



Tucson Convention Center
Thursday, July 17, 2025, 9:30 A.M.
202 Meeting Room
260 South Church Avenue, Tucson, AZ 85701

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 9:33 A.M. A quorum was established.

Committee Members Present:

Jose Jimenez	Mayor's Office
Ned Beman	Ward 2 Representative
Ronnie Reyna	Ward 5 Representative

Committee Members Absent:

Vacant	Ward 1 Representative
Vacant	Ward 3 Representative
Vacant	Ward 4 Representative
Vacant	Ward 6 Representative

Staff Members Present:

Glenn Grabski	Tucson Convention Center
Shaun Tilley	Tucson Convention Center
Kate Breck Calhoun	Tucson Convention Center

Staff Members Absent:

Ross Adelman	City Manager's Office
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2. Approval of April 17, 2025, Minutes

Ronnie Rayna made a motion to approve the minutes and Jose Jimenez second the motion. The motion passed by a voice vote of 3-0.

3. General Manager's Report – Operations, Parking, Sales, Financial

Glenn Grabski mentioned ASM Global's tracking of lost business and event attendance due to DOGE. The number of shows booked in Q3 and Q4 2025 have decreased and our Box Office has seen less traffic with future ticket sales.

Mr. Grabski reviewed FY 2025 financials highlighting TCC had 1,245 performances. Reviewed our expenses that were tied to revenue and cost of goods sold.

Glenn Grabski spoke about our Guest Feedback surveys which are tracked through Insights. Surveys are tracked in two categories, Convention Center and a combined Arena and Theater. We have an opportunity with the Over Experience in our Convention Center, we scored 48%, with no outside food and beverage or bottled water being

allowed in the facility being the main compliant. As far as our Arena and Theater scores are concerned, we sit at an outstanding 77% whereas 80% is considered ASM Global's best in class.

Mr. Grabski mentioned Fired up Culture program which consists of a full year of leadership training.

There was a mention of the ASM Global name change as well as naming rights deal which may change the name of the TCC.

Presentation by Sandra Flores, Site Account Manager, with Premium Parking. Sandra Flores' introduction included people (ambassadors), places (signage and branding) and platform (prospect development, text to play application and QR code safety.) She included details related to parking systems, software to scan license plates, and scan to pay cashless systems.

Presentation by Greg Carra, Director of Food and Beverage which included Tucson Arena concession programs. The Arena concession stands are sixty years old and there was a discussion about outdated equipment and unbranded packaging. Mr. Carra introduced the goal to improve quality of base products and improve the offerings in the Concession Stands from chicken to beverages and a beverage wall which includes grab and go products.

Kate Breck Calhoun mentioned the booking of two comedy shows in Q4 2025, four conventions in Q2 and Q3, 2026. Currently working on the Fiscal Year 2025 Annual Report and conversations are taking place with Visit Tucson and TCC to fine tune procedures regarding Downtown Destination Program. Kate mentioned three conventions that took place in Q2 2025 will not return in Q2 2026, as these conventions will move to the East coast.

4. Update from Tucson Roadrunners

Presentation by Bob Hoffman highlighted the 10th Anniversary of the Tucson Roadrunners. This season events have been planned with several new promotions and new hockey jerseys.

He mentioned that there are 5 NHL players who have had history with the Roadrunners.

This season Christian Fischer who made the first Roadrunner goal in 2016 will be at opening night.

2025/2026 season will be year 2 in a 3-year agreement with Utah. Roadrunners will host 32 games in Tucson this season.

This season Roadrunners will have 17 out of 20 new staff members and it is expected to be an exciting year.

2024/2025 season started slow, with an average of 3,500 attendees per game which rebounded after the holidays to 4,500 per game. There were 150,000 fans that attended 2024/2025 season games.

2025/2026 season will be year 2 in a 3-year agreement with Utah. Roadrunners will host 32 games in Tucson this season.

5. Update from Visit Tucson

Presentation by Mary Meade included a FY 24-25 Re-Cap handout.

Marketing Statistics:

- 3,805,935 social media engagements with 2,200,000 unique visitors.
- 52,679,879 social media video views which exceed the goal by 117% (45,000,000)

Public Relations:

\$70,648,874 in Media Coverage Value (earned media) by way of Tucson was ranked Best Place to Go in 2025 by Frommers, Several New York Times placements, Forbes Magazine and, Top Food Cities in the USA.

Group Sales:

- 427 bookings versus the goal of 375
- 203,679 room nights versus the goal of 180,000
- Tucson oldest client (1972) CCJW is back at the TCC
- Student Groups booked at TCC include HOSA, FBLA, FCCLA, and FFA

Sports:

- Booked 85 events versus the goal of 75
- 48,291 room nights versus the goal of 48,000
- USA Weightlifting and Club Cactus Volleyball were hosted at TCC.

STR:

Occupancy was down 2.3% where ADR was up 1.4%, consequently REVPAR was flat.

Rebranding for Tucson is in the final phase and Visit Tucson will launch the new brand to include new logo and identity on October 17, 2025.

6. Update on TCC Commission Meeting and Future dates

Presentation by Glenn Grabski recommended the following dates:

October 16, 2025, January 22, 2026, and April 16, 2026. Ronnie Reyna made a motion to accept the dates Mr. Grabski presented and Ned Beman second the motion. Motion passed 3-0.

7. Call to the Audience

N/A

8. New/Old Business

N/A

9. Future Agenda Items

Requested that New City Manager come to Commission Meeting

10. Adjourn

Motion to Adjourn at 11:10 A.M.