

MINUTES

Spokane Public Facilities District - Board of Directors Meeting Via Webinar & at Spokane Veterans Memorial Arena Board Room | Wednesday, November 20, 2024 at 12:30pm

ITEM #1 TO ORDER

Board Chair Read convened 866th Meeting of the Spokane Public Facilities District at 12:30 PM.

ITEM #2 ATTENDANCE

In attendance was Board Chair Paul Read, Vice Chair Marty Dickinson, and Board Member Harry Sladich. Board Members Ed Bruya, and Cami Eakins attended virtually. District personnel attending in-person included, Jessica Deri, Mike Gaffaney, Matt Meyer, Steve Marsh, Paul Christiansen, Jennifer Kletke, Antwone Whaley, and Ryan Gallagher. District personnel attending virtually included, CEO Stephanie Curran, Nic Lawrence, Tina Gallegos, Holly Williams, Melissa Coulter, Andrew Dolan, Kaila Jones, Jose Angel, and Kamie Gylling. Guests attending virtually included Ryan Nackers with Levy, Dave Pier with Brett Sports & Entertainment, Jennifer Gunderson, Tom Stebbins with Vision Marketing. Guests attending in person included Chris Varallo with Kutak Rock, Justin Kobluk with West Coast Entertainment, and Scott Taylor and Aiden Hubbard with The Car Park.

Board Chair Read opened the meeting with a thank you to staff and partners for all their efforts, extensive conversions, and to staff for diligence in budget planning. And he highlighted the recent Gonzaga game.

ITEM #3 CONSENT AGENDA

Board Chair Read presented the Consent Agenda items.

- **Approval of Minutes for November 20, 2024**
- **Legal Invoices for Paine Hamblen for October 2024, and Dunn & Black for August-September 2024**

Mr. Sladich moved to approve the Consent Agenda as presented, Ms. Dickinson seconded and the motion was approved unanimously.

ITEM #4 DISTRICT BUSINESS

STA Easement and Operating Agreement:

Mr. Varallo review the STA Easement and Operating Agreement. It is the former Value Village Lot, now Lot C. It allows STA to operate the STA Shuttle and install upgrades and maintenance needed in conjunction with PFD requirements/standards.

Mr. Sladich moved to authorize the CEO to sign the STA Easement and Operating Agreement on behalf of the SPFD, Ms. Dickinson seconded and the motion was approved unanimously.

2024 Q3 – Spokane Sports:

Ms. Blake presented the Spokane Sports Q3 report.

Projected in 2024/2025: (31) events, and (9) different sports bringing over 100,000 guests to the area. The 2024-25 Indoors Track & Field season will see an expansion of events (13) meets December 14 – March 1, and (24) competition days. The highlight is the West Coast Championships February 22-23, 2025.

2025 branding is “The Fifth Season” incorporating events between Spokane Sports and the PFD.

In 2027 and 2028, Spokane Sports will bring to the Podium the NCAA DIII Men’s & Women’s Indoor Track & Field Championships.

Upcoming Events:

- 2025 and 2026 Washington State Wrestling Association Freestyle & Greco-Roman State Tournament
- 2026 USA Karate National Championships & Junior Team Trials

Currently Working On:

- 2026 Judo Olympics with 1,000 athletes over (3) days
- 2029 Big 10 Indoor Track & Field with projected 1,000 athletes, (90) coaches, and over 1,400 spectators in (3) days

Ms. Blake cited several other events in bid process for 2025-2028.

2024 Q3 – Spokane Veterans Memorial Arena, FICA, ONE Spokane Stadium, and The Podium Entertainment:

Mr. Meyer presented Q3 for 2024.

Arena: Major construction completed, and events following were Jelly Roll, Def Leppard, Theo Von, Chiefs Camp & Chiefs Home Opener.

Announced shows: AEW, Monster Jam, TSO, Harlem Globetrotters, Thomas Rhett, and Jeff Dunham.

FICA: Q3 was busy, thank you to Justin/WCE and events included two weeks of Frozen, Dwight Yoakam, Steubenville, Company, and Experience Hendrix.

Announced shows: Jinx & DeLa Holiday Special, A Magical Cirque Christmas, Steve-O, Golden Girls-The Laughs Continue, Eddie Izzard, and Shen Yun.

The Podium Q3: Mexican OT, the same promoter as Snoop Dog. And announced, Hallowz Tide (Adventure Club).

