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MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Thursday, April 21, 2016 at 4pm

New Britain Stadium, 230 John Karbonic Way, New Britain CT 06051

Presiding: Scott Phelps, CTCSB President

PRESENT

Michael Ansarra, Central Connecticut State University; Beau Doherty, Special Olympics of Connecticut; Bill Dowling, New Britain Bees; Nathan Grube, Travelers Championship; Sean Hayes, Powder Ridge Mountain Park; Craig Mergins, Riverfront Recapture; Bob Murdock, Connecticut Convention & Sports Bureau; Patrick Murphy, Fairfield University; Scott Phelps, Connecticut Convention & Sports Bureau; Paul Robertson, Chairman of the Board for the CTCSB; Beth Shluger, Hartford Marathon Foundation; Michael Vizziello, Special Olympics of Connecticut

CALL-IN

Devin Berg, Eastern College Athletic Conference; Evan Feinglass, University of Connecticut; Bob Felice, Greater New Haven Chamber of Commerce

NOT PRESENT

Greg Amodio, Quinnipiac University; Skip Barber, Lime Rock Park; Thomas Beckett, Yale University; David Benedict, University of Connecticut; Dana Cialfi, Connecticut Open; Scott Ciecko, Connecticut Department of Higher Education; Kim Crowley-Hart, Capital Regional Development Authority; Wayne Dean, Yale University; Gene Doris, Fairfield University; Charlie Dowd, Harbor Yard Sports & Entertainment; Patrick Fisher, Connecticut Sports Management Group; Timothy Fitzpatrick, U.S. Coast Guard Academy; Randy Fiveash, Connecticut Office of Tourism; Anton Goff, University of Hartford; Oz Griebel, Metro Hartford Alliance; Bill Humphreys, Bike Guy LLC; Brad Hurlbut, Sacred Heart University; C.J. Knudsen, Connecticut Tigers / Dodd Stadium; Michael Kobylanski, Southern Connecticut State University; Chris Lawrence, Global Spectrum; Michael Mazzulli, Mohegan Sun; Larry McHugh, Middlesex Chamber of Commerce; Patricia Meiser, Chair; Mike Moraghan, Connecticut State Golf Association; William Mudano, Connecticut Sports Management Group / Nutmeg State Games;

Patricia Mulcahy, Connecticut State University System; Alayne Murphy, Webster Bank Arena; Michael Murtha, Mohegan Sun; Karissa Neihoff, Connecticut interscholastic Athletic Conference; Karen O'Connell, Foxwoods Resort Casino; Larry Perosino, Connecticut Boxing Commission; David Polk, First Tee of Connecticut; Maura Provencher, Connecticut Conference of Independent Colleges; Michael Renwick, Trinity College; Tim Restall, Hartford Yard Goats; Chris Sienko, Connecticut Sun; Jamie Toole, Bridgeport Bluefish; Renea Topp, Lime Rock Park; Josh Vanada, Thompson Speedway Motorsports Park; Sara Willcox, Connecticut Open

Introduction and Call to Order:

Mr. Phelps called the meeting to order at 4:10pm. Mr. Phelps thanked Mr. Dowling and the New Britain Bees for their hospitality in hosting the Sports Advisory Board Meeting.

Welcome:

Mr. Dowling welcomed the Sports Advisory Board to New Britain Stadium and to the inaugural game of the New Britain Bees of the Atlantic Baseball League. Mr. Dowling is very excited to continue professional baseball in New Britain with this new independent league team. The Bees name has strong ties to the City as the civic motto of New Britain suggests, "Industry fills the hive and enjoys the honey." Mr. Dowling also added that the Stadium is open to hosting events, meetings and trade shows at the facility.

Review and Approval of Minutes:

The minutes of the January 14, 2016 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

Mr. Phelps stated that Jessica Jones, a long-time CTCSB employee responsible for convention services in the northern part of the state and for the CTCSB Housing Bureau, has taken a position at the Trinity College in the Alumni Affairs Office. Sue Henrique is now the CTCSB state-wide membership director. Ms. Henrique continues to provide convention services for the southern part of Connecticut. Donna Slaga is now responsible for convention services for Hartford and the northern parts of the state. Ms. Slaga is also overseeing the CTCSB's Housing Bureau with assistance from Mary Baron.

