

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 8, 2018

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 board action may occur on any identified agenda item.

A. Call to Order / Roll Call

Committee Chair Doug Warren called the meeting to order at 11:02 a.m. and conducted a roll call of the committee as follows:

PRESENT

Committee Members

Zone 1: Kathleen Gilbey (Vice Chair), Liz Tavernese and Scott VandenBerg

Zone 2: Doug Warren (Chair)

Zone 4: David Huber

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, Sonya Bradley, Sarah Atilano, Mike Sophia, Dan Santucci, Nathan Donnelly, Sherlynn Clifford
(Recording Secretary)

Guests present for a portion or the entire meeting

- For California Craft Beer Summit (CA Craft Brewers Assn): Laurie Holtog, Leia Bailey
- For Capitol Beer Fest (Runnin' for Rhett): Randy Seevers, Rebecca Gordon, Larissa Perryman
- For Scott Safety Firefighter Combat World Challenge (Sacramento Fire Dept.): Sacramento Fire Chief Walt White, Robert Ross, Katherine O'Ray
- For Tough Mudder (Tough Mudder Inc.): Michael Torrey

ABSENT

Committee Members

Zone 2: Sami Qureshi

Zone 3: Steve Young

B. Public Comments – Matters Not on the Agenda

Chair Doug Warren called for public comment on items not listed on the agenda; there were no matters presented.

C. Review and Approval of STMD Tourism Committee Meeting Minutes: October 10, 2017

There being no discussion, *David Huber motioned to approve the October 10, 2017, minutes as submitted; Scott VandenBerg seconded. [Vote: Unanimous]*

D. Committee Composition

1. Election of Officers

Doug Warren said the committee needed to elect a chair and vice chair for 2018 and asked for a motion to approve current Vice Chair Kathleen Gilbey as Chair, and David Huber as Vice Chair. *Liz Tavernese motioned to approve Kathleen Gilbey as 2018 Committee Chair, and David Huber as Vice Chair; Scott VandenBerg seconded. [Vote: Unanimous]*

It was agreed that outgoing Chair Doug Warren would continue to preside at the January meeting with Kathleen Gilbey presiding at the April 9, 2018, meeting.

E. FY2017-18 Zone Funding Applications for Review or Approval

Prior to fund application presentations, Doug Warren informed attending guests of the time limits for presentations.

1. Zone 4: Legal Secretaries International (LSI) Placer County Legal Professionals Association (LPA) Quarterly Conference (Initial Request: \$2,000)

Presenter(s): David Huber, Crowne Plaza

Presentation: Huber said the fund request was for covering transportation costs from the two hosting hotel properties, Lions Gate Hotel and Crowne Plaza, to McClellan Conference Center.

Committee Review: Scott Vandenberg noted that the anticipated revenue for the two properties per the request was \$45K. Mike Testa said he was concerned that approving funding would add to the properties bottom line revenue and suggested the committee review a little further the criteria for approval; Doug Warren agreed. Liz Tavernese said she believed it was important to support a conference or event that continues to grow and impact hotel room nights, similar to Aftershock. Vandenberg added the request does meet ROI.

MOTION: Scott Vandenberg motioned to approve the fund request as submitted; Liz Tavernese seconded. [Vote: Unanimous]

2. Zone 1: Capitol Beer Fest 2018 (Initial Request: \$12,300)

Presenter(s): Randy Seevers, Rebecca Gordon, Larisa Perryman – Runnin’ for Rhett

Presentation: Seevers said this was their 8th annual festival and explained the origins of its creation to honor his son who used to run marathons. Seevers explained the event helps raise funds for their non-profit which works with local secondary schools to help children run half and full marathons. Seevers said last year’s event moved to the 5th Street Bridge and had 7,000 in attendance. For 2018, the event will be back on Capitol Mall and the organizers anticipate a sellout. The fund request is to assist with advertising outside the region (SF/Bay Area/Reno/Tahoe). Ticket sales are currently trending over 100% and the event has been moved to Saturday to help increase more hotel stays. Lastly, it was noted that his organization also helps organize the Deschutes Brewery Beer Festival.

Committee Review: Warren said they do a good job of marketing and have added Visit Sacramento’s pixel to their website. Testa agreed it was another event that does well financially and noted they market well by putting Visit Sacramento’s pixel on their website. Vandenberg said it’s difficult to determine the marketing results since they are not provided until the reimbursement process. The committee then discussed the potential room nights.

