed what the DoubleTree can offer. The hotels in the point west area all have blocks for the group and the group has significantly grown year over year. The funding request would be to provide shuttles from overflow properties to the DoubleTree for meetings.

Committee Review: Royce Pollard recused himself from the discussion and vote.

MOTION: Barry Miller motioned to approve the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

3. Zone 1-4: Enchant presented by Hallmark Channel (Enchant) Requested Funding: \$75,000

Presenter(s): John Oliver, Enchant

Presentation: Oliver shared that Enchant will be coming to Sacramento at Sutter Health Park. The group has already started their build of Christmas lights in the stadium. They feel their event will be a strong economic driver for the entire Sacramento region. This is the first year for them in the area and their presenting sponsor is Hallmark Channel who is also their national sponsor.

In addition to Sacramento they will be in Dalla, Las Vegas, Tampa, St. Pete, Seattle, and Washington D.C..

Testa asked where the estimated generation of 16,000 rooms nights came from, and if it was based on history in other markets. Oliver shared the number was estimated based on other markets and his experience while working at Six Flags.

Committee Review: The committee discussed the event and who is currently sponsoring the event. Kari Miskit shared that the event is also signing a sponsorship agreement with Visit Sacramento as well.

MOTION: Shelly Moranville motioned to decline the funding request as submitted; Royce Pollard seconded. [Vote: Unanimous]

4. Zone 1: Colour of Music Festival (Visit Sacramento) Requested Funding: \$25,000

Presenter(s): Sonya Bradley, Visit Sacramento

Presentation: Bradley shared that the all black classical music festival is returning for a second year. Last year was a success with the largest opening night in a new city. The group stayed at the Holiday Inn Downtown Arena in 2021 and will be staying there again in 2022. The funding request is to assist with travel, marketing and box office costs. The idea is to maintain the foundation to help them grow. As well as to ensure as we build a city of festivals, we are appealing to different audience groups. The goal is that over time this event will drive group travel to the city, which we have someone on contract looking into how to achieve.

Committee Review: Discussed the event and funding amount as well as the impact for the city.

MOTION: Nikki Carlson motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]

5. Zone 1-4: California International Marathon (Sacramento Running Association) Requested Funding: \$110,000

Presenter(s): Scott Abbott, Sacramento Running Association

Presentation: Abbott shared that 2022 will be the 39th year of the marathon. It is one of the premier marathons in the country and in 2021 it was the fifth largest marathon in the United States. The focus for the Sacramento Running Association has been to make the event a destination running event, which they have been successful at. They are a local non-profit organization who puts on the event which is out of the ordinary in the marathon industry.

Abbott noted that the money made on the event stays in the community and there is no profit. They are expecting 7,500 runners from out of a 30–50-mile range. The runners will stay one to two nights in a hotels room. The funding request is to cover transportation costs for out-of-town guests to get to the start line in Folsom. Sacramento Running Association will be paying for half of the bussing and is requesting funding for the other half.

The 2021 marathon was the first year in decades that the organization took a loss as they had many vouchers roll over from the cancelled event during the pandemic. In addition to the vouchers there was an increase in many costs. The direct costs for police, permitting, traffic

control and bussing has led to their cost increase. Abbott added that they are also no longer able to use school bus drivers due to the pandemic as there is a shortage of bus drivers.

Testa asked if this year’s event is looking better than 2021. Abbott shared that it is, some vouchers are still being cashed in as they had three years to use them, but most will be used by the end of this year. It will be a sold-out event and most partner hotels are sold out as well. The organization is expecting to be in better shape, but expenses are not decreasing as they had originally expected.

Committee Review: Chair Huber shared the previous amounts granted for the event by the committee. The committee discussed the impact of the event across the zones and how long the event has been supported. The group discussed if in the future if Visit Sacramento should be funding a portion of this from their budget. They also discussed what the funding amount for this year and being mindful that STMD funds are not to be use for every year of an event.

MOTION: Shelly Moranville motioned to approve funding of 50% of the actualized bus transportation costs not to exceed 100k, Royce Pollard Second. [Vote: Unanimous]

6. Zone 1: RCMA Emerge 2023 (Sheraton Grand Sacramento) Requested Funding: \$4,200

Presenter(s):

- Teng Lorenzo, Sheraton Grand
- Johnatha Monetti, Hilton Arden West
- Yvonne Magneheim, DoubleTree by Hilton Sacramento

Presentation: Lorenzo, Monetti and Magneheim gave a join presentation as they are traveling together with Visit Sacramento to attend the Religious Conference Management Association (RCMA) conference in Tennessee. The funding requests include the Visit Sacramento hotel participation fee along with expenses for travel. In the past the event has been very successful with many RFPs received at the conference.

Committee Review: The committee discussed the funding request and agreed that they were comfortable with approving funding for airfare, hotel participation fee and joint client events that are mutually beneficial to multiple hotels.

MOTION: Shelly Moranville motioned to approved \$4,000 for airfare, hotel participation fee and joint client event costs; David Huber seconded. [Vote: Unanimous]

7. Zone 2: RCMA Emerge 2023 (DoubleTree Sacramento) Requested Funding: \$4,941

Presentation: See item 6.

MOTION: Shelly Moranville motioned to approved \$4,000 for airfare, hotel participation fee and joint client event costs; David Huber seconded. [Vote: Unanimous]

8. Zone 2: RCMA Emerge 2023 (Hilton Arden West) Requested Funding: \$4,941

Presentation: See item 6.

MOTION: Shelly Moranville motioned to approved \$4,000 for airfare, hotel participation fee and joint client event costs; David Huber seconded. [Vote: Unanimous]

9. Zone 1: 2023 California Craft Beer Summit (California Craft Brewers Association) Requested Funding: \$20,000

Presenter(s): Lori Navas and Louise Andrews, California Craft Brewers Association

Presentation: Navas and Andrews shared that the California Craft Brewers Association (CCBA) is the non-profit trade association representing 800 craft brewers in the state and the largest craft brewers association in the United States. They are very happy that the summit will be returning to Sacramento as it moved to Long Beach during the convention centers renovation and expansion. The goal of their board is to invest in the city during the event. The multi-day event concludes with their third annual beer competition which has over 1,200 entries and 200 breweries involved. The association is asking for funding for marketing the events return to Sacramento. They will be doing marketing via digital avenues, pod casts etc. and they are targeting attendee's outside of the region as historically 70% of their attendance is from outside of Sacramento.

Committee Review: The committee discussed previous amounts funded to the event. Testa shared that this event previously was held in September and has moved to March. It is a valuable event, and it feels like their growth is stagnant due to the pandemic.

MOTION: *Barry Miller motioned to approve the funding request as submitted; 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 September 30, 2022
 - b. Zone Funding year end FY 21-22

2. Post-Event Recap Reports
 - a. California International Marathon 2021

F. STMD Administrative Change Process

Testa shared that Teresa Stephenson has retired from the Sacramento Hotel Association and Visit Sacramento is able to take on some administrative tasks that the association was handling. Visit Sacramento would like the letters after the meeting to come from SHA, but Visit Sacramento would handle the other items SHA previously handled.

The direction from the committee was for Visit Sacramento to not currently take on these tasks and for the Sacramento Hotel Association to continue handling these processes.

G. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for January 9, 2022, at 11:00 a.m.

H. Adjournment

Chair Huber adjourned the October 10, 2022, meeting at 12:15p.m.