

Minutes from the
CONVENTION FACILITIES ADVISORY BOARD

October 26, 2023

Calvin L. Rampton Salt Palace Convention Center
 Salt Palace Convention Center- Administrative Boardroom

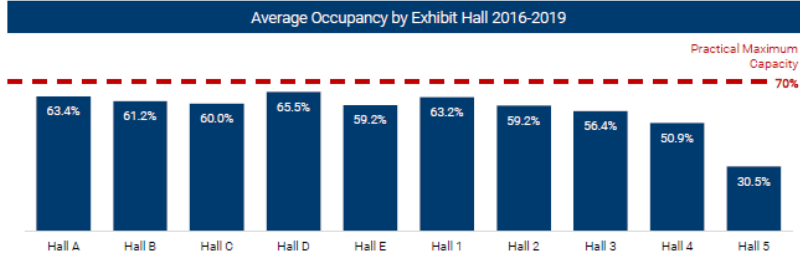
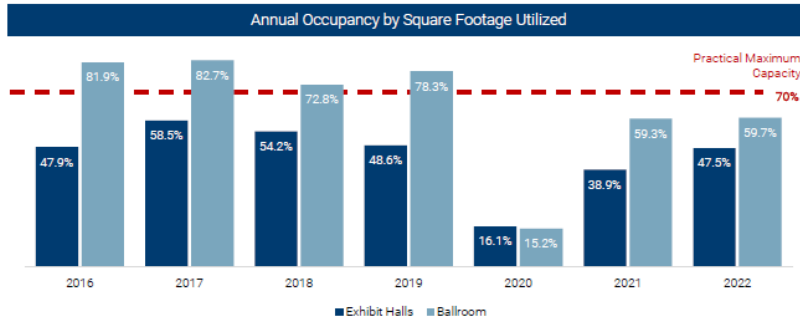
Participant	Representing		Participant	Representing	
Kaitlin Eskelson	President VSL	X	Jeff Gwilliam	Rep SLCo Arts	X
Scott George	Hospitality Rep	X	Steve Fukumitsu	Community Rep	-
Laurie Stringham	SLCo Council Member	X	Dan Hayes	SMG/ASM - GM	X
Vicki Varela	State of Utah	X	Bart Allen	SMG/ASM – Asst. GM	X
Taylor Vriens	Facility Stakeholder	X	Rick Medina	SMG/ASM – MAEC Facility Director	X
Brandon Beckstead	Facility Stakeholder	X	Nikki Taylor	SMG/ASM – Director of Sales	X
Scott Phillips	Facility Stakeholder	X	Jed Hansen	SMG/ASM – Director of Events	X
Brittani Forbush	Community Rep	X	Courtney Strong	SMG/ASM – Asst Director of Events	X
Garrett Parker	Hospitality Rep	X	Heidi Baird	SMG/ASM – Director of Event Technology	X
Pina Purpero	Hospitality Rep	X	Josh Ambrose	SMG/ASM – Director of Finance	X
Craig Wangsgard	Atty – SLCo DAs Office	X	Scott White	SMG/ASM – Regional Director of Security	X
Erin Litvack	SLCo Deputy Mayor	X	Trish Beagley	Communications Manager/Board Coord.	X

1. Call to Order 9:09 AM (Brandon Beckstead, Chair)
 - Welcomed attendees. Quick roll call and introductions around the room.
2. Review and approval of meeting minutes from August 10, 2023 (Brandon Beckstead, Chair)
 - Motion to approve Q2 meeting minutes by Jeff Gwilliam, Board Member
 - Second: Taylor Vriens, Chair
 - All in favor
3. VSL Sponsorship Partnership Presentation (Krista Parry - Chief Development Officer, VSL)
 - Krista Parry delivered her “Development – The Power of Partnership” VSL presentation.
 - Unlocking new horizons - Partnerships have the power to transform possibilities into reality. They are not just about financial support but strategic collaboration that benefits all parties!