MOTION: Kathleen Gilbey motioned to approve \$10,000 for marketing assistance; Liz Tavernese seconded. [Vote: Unanimous]

The committee then discussed the reimbursement process. It was suggested that if an applicant is applying for funding for a second time, a Post-Event Recap report must be submitted prior to reimbursement.

Conclusion: The committee will discuss this suggestion and confirm a decision at its next meeting on April 9, 2018.

3. Zone 4: Tough Mudder Sacramento 2018 (Initial Request: \$65,000)

Presenter(s): Mike Torrey, Director of Venues and Community Support, Tough Mudder, Inc.

Presentation: Torrey said Tough Mudder entered the Sacramento market for the first time last year, explaining the event is a 10-12 mile military-type physical fitness challenge. There is also a 5K run that does not include the ice challenge or electrical shocks. Torrey said they typically hold about 35 events per year, both nationally and internationally. Attendance is generally 5,000-15,000 on average and last year's event in Sacramento was about 9,000: 6,500 participants and the remainder being members of the public. They are also running a mini-version for children, as well as one for puppies. Torrey then shared the results of their 2017 event and said they are projecting about 2,000 hotel nights for 2018. The fund request is to support marketing throughout the West Coast.

Testa asked Torrey how they track hotel room nights and Torrey said they work closely with a number of hotels and also use a calculator system based on survey results. Torrey said their figures may be higher than actual. Testa then asked how the event performed in 2018 and Torrey said it went well, mentioning they selected a date close to their Tahoe date to help increase attendance. Warren asked if they had contracted with any hotels yet; Torrey said they had and would be happy to provide a list.

Committee Review: Warren said the event last year was held at Gibson Ranch. Mike Sophia said it was a last-minute decision due to snow in Tahoe. Testa asked Sophia how the Sports Commission assisted last year, and Sophia said mostly in marketing with a little onsite volunteer support. Testa asked if the projected room nights were accurate and Sophia said they were reasonable according to their studies, though usually only a one-night stay. Sophia added they were a good organization to support and the committee then discussed potential hotels impacted by the event. Warren suggested approval of any funds be assigned to multiple zones and the amount reduced. Testa said any support provided will demonstrate a good partnership between our organizations.

MOTION: Doug Warren motioned to approve \$10,000 and the funding to be assigned to Zones 2, 3 and 4, based on regular percentages; Scott Vandenberg seconded. [Vote: Unanimous]

4. Zone 1: California Craft Beer Summit & Beer Festival (Initial Request: \$20,300)

Presenter(s): Leia Bailey and Laurie Holtog, California Craft Brewers Association

Presentation: Bailey said the California Craft Brewers Association has been working diligently over the last few years to build this event which in 2018, will be their fourth annual. Bailey said each year there has been increased attendance with 2017's attendance having more than 40% from outside the region and 70% attending the summit. The 2019 format will be similar and include hotel room night incentives for the first day. Holtog added they are also increasing their education seminars to increase hotel stays. Regarding hotel room nights, Holtog was they had a 38% increase in 2017 over 2016 and will be contracting for more than 800 room nights in 2018. They are also working with local restaurants to add supplemental events, including a craft beer dinner.

Testa asked about attendance figures and Holtog said they saw an increase in 2017 with about 2,500 attendees. Sonya Bradley asked about their social media results and Holtog said they are doing well with that platform by seeing craft brewers sign up to attend.

VandenBerg asked about the use of the funding request and Holtog said 100% of the funds would be used for marketing. Testa asked if they have performed a survey and Bailey said they conduct one after each event, though it does not include specific questions about hotels and overnight stays. Testa said he would like to see them gather better data, including hotel nights, on their next survey and suggested they work with Visit Sacramento staff on the survey text.

Committee Review: Testa said he would like to see the organization have a full-page ad that includes recognition of Visit Sacramento/Farm to Fork. Testa said this is an event that will be impacted twice during the convention center expansion period. Sarah Atilano said this event will continue to grow and Testa said that since Sacramento secured this group from other California cities, he would like to ensure Sacramento retains the group. VandenBerg said the request meets ROI.

MOTION: Kathleen Gilbey motioned to approve the fund request as submitted; Liz Tavernese seconded. [Vote: Unanimous] In addition, organizers are to work with Visit Sacramento’s marketing staff on their Post-Event Recap, survey, program (including logo recognition), pixel and website.

5. Zone 2: COPS West Annual Conference/Charity BBQ (Initial Request: \$32,301)

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano explained this event is a competition and the request was for expenses related to the Charity BBQ and that Classique Catering would be managing the food and drinks, providing equipment, and use of the kitchen.