ONE Spokane Stadium: Q3 included

Outlaw Music Festival - Willie Nelson, Bob Dylan, John Mellencamp, Brittany Spencer

Great outdoor Comedy Festival – Tome Segura, Shane Gillis, Kevin Hart

Velocity and Zephyr Home Opener and games

Announcing shows closer to January 2025.

Q3 Travel: Venue Connect in Portland. Nashville (week prior to IEBA)

What's Next: PFD Rebrand; discovery phase is complete, potential initial DBA's have been presented. Next is to look at potential names and looking at the big picture. The website RFP is going out soon.

Comedy Festival, going from three to two days which will create more demand.

Music Festival: Poster is in development, webpage in progress, and Creston has offers out for headliners.

2024 Q3 – Spokane Convention Center and The Podium Sports:

Sales Efforts: There were (14) sales trip including two collaborating with entertainment.

Sales had (25) site visits, several booked through Kamie.

Christmas in July Showcase: (41) clients attended, resulting in (3) RFP's, and numerous local corporate events booked.

Actualized Business: (Q3 Rentals + F&B) \$1.18m expected contract value, with \$1.67m actual performance (+142%)
2023: 1.12m. 2022: \$1.63m. Levy upsell is going well.

Contracts: 2024 goal is \$6,859,453. 2024 Q3 signed, \$2,441,495. YTD = 86.5% of goal.

2023: \$1,659,559. 2022: \$1,127,046.

Economic Impact:

Convention Center - \$3,552,625 with 6,421 room nights and 33,065 attendees (highest to date).

2023: 13,098 attendees, and 2022: 34,285 attendees.

Did you know facts: In Q3, the Convention Center served 2,150 gallons of coffee, 1,039 tables were set, 26,709 chairs set, (10) gallons of paint for touch-ups.

Information from Levy: 2,350 meals were provided to the hungry, and 6.95 tons was composted.

The Podium Q3 had (2) events with 1,650 attendees. 2023 had (11) events with 14,632 attendees, and 2022 had (4) events with 8,279 attendees.

In Q3 we were able to store 5k chairs, and 100,000ft of flooring.

Mr. Christiansen added that in The Podium building plans, the floor needed for Track protection was not known.

Customer Survey Response: Surveys showed 85.6% in overall satisfaction. (47) surveys were sent with a 32% return rate. Out of a possible (5): PFD, 4.33 / Contracted Services, 4.17 / 4.25. (Contractors include: Levy, CSC, The Car Park, and TicketsWest).

LTAC (Lodging Tax Allocation Committee) The voting members met to review Ask's from Visit Spokane, Spokane Sports, and the PFD. Voting members are Harry Sladich as Chair, and CP Wilkerson. Hoteliers: Dean Feldmeier, Jody Sander, and Pam Alfaro.

Visit Spokane: 2025 Ask is \$305,000

LTAC Voting Members approved the following:

- \$120k - Marketing Partnerships
- \$20k – Sponsorship of ACMI Luncheon in Tampa
- \$20k – Meeting Planner Onsite Tradeshow Re-Target Campaign
- \$15k – Convention Services Welcome Campaign

LTAC Voting Members Recommend for allocation: \$175,000

Spokane Sports: 2025 Ask is \$240,000

Mr. Sladich noted that Spokane Sports has events differing than the other entities and LTAC will meet with Spokane Sports CEO and Board Chair to review intricacies of their events.

LTAC Voting Members Recommend for allocation for Spokane Sports: \$160,000

(noting meeting with CEO and Board Chair of Spokane Sports).

PFD: 2025 Ask is \$350,000

- Discussion about Rehearsal Incentive – Tours come in and rehearse before start of a tour. This exposes Spokane to more tours/promoters. All voting members agreed and see the value.
- Music Festival growing to multi-day/multi-venue event.

\$75k for Music Festival

\$100k for Rehearsals

LTAC Voting Members Recommend for allocation to the PFD: \$175,000

Total Allocation for Visit Spokane, Spokane Sports, and PFD: \$510,000

Finance:

The Finance Committee met this morning and Mr. Sladich stated the committee and board are needing additional information and will review the 2025 PFD Budget at the December 11 Board Meeting.

Operations:

No report.

Project:

No report.

ITEM #5 MISCELLANEOUS

Mr. Meyer stated that Mr. Gallagher put a video together of all of Arena conversions in a less than a two-week timeframe in November and showed in the meeting.

ITEM #7 ADJOURNMENT

There being no further business the Board adjourned at 1:22PM.

Michelle McIntyre, Clerk of the Board

Approved by the Board of Directors at following meeting.