



event type mirrors the pacing for # of events as well.

Hotel/motel tax revenue is strong, and we are on pace and occasionally ahead of 2019. These are solid returns heading into the traditionally strong summer season. PFD sales tax revenue as of June 20, 2022, is also pacing well averaging 108% growth year over year and continues to track well on our annual standards.

Colleen asked Chelene what type of events are currently booked. Chelene shared that we have many competitions and smaller conferences. For 2023 we have 10 conferences booked with 150 – 300 rooms on peak for multiple nights. For 2022 the benefit is that there were groups that postponed within 2021 and were pushed into 2022 which provided a higher volume of business for 2022. In 2023 we are slightly behind 2022 because there are more options of destinations and venues to choose from. We are sitting with 10,000 rooms definite for next year with 43 bookings. We usually do 200 events a year. We will pick up 75 events within the year. In a good year we do 20,000 rooms and we are currently forecasting 15,000 rooms. We are starting to see more leads coming in. In September we are hosting the Hive Conference which will bring 75 regional planners to the convention center. The Travel Tacoma team is also collaborating with the Marriott team on joint marketing plans for 2023.

### **Director's Report**

Adam mentioned that he spoke to the President for the Seattle Convention Center about their expansion and they're anticipating getting their temporary occupancy permit in October of this year which means they will come online in 2023 with an additional 500,000 square feet of space that they are going to be selling in a downturn market. Seattle continues to be aggressive in the short-term and smaller event market as they get their business back online. He noted that we've had great success in the wedding market. We hosted two very large East Indian weddings as well as a few Eastern European wedding events that have utilized space for multiple days and have done very well. The summer event schedule is shaping up stronger than it has in the past as we capitalize on those short-term business opportunities. We just wrapped up with the Hot Import Nights Car Show, the first car show we've done in the building. It did well and sold 1,700 tickets. Hopefully these numbers will encourage them to return as one of their annual stops on their tour.

We are in the process of conducting the approved capital upgrades, including a security camera system upgrade, furniture for the lobbies, parking gate improvements and updated technology in the board rooms. We have a new partnership with Zeek's Pizza which is near the UW Tacoma campus as well as multiple locations throughout the region. We're also in talks with El Gaucho who are looking for ways to drive the convention & conference attendees to their restaurant. There is currently an installation of a Black Lives Matter Mural going in at the Tollefson Plaza steps and seating. This is part of the Office of Arts and Cultural Vitality with the City Council direction in conjunction with several local artists.

We have restructured the TVE team by realigning our business units more succinctly. Previously we had broad ranges of entry level/ non-supervisory staff and senior leadership staff, with little middle management opportunities or growth and development opportunities for our team. We've restructured into four core business units, Event Services , Operations/Facilities, Marketing/Programming/Sales, and Finance. We promoted several people into key leadership roles. Diane Hager is now our Division Manager for Business Services, Tammy Bryant is our Deputy Director for Marketing/Programming/Sales, Hillary Brenner has been promoted into the Marketing Manager role. John McLees who has been with the department for 23 years is now our Deputy Director for Event Services. Josh Kropf who joined us late last year is our Deputy Director for Facility Operations, and Jeff Brown who has been a member of our event team for the past 17 years is our new Booking Director for the Dome. We've also promoted a few members of our business services team into advanced positions as well.

### **Hosting of Association of Washington State PFDs Update**

The conference is scheduled on September 21 and 22, 2022. Registration will be sent out soon.

### **New Business**

Board Member Barta shared that she worked with Ryan Rowland Smith, a former Mariner pitcher who is doing a youth baseball camp at Cheney Stadium August 8-10 in the morning. The Rainiers usually do their own camp but because of the COVID19 they have not held a camp for the past 2 years.

### **Approval of Minutes from Previous Meeting**

Chair Burke requested a motion for approval of the April 21, 2022, minutes. It was moved by Board Member Hitchen and seconded by Board Member Barta. The minutes were approved by the Board.

There being no further business the meeting adjourned at 8:25 a.m.

The next regularly scheduled meeting of the board is October 20, 2022, at 7:45 a.m. via Zoom.

Recorded by Donlisa Scott