



City of Tacoma Economic Development Committee Minutes

747 Market Street Tacoma, WA 98402

Conference Room 248

August 11, 2015

10:00 AM

Chair Marty Campbell, Vice Chair David Boe,
Ryan Mello, Lauren Walker, Robert Thoms (alternate)

Call To Order

Chair Campbell called the meeting to order at 10:03 a.m.

Present: 3 - Boe, Campbell and Mello

Absent: 1 - Walker

Council Member Walker arrived at 10:04 a.m.

Approval of Minutes

1. [15-0838](#) Approval of the minutes from the July 14, 2015 meeting

MOTION: Deputy Mayor Boe moved to approve the minutes of the July 14, 2015 meeting.

SECONDED BY: Council Member Mello.

ACTION: Voice vote was taken and carried. The motion was declared adopted.

Ayes: 3 - Boe, Campbell and Mello

Absent: 1 - Walker

Council Member Walker arrived here, at 10:04 a.m.

Briefing Items

2. [15-0839](#) GTCTC and Tacoma Dome 2014 End of Year Marketing and Financial Closing and Q1/Q2 2015 Update [Kim Bedier, Director, Public Assembly Facilities; Bennish Brown, Tacoma Regional Convention & Visitor Bureau President/CEO]

At approximately 10:04 a.m., Kim Bedier, Public Assembly Facilities,

presented an update on the 2014 and 2015 first and second quarter results for the Tacoma Dome and the Greater Tacoma Convention and Trade Center (GTCTC), and the sales and marketing partnership with Travel Tacoma and Tacoma Regional Convention and Visitors Bureau (TRCVB). She stated there were many event highlights for the Tacoma Dome and GTCTC in 2014. Ms. Bedier stated gross ticket sales, total events and merchandise revenue, and attendance were up for the Tacoma Dome. She noted for GTCTC total revenue were up, although total number of events were down. She stated the Tacoma Dome and GTCTC had many event highlights for 2015. She stated moving forward to 2015 the Tacoma Dome and GTCTC, revenue, attendance, number of events, number of event days and the percent of available days occupied are up. Tom Alexander, Operations Manager, stated there are additional events coming to the Tacoma Dome in 2015 and in 2016, more concerts, comedy, and Marvel Universe. She reviewed the initiatives for the GTCTC include fixing the fixtures, updating software and audio-visual services and improved parking experience for the hotel project and for the Tacoma Dome, including enhancing restroom design and wayfinding design, installing software services and concession renovations, and upgrading and renewal of the Ticketmaster contract.

Discussion ensued regarding promoting studios local to Tacoma so artists can record, Tacoma Dome being over budget in 2014, and parking at the Tacoma Dome.

At approximately 10:38 a.m., Bennish Brown, Tacoma Regional Convention and Visitor Bureau President, presented the growth in 2015 and the outstanding job the sales and marketing team is doing.

At approximately 10:41 a.m., Chelene Potvin-Bird, Vice President of Sales, presented goals for 2015 key sales strategies, sales benchmarks and results. She stated some of the sales strategies are marketing campaigns, corporate partners, empowerment marketing, familiarization tours and site visits, industry sponsorships, tradeshows and conferences, outbound sales activities, and industry memberships. She discussed sale benchmarks for 2015 are booked rooms, booked meetings and events, booked Convention Center revenue, estimated economic impact, marketing research, and customer service planner surveys. She stated a customer survey was taken and the goal of 85 percent of the survey rating showed that sales were good and/or great. She concluded by reviewing the 2015 meetings, events exposure and destination awareness, sales results and customer survey results.

At approximately 10:57 a.m., Jamie Vogt, Vice President of Marketing, reviewed the marketing goals for 2015. She stated goals for 2015 are 120 destinations articles, attract 43,000 new visitors to website, and to launch a new responsive website. She discussed the mobile website traffic and website traffic has skyrocketed, and the destination videos launched in March 2015 has

been viewed almost 100,000 times online. She stated the TripAdvisor top social referral site to Travel Tacoma generates on average 44 percent of all social media traffic and there are currently 127 published articles with ad placements and ad highlights in digital and print. She discussed the website created for the U.S. Open and activity was at its highest during the competition. She concluded by reviewing media events during the U.S. Open and media exposure at the Seattle-Tacoma airport.

Discussion ensued regarding the U.S. Open experience, U.S. Open banners and marketing the Tacoma Narrows Bridge.

Topics for Upcoming Meetings

3. 15-0840 Our next meeting will be August 25, 2015

Neighborhood Business District activity update [Shari Hart, Program Development Specialist, Community and Economic Development; Kevin Grossman, President, Cross District Association]

Semi-Annual Status Report on LEAP & SBE Programs [Peter Guzman, LEAP Program Manager, Community and Economic Development; Charles Wilson, SBE Coordinator, Community and Economic Development]

Brad Forbes, Committee Liaison, stated the next meeting will be on August 25, 2015, and will include a Neighborhood Business District activity update and Semi-Annual Status Report on Local Employment Apprenticeship Program and Small Business Enterprise Programs.

Other Items of Interest

There were no other items of interest.

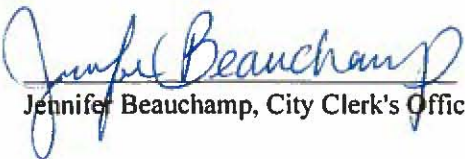
Public Comment

There was no public comment.

Adjournment

There being no further business, the meeting adjourned at 11:37 a.m.


Marty Campbell, Chair


Jennifer Beauchamp, City Clerk's Office