

Convention Facilities Advisory Board October 8, 2026, (Draft) Meeting Minutes

ATTENDANCE

Board Members Present

- Brandon Beckstead – Chair / Facility Stakeholder
- Taylor Vriens – Vice Chair / Facility
- Cyndi Sharkey – Sandy City Representative (Virtual)
- Garrett Parker – Hospitality Representative
- Pina Purpero – Hospitality Representative
- Scott George – Hospitality Representative (Virtual)
- Brittani Forbush Holbrook – Community Representative
- Scott Phillips – Facility Stakeholder (Virtual)

Board Members Absent

- Laurie Stringham – Council Member, SLCo
- Kaitlin Eskelson – President, Visit Salt Lake
- Jeff Gwilliam – SLCo Arts Representative
- Steven Fukumitsu – Community Representative

Staff Present (County / Venue Team Members)

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| • Josh Ambrose – General Manager, Legends Global | • Maddy Pewtress – Sustainability, Legends Global |
| • Bart Allen – Assistant General Manager, Legends Global | • Bryan Howser – Sustainability, Legends Global |
| • Devon Shaughnessy – Director of Finance, Legends Global | • Courtney Strong – Director of Events, Legends Global |
| • Peter Mannebach – Accounting Analyst, Legends Global | • Trish Beagley – Communications Manager / Board Coordinator, Legends Global |
| • Jed Hansen – Director of Events and Operations, Legends Global | • Katie McAdams – Event Manager, Legends Global |
| • Monica Ortega – Director of Operations, Legends Global | • Preston Park - Accounting Analyst, Legends Global |
| • Nikki Taylor – Director of Sales, Legends Global | • Rick Medina – Director of Facilities, Legends Global |
| • Scott White – Director of Public Safety, Legends Global | • Helen Schroeder – Attorney, SLCo District Attorney's Office |
| • Heidi Baird – Director of Technology, Legends Global | • Matt Hansen – General Manager, Sodexo |
| • McKell Nelson – Sustainability, Legends Global | |

AGENDA

1) Roll Call and Agenda Review

a) Chair Brandon Beckstead opened the meeting. Attendees introduced themselves and attendance was acknowledged.

2) Review of Public Comments

a) No public comments were reported.

3) Approval of Minutes from August 20, 2026 Meeting (Action Required)

a) A motion was made and seconded to approve the minutes. The motion passed with no opposition.

4) Legends Global Scoreboard Update

a) Preston Park presented Scoreboard, a Legends Global platform consolidating event financials, attendance, photos, and feedback to support benchmarking and improve event performance across venues. Automated data transfers save staff time, improve consistency, and avoid the need for additional headcount. The venues were recognized as a gold standard for convention center reporting. Staff will continue improving cross-departmental participation and working with corporate on future capabilities, including automated event budgeting.

5) Simpleview and Momentus Integration

a) Katie McAdams presented and demonstrated the integration between Visit Salt Lake's Simpleview platform and the venues' Momentus Enterprise system. The integration transfers sales leads and returns final attendance and catering figures, reducing duplicate entry and improving communication and accountability. Actuals can be requested manually or transferred automatically 60 days after an event ends. The integration remains in beta, with launch preparations and more detailed reporting in progress.

6) Sustainability Assessment Update

a) Monica Ortega and the sustainability team reviewed the Legends Global assessment conducted with Honeycomb Strategies. Salt Palace ranked first and Mountain America Expo Center ranked third among more than 50 venues. Department-level findings will guide improvements in training, volunteer tracking, sensory relief space, digital signage, and community tours. Staff discussed a goal of pursuing LEED Platinum for the reconstructed Salt Palace.

7) FanX Public Safety Overview

a) Scott White reviewed the coordinated safety efforts supporting FanX, including more than 75 Centennial Security personnel, 12 additional Guest Services staff, and police and emergency medical support. Centennial provided nearly 3,000 security hours. Attendance was reported at approximately 130,000, excluding children under 10 who did not require tickets. Staff reported limited medical incidents and continued cooperation with the Internet Crimes Against Children team, whose operation resulted in 10 arrests. A debrief is scheduled for October 22.

8) Sales and Event Retention Update

a) Nikki Taylor reviewed efforts to retain business during Salt Palace construction. SmallSat plans to return in August 2027, with venue and Visit Salt

Lake offices used for additional meeting space; contracting is in progress. The event represents more than \$1.4 million in food and beverage activity and approximately 10,000 hotel room nights. Utah League of Cities and Towns has signed to move to Mountain America Expo Center in fall 2027. USA Volleyball is scheduled across both venues in 2027, with retention beyond that year under review following visits to the Expo Center and Western Sports Park. HYROX received excellent client feedback, including a 10 out of 10 recommendation rating, and is exploring a future Expo Center event. SAMPE has signed for May 2027, with approximately 4,500 attendees anticipated.

9) 2026 YTD Financials

- a) Staff reviewed financial performance through August, clarifying that reported revenue and profit relate to the venues' contribution to the County's general tax fund. Salt Palace revenue was approximately \$17 million against an \$11 million budget, with expenses of approximately \$11 million against a \$13 million budget. Food and beverage revenue exceeded \$6.1 million, surpassing the prior full-year record. Net income was just over \$6 million, approximately \$2.4 million ahead of the same period last year and above the full-year 2025 result.
- b) Mountain America Expo Center event revenue was slightly below budget but approximately 3% ahead of the prior year. Total revenue was essentially on budget and approximately \$77,000 above the prior year, while expenses were \$687,000 below budget. Net income was approximately \$300,000 higher than the same period last year. Staff also discussed insurance payment timing and rising per-person costs, improved attendance reporting, a proposed occupancy analytics beta test, and laser-based event layouts that could reduce setup and teardown labor.

10) Mountain America Expo Center Future Planning and Parking Discussion

- a) Cyndi Sharkey asked about expanding food and beverage service as events shift to the Expo Center. Staff discussed limitations without a ballroom, potential catering growth, and the financial effects of discounted rental rates and sports events.
- b) Potential paid parking was discussed as a possible revenue source; no pricing model or implementation decision was finalized

11) Capital Projects Update

- a) Staff reported that more than \$29 million in capital project funding was available across both facilities as of September 1. Approximately \$20.2 million had been returned to the County, representing just under 70% of available funds, including approximately \$19.84 million from Salt Palace and \$408,000 from Mountain America Expo Center.
- b) Bart Allen reviewed proposed 2027 funding requests for Expo. Staff also discussed a future request for Expo Center solar panels and replacement of Salt Palace ballroom air walls before reopening. Existing Salt Palace solar panels are planned for reuse at the reconstructed facility.

12) Adjournment

- a) Following completion of the agenda, Chair Brandon Beckstead adjourned the meeting.