Mr. Phelps reported on CTCSB's sales numbers. The number of leads issued by the CTCSB staff are up 57% for the year to date while the total lead room nights are up 22%. There has been a strong increase in leads for smaller events, especially in the social market, which are available to bring to more of our member properties throughout the State. Definite bookings to date in FY2016 have resulted in \$40.4M in total sales revenue and \$3.2M in Connecticut sales tax revenue.

Mr. Phelps encouraged all SAB Members to attend the Connecticut Governor's Conference on Tourism on April 27 at the Connecticut Convention Center. It will be an opportunity to share best practices and learn from national tourism and travel experts at this one-of-a-kind conference. At the Conference, six state residents will be honored with "2016 Bring It Home Awards" from Connecticut Convention & Sports Bureau (CTCSB) for their contributions to making the state a successful meetings, convention and major sports events venue. One of the award winners is a member of the Sports Advisory Board.

Sports Marketing Report:

Mr. Murdock reported on his appointments from the National Association of Sports Commissions Symposium which he attended earlier this month in Grand Rapids, Michigan. Mr. Murdock met with the following sports event planners:

3D Lacrosse, Adrenaline Lacrosse, All American Games, Aloha Tournaments, Amateur Softball Association / USA Softball, Asian Basketball Championships of North America, Beach Rugby America, Color Run, Drone Racing League, FLW, Golf Channel, International Jugglers' Association, International Shuffleboard Association, Killer 'B' Promotions, Laxapalooza Lacrosse Tournaments, Legacy Global Sports, LPGA Symetra Tour, Minor League Baseball, National Beep Baseball Association, National Collegiate Athletic Association, National Federation of State High School Associations, National Gay Basketball League, National Soccer Coaches Association of America, National Underclassman Combine, North American Sports Group, NXT Sports, LLC, One Hockey, Orienteering USA, Paralyzed Veterans of America, Professional Disc Golf Association, Professional Golf Association Tour, Ragnar Events, Showstoppers Dance, Spartan Race, Sports Business, Tough Mudder, Triple Crown Sports, US Flag & Touch Football Association, USA BMX, USA Boxing, USA Curling, US Lacrosse, US Corporate Games, US Rowing, USA Field Hockey, USA Taekwondo, USA Track & Field, USA Ultimate, USA Weightlifting, USA Modern Pentathlon, Women's Flat Track Derby Association

A few of the specific event RFPs from the NASC Symposium that are being evaluated include:

- 2016-2017 World Taekwondo Federation's President Cup
- 2017 -2019 CrossFit World Championships
- 2017 Golf Channel World Long Drive
- 2017 Aloha World Series of Youth Lacrosse
- 2017 USA Boxing East Coast Championships
- 2017 Flavor Run
- 2018 Minor League Baseball Professional Seminar
- 2019 International Jugglers Association Annual 6-Day Festival

Media:

The CTCSB continues to make best efforts to gain exposure for Connecticut and our venues.

- The January / February of Destination Management Magazine included information on the Hartford Yard Goats, New Britain Bees, Waterbury Municipal Stadium, Bridgeport's Bass Pro Shop and the Connecticut Tennis Center.
- The current edition of Sports Travel Magazine features an article on New England including what makes Connecticut an attractive place to host an event.

Challenges / Discussion Topics:

Mr. Murdock stated some of the challenges that he faces in bringing events to the State. We will continue to explore these further at future meetings.

- Sponsorship / funding requests from event planners: What role, if any, should the CTCSB take?
- Challenges of bringing Games style events to CT (multiple sports, require LOC) such as Transplant Games and National Veteran Golden Age Games. How active does the CTCSB get on Local Organizing Committees?
- How to get Sports Advisory Board more involved in helping to bring out of state events and meetings that they attend back to Connecticut.
- How do we get Connecticut sports media (YES Network, ESPN, NBC Sports, WWE), sports marketing companies, etc involved with promoting Connecticut? We need to determine "what is the ask."

Meeting Format:

There was a discussion on how to bring more people to the SAB Meetings. The consensus was that there needs to be a potential for business opportunities to come out of the meeting. The meetings will include networking time. In the future, the CTCSB will again look to tag the SAB meetings on to sporting event and/or include a guest speaker.

Next Meeting:

The next SAB meeting was scheduled to be at Travelers Championship in August. We may need to find an alternate site and host this meeting in July. More information will follow shortly.

Adjournment:

Ms. Phelps adjourned the meeting at 5:30pm.