



MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Tuesday, September 12, 2017 at 11am

CTCSB Offices, 101 Centerpoint Drive, Suite 217, Middletown CT 06457

Presiding: Pat Meiser, Chair

PRESENT

Scot Esdaile, Connecticut Boxing Commission; Jamie Goldman, New Britain Bees; Pat Meiser, Meiser Sports Consulting; Bob Murdock, Connecticut Convention & Sports Bureau; Scott Phelps, Connecticut Convention & Sports Bureau; David Polk, First Tee of Connecticut

CALL-IN

Dan Coonan, Eastern College Athletic Conference; Amber Cox, Connecticut Sun / New England Black Wolves; Evan Feinglass, University of Connecticut; Chris Lawrence, Spectra Venue Management

NOT PRESENT

Greg Amodio, Quinnipiac University; Michael Ansarra, Central Connecticut State University; Skip Barber, Lime Rock Park; Erica Bates, Chelsea Piers Stamford; Dana Cialfi, Connecticut Open; Scott Ciecko, Connecticut Department of Higher Education; Kim Crowley-Hart, Capital Regional Development Authority; Wayne Dean, Yale University, Beau Doherty, Special Olympics of CT; Gene Doris, Fairfield University; Charlie Dowd, Harbor Yard Sports & Entertainment; Bob Felice, Greater New Haven Chamber of Commerce; Patrick Fisher, Connecticut Sports Management Group; Timothy Fitzpatrick, U.S. Coast Guard Academy; Randy Fiveash, Connecticut Office of Tourism; Allen Gibson, Fairfield University, Mary Ellen Gillespie, University of Hartford; Nathan Grube, Travelers Championship; Sean Hayes, Powder Ridge Mountain Park; Bill Humphreys, Bike Guy LLC; Brad Hurlbut, Sacred Heart University; C.J. Knudsen, Connecticut Tigers / Dodd Stadium; Michael Kobylanski, Southern Connecticut State University; Michael Mazzulli, Mohegan Sun; Kevin McGinniss, University of New Haven; Larry McHugh, Middlesex Chamber of Commerce; Mike Moraghan, Connecticut State Golf Association; Patricia Mulcahy, Connecticut State University System; Michael Murtha, Mohegan Sun; Karissa Neihoff, Connecticut interscholastic Athletic Conference; Karen O'Connell, Foxwoods Resort Casino; Larry Perosino, Connecticut

Boxing Commission; Maura Provencher, Connecticut Conference of Independent Colleges, Michael Renwick, Trinity College; Tim Restall, Hartford Yard Goats; Beth Shluger, Hartford Marathon Foundation; Rob Thompson, University of New Haven, Valerie Stolfi-Collins, Connecticut Recreation and Parks Association; Josh Urrutia, Riverfront Recapture, Josh Vanada, Thompson Speedway Motorsports Park.

Introduction and Call to Order:

Ms. Meiser called the meeting to order at 11:05am.

Review and Approval of Minutes:

The minutes of the February 1, 2017 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

Mr. Phelps reported the Connecticut Convention and Sports Bureau (CTCSB) offices have moved to Middletown. The Connecticut Office of Tourism moved to a State owned building and, since the CTCSB is a considered a contractor, the Bureau needed to find their own space.

Mr. Phelps encouraged all sports advisory board members to attend the 2nd annual hospitality industry night / bring it home awards ceremony on Tuesday, October 3 at the Riverfront Boathouse in Hartford. Award recipients will include:

- Bring it Home Awards:
 - Matt Fluery of West Hartford for the Association of Science and Technology Centers Convention
 - Jason Guyot of Mystic for the Baseball Winter Weekend
 - Luis Lopez of Ridgefield for the CT Salsa Festival
 - Raymond Pineault of Glastonbury for the Barrett-Jackson Auction
 - Elaine Sangiovanni of North Haven and Trish Wang of Farmington for the 2017 U.S. Figure Skating's World Junior Synchronized Team Selection Event
- Thomas J, Shortell Award
 - Aidan Charles of Guilford for 2017 USA Cycling's Cyclocross National Championships and the 2017 New Haven Grand Prix
- Distinguished Leadership Award
 - Don Devivo, President of DATTCO, incoming Chair for the American Bus Association

For the year to date, Mr. Phelps reported that lead room night numbers are slightly down, the number of leads issued are slightly up and the number of definite room nights are up.