Committee Review: VandenBerg asked if there was a backup quote regarding what Classique was charging and Atilano said she would provide. Atilano added the last event in 2016 included unanticipated charges, (i.e., cleanup and security), so that figure has been factored in for this year’s request.

Liz Tavernese asked if the event was already booked and Atilano said yes. VandenBerg asked if it was a bi-annual event and Atilano said yes. Atilano said it was a good citywide event for 2016 and produced 1,200 room nights. VandenBerg said the request is just below ROI, and 2016 approved funds were \$32,000.

MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Kathleen Gilbey seconded. [Vote: Unanimous]

6. Zones 1-2: Scott Safety Firefighter Combat World Challenge (Initial Request: \$25,000)

Presenter(s): Katherine O’Ray, Robert Ross, Chair of Firefighter Community Foundation, Sacramento Fire Dept.; and Sacramento Fire Chief Walt White

Presentation: Ross explained this event is an international competition for firefighters that will be streamed on ESPN. The participants come from 19 countries; the most recent event was held in Atlanta. The interest to have Sacramento host the event originated from Dr. Paul Davis and Sacramento Fire Chief Walt White. The group is doing a site visit with Sports Commission staff today to determine the best location for the Challenge. Benefits to the city include hotel stays from television staff, members of the media, the teams of competitors and family members.

VandenBerg ask about the projected hotel room nights. Ross said they would be able to project a figure after the location is selected, though current projections are 2,000 room nights based on previous statistics.

Chief White said the event is significant in that it showcases the participating firefighters' abilities and engages the community which helps with recruitment efforts. For the 2018 event, it will also provide another opportunity to showcase Sacramento to the world.

Testa then asked about fundraising efforts. Chief White said UC Davis is supporting the event with a \$5,000 sponsorship and the organizers have also submitted a couple of grant applications regarding potential support. Other support interest includes the fire labor and professional firefighter associations, though confirmation is on hold based on the location decision, which is expected to be determined in the next few days. Organizers are looking for a convenient, high visibility location, preferably in downtown Sacramento, for the competitors, while also hoping to keep costs down.

Warren commented about the committee approving the request at \$25,000 and what would happen if the organizers could not secure the remaining needed funds. Chief White said he did not have an answer at this time, though the location will help drive the effort to secure the remaining funds.

VandenBerg asked about the number of competitors. Chief White said about 500-600 competitors are expected over a six-night stay. The event is in its 27th year and continues to attract participants from a number of countries.

David Huber asked how the fire season would impact the participants and Chief White said that since the event is international, it would only affect the participating local and state firefighters.

Committee Review: The committee discussed whether they should approve funding since a location was not yet confirmed. VandenBerg suggested approval pending location determination. Sophia shared the results of the site visit and said Cal Expo was a contender; however, there is no final agreement. Testa expressed his concern about Visit Sacramento's commitment of \$35,000, with \$25,000 being reimbursed after approving the STMD request. Warren suggested deferring a decision until the April meeting; and VandenBerg added that if the organizers are committed to holding the event in Sacramento, he believes the committee should approve the request. Testa said Sports Commission staff will be meeting with the organizers to ascertain if other sponsors will commit, including the City and County of Sacramento, which will help determine the financial status.

MOTION: Doug Warren motioned to approve the fund request as submitted with payment to be held until the remaining funds are secured, and site location is confirmed so that zone funding may be properly allocated; Scott VandenBerg seconded. [Vote: Unanimous]

F. Zone Funding and Post Event Recap Reports

1. The committee reviewed the following reports:
 - a. Preliminary Application Funding 12/30/17: This report provides a summary of applications presented at this meeting and still to be approved with the projected fund balance by zone. Warren said committee members should keep an eye on their respective zone balances.

b. Zone Funding 12/30/17: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date.

2. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee's review prior to the meeting: Capitol Beer Fest 2016; Tough Mudder Sacramento 2017; California Craft Beer Summit & Beer Festival 2017; and COPS West Annual Conference/BBQ 2016.

G. New Business

STMD Guidelines Review

Sherlynn Clifford distributed a copy of the recently updated STMD Guidelines for committee review. Changes included updating the committee list, updating any references to Visit Sacramento's website link so that online forms can be properly accessed, and more. The revised Guidelines will be posted to Visit Sacramento's website.

H. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for April 9, 2018, at 11:00 a.m.

I. Adjournment

Chair Warren adjourned the January 8, 2018, meeting at 1:15 p.m.