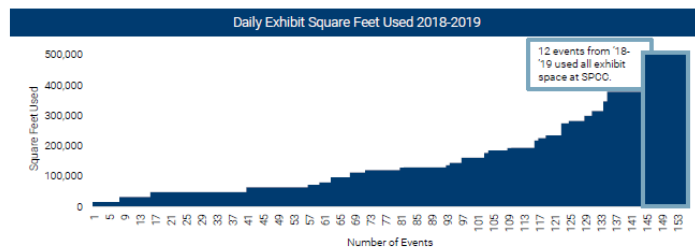
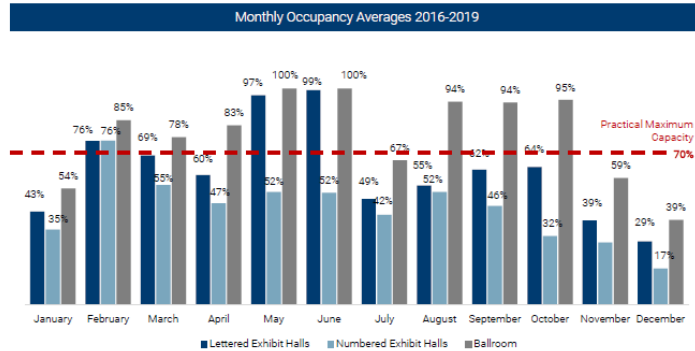
- Development goal: Create brand and values-aligned partnerships to grow revenue and/or provide an operational support mechanism to elevate the experience and improve the vitality of our community.
 - She provided advertising & partnership examples – what is being done, what can be done, case studies of who's doing it well, and presented branding/partnership opportunity ideas for the Salt Palace and Mountain America Expo Center.
 - Kaitlyn Eskelson noted we have an opportunity to leverage local companies as well.
 - Scott George – What targeted companies/low-hanging fruit are being considered?
 - Krista shared they are considering Larry H. Miller, Waste Management, and many financial institutions are being considered.
 - Krista invited the board to share any ideas with her and shared she has been working with Dan on the consideration of local supplier and operational partnership opportunities.
4. Capital Maintenance Project & Budget Updates 2023 & 2024 (Presented by Dan Hayes, GM, ASM)
- Reviewed capital maintenance projects (new and re-budget) for 2023 – \$15M funded for projects.
 - Provided status updates on each 2023 capital project for the SPCC and MAEC;
 - SPCC -
 - HVAC Air compressor – complete
 - 200 West Dock improvement study: complete
 - Chiller Replacement: moving to bid.
 - Condensate line- SPCC – Abravanel Hall: on hold
 - Cooling towers: moving to bid.
 - Interior paint: architect, paint selection
 - Major tech upgrade: 97% complete
 - Concourse carpet: complete
 - Brick cap, south dock: complete
 - Fire panel, under construction
 - a. Attention brought to fire panel project has hit some labor issues with the contractor completing the project. It is estimated at this pace it could take seven more months for the contractor to complete. Fire watch will be continued 24/7 until this project is completed. Everything is being done to expedite and engage contractor and stakeholders to complete this project.
 - Elevator upgrade: bid awarded.
 - DA tank: complete
 - MAEC -
 - Lighting system controls: Software installed. Transition planned in Q4.
 - Cooling tower media fill: requesting additional funds in 2024.
 - Card access system: punch list items being completed.
 - Fire panel: punch list being completed.
 - Shared 2024 Capital Projects and funding requests & what was submitted for recommendation to the council.
 - Recommended to Council:

▪ Re-budgets:	\$17,495,565
▪ Electrical:	\$ 1,653,125
▪ FFE:	\$ 1,635,565
▪ General Bldg.:	\$ 1,779,250
▪ HVAC/Mech:	\$ 2,510,317
▪ Security:	\$ 481,250
▪ Site:	\$ 3,513,750
▪ Telecomm:	\$ 1,086,875
▪ Vehicles:	\$ 75,000
▪ Vertical Trx:	\$ 125,000
 - Provided projects that need to be completed but will be deferred to future years.