Sports Marketing Report:

The biggest recent sports news was that Connecticut was awarded seven NCAA Championships. These events will occur in New Haven, Bridgeport, Hamden, Hartford and East Hartford. In date order, these are:

2018 NCAA DI Men's Ice Hockey Regional hosted by Fairfield University and Yale University: The NCAA Hockey Regional is returning to the Webster Bank Arena in Bridgeport. The winner of the Regional Championship will advance to the Frozen Four which will be held in Minneapolis. This event is expected to be a sell-out (20,000+ total) and results in over 1,000 hotel room nights for the Bridgeport area. Both Bridgeport and Hartford also have outstanding bids to host this Regional in 2020, 2021 and/or 2022.

2019 NCAA DI Men's Basketball First/Second Rounds hosted by the University of Connecticut. March Madness in Connecticut. The NCAA First and Second Round will be returning to the XL Center in Hartford for the first time in 21 years. The participating teams and NCAA alone will utilize over 4,000 hotel room nights for this event. Total attendance is expected to be 35,000 to 40,000 for the three sessions of the event.

2019 NCAA Women's Ice Hockey Championships hosted by Quinnipiac University will be held at TD Bank Sports Center. Quinnipiac hosted this Championship in 2014 and the event drew over 6,700 spectators. The participating teams and NCAA will utilize over 700 hotel room nights for this event.

2019 NCAA DI Men's Lacrosse Quarterfinal hosted by Fairfield University will be held in East Hartford at Pratt & Whitney Stadium at Rentschler Field. This event typically draws about 14,000 fans and the NCAA will utilize over 500 hotel room nights in the Hartford area.

2021 and 2022 NCAA DI, DII, DIII Men's Lacrosse Championships hosted by Fairfield University will be held in East Hartford at Pratt & Whitney Stadium at Rentschler Field. The main competition in the bid process was NFL Stadiums: Gillette Stadium (New England Patriots) which is the host site for the 2017 & 2018 Championships, M & T Bank Stadium (Baltimore Ravens), FedEx Field (Washington Redskins) and Lincoln Financial Field (Philadelphia Eagles). The NCAA team and officials hotel block for this event will be about 2,000 room nights per year. For this combined Championships, average attendance per year has been over 100,000 people.

2022 NCAA DI Men's Golf Regional Championship hosted by Yale University will be held at The Course at Yale. Over 500 hotel room nights will be utilized by the NCAA and the 75 participating golfers in this 54 hole tournament.

The combined economic impact for these events is significant.

- Business Sales: \$21.5M
- Jobs Supported: 6,451
- CT Sales Tax collected: \$1.03M

Boxing / MMA

Two pieces of legislation were passed which will dramatically help Connecticut be more competitive in attracting boxing and MMA events. This legislations repealed

- 10% Tax on gross proceeds
- MMA: Provide healthcare for life

The Connecticut Boxing Commission will be hosting another summit on September 25 at the Webster Bank Arena to create a strategic plan to bring more events to the state.

Upcoming Trade Show:

The CTCSCB is scheduled to attend the TEAMS Conference in October. The CTCSCB typically meets with 50-55 event planners during this show.

Sports Fundraiser:

Ms. Meiser led a discussion on the creation of event(s) that would serve as a fundraiser for the CTCSCB. Some of the ideas discussed were an awards banquet, panel discussions, a career marketplace and educational sessions. There needs to be a draw to attract people to this event such as an educational element, unique location, celebrities, personalities and/or athletes. Educational topics could include legal, advertising, sponsorships and health/concussions. This idea will be explored further.

Adjournment:

Ms. Meiser adjourned the meeting at 12:15pm.