- SPCC – South Tower Lighting \$103,125
 - SPCC – Remodel Restrooms Halls A-E \$5,500,000
 - SPCC – Glass Project \$123,486
 - SPCC – Wayfinding Signage \$247,500
 - SPCC – SPCC Replace Conc Doors Knight Lobby \$130,625
 - SPCC – Refinish Handrails Concourse \$85,000
 - SPCC – Repaint Snowflake South \$103,125
 - SPCC – Brick Ballroom Exit Doors \$65,000
 - SPCC – Key Card Access System \$300,000
 - SPCC – Dock and Handrails \$200,000
 - SPCC – Parking Lot Re-striping \$82,500
 - SPCC – Hall E Exterior Stair \$962,500
 - SPCC – Escalator Upgrade \$13,750,000
- Since our recovery from COVID, Salt Lake County has been extremely responsive and supportive of capital needs at the Salt Palace Convention Center and Mountain America Expo Center:
 - Prior to COVID, annual capital funding averaged \$2M
 - 2023 funding ~ \$15M
 - 2024 recommendation @ \$12.8M in new projects and \$17.4M in re-budgets. Th county included ASM Global in the conversation to move from the request to the recommendation level, and we are very supportive and appreciate the current direction.
 - Gratitude given to SLCo for their support and funding.
- 5. Campus Update (Presented by Dan Hayes, GM, ASM)
 - HVAC 2023 Chiller replacement project - \$12.5M
 - A part of this funding included a complete HVAC system review and capital planning process study. The study was completed in September of this year, and the next phases are now going out to bid.
 - The study reviewed the following:
 - SPCC
 - Abravanel Hall, UMOCA
 - Recommendation: Option 1 w/ airwall
 - Near future SPCC HVAC capital costs
 - New Future projects (<4 years) Capital Implications – Salt Palace Convention Center
 - Deferred projects: ~\$22M
 - HVAC projects (per study): ~\$34M* (air handlers, pumps, controls, CP HX/Steam)
 - Ongoing FFE
 - Ongoing general building preplacement and improvements
 - Productive discussions are ongoing to fund these future demands at SPCC.
 - *2023 pricing does not include contingency +fees.
 - Completion of HVAC project will be completed in phases/zones.
 - Feasibility Study (FS)
 - VSL and ASM engaged Convention, Sports, and Leisure Int'l. to look at the following:
 - Relatively low occupancy/underutilization of the west side of the SPCC, specifically exhibit hall 5.
 - Assumptions were that the west side is not supported by ballroom space and adequate meeting space.
 - Could we repurpose existing space to improve overall event activity and profitability?
- FS Study finding charts:



Source: SPOC, 2023.



- 70% is the practical maximum capacity to allow dark days (no show in the building) to turn over & for conventions/shows.
- When looking at reasons we lost events from 2018 -2022, the top reason was date availability, which can be tied to lack of ballroom availability for events.
- The FS found inadequate seating in city venues for entertainment events with 3,000 to 10,000 attendees.
- Can Hall 5 be all things?
 - An exhibit hall
 - A ballroom
 - An entertainment center

- Event Estimates and scenarios being looked at and considered with the FS:
 - Scenario 1 – Repurposing existing West Hall space (swing space).
 - Scenario 2 – Renovate West Hall for multi-use entertainment.
 - Scenario 3 – Reconstruction of West Hall + Rooftop Ballroom.
 - Concerns and new directions being asked and explored:
 - Entertainment space provides an opportunity for a new market segment. One that is in demand and not being served. Revenues are compelling.
 - Losing exhibit hall space – what about the future?
 - Are we addressing all the future needs inside and OUTSIDE of the SPCC?
 - The FS doesn't capture loss potential.
 - As part of the Downtown Alliance partnership, Dan, Erin & Kaitlin recently visited another venue who has completed a recent expansion.
 - They will continue to look at other community venue expansions and concepts as considerations are being made.
 - Vicki Varela suggested adding someone from the Downtown Alliance to join the board.
 - Dan confirmed we do have an open seat for them. He is seeking recommendations and interest from the Downtown Alliance to join our board and fill that seat in 2024.
6. Review of Public Comments
- Cyndi Sharkey – Has MAEC been considered for a potential multi-use venue?
 - Dan Hayes – It could be considered in the future. The current focus/emphasis is on the Salt Palace.
7. Upcoming Meetings
- a. January 25, 2024, at Mountain America Exposition Center
 - b. March 28, 2024, at Salt Palace Convention Center
8. Adjournment
- Motion to Adjourn, Erin Litvack
 - Second, Taylor Vriens

Meeting adjourned – 10:48 AM