



Tucson Convention Center
Thursday, January 22, 2026, 9:30 A.M.
Maricopa Meeting Room
260 South Church Avenue, Tucson, AZ 85701

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 9:47 A.M. A quorum was established.

Committee Members Present:

Jose Jimenez	Mayor's Office
Ned Beman	Ward 2 Representative
Matt Kopec	Ward 3 Representative
Ronnie Reyna	Ward 5 Representative

Committee Members Absent:

Vacant	Ward 1 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 October 16, 2025, Minutes

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

3. General Manager's Report

Kate Breck Calhoun reported that she completed City of Tucson Clerk's Reports and is working on the Annual Report and will have it complete by end of March. Kate confirmed Arizona Department of Education programs, FCCLA, HOSA, FBLA and FFA for 2026. San Miguel, a lead from Angel Charity for Children booked their annual luncheon in April. Working on the Bishops Installation Luncheon.

Shaun Tilley mentioned that the Hotel Renovations were paused due to chilled water engineer evaluations regarding central plant capabilities. TCC has experienced several fires started by the local unhoused. Lot C Garage has been tagged daily with graffiti. Introduced Elizabeth Jackson

Glenn Grabski reported that December was a positive \$300,000 by controlling our expenses. Rolling forecast is \$141,000 to budget. FY 2027 budget has been submitted by not approved until June. CIP is budget, however, COT mentioned that we may not be able to spend this money. We have asked to stripe the parking garages as the stripping has faded.

Ned Beman asked about 2026/2027 hockey dates. Glenn Grabski indicated we have preliminary dates on hold and Tucson Roadrunner is waiting on the AHL approval.

Ned Beman asked if hockey attendance has increased or decreased this year versus last year. Glenn Grabski mentioned that he spoke to Bob Hoffman and he is happy with attendance.

4. Update from Visit Tucson

Presentation by Mary Mead which included Hotel Stats, TCC Marketing Fund, Visit Tucson's Incentive Program, CCJW, CVENT, Sports, El Tour. See attached.

5. Call to the Audience

N/A

6. New/Old Business

Requested presentation by City Manager

7. Future Agenda Items

Request to hear from City Manager

8. Adjourn

Motion to Adjourn at 10:12 A.M.

Visit Tucson Updates

January 22, 2026

- **2025 Tucson Hotel Stats**

For the 2025 calendar year that just ended overall occupancy at Tucson hotels was 58.4% down from 2024 by 4.3%, 2024 occupancy was 61.1%. Of the different segments (Airport Hotels, Resorts, Midtown-East and Downtown), Downtown hotels' occupancy only decreased by 2%

Overall the average room rate in Tucson decreased by 1.5% and revenue per available room decreased by 5.7%. The airport sector hotels had the most overall decreases due to government shutdowns and decreases in government travel.

- **City of Tucson TCC Marketing Fund.** Per Visit Tucson's contractual agreement with the City of Tucson, 3% of bed tax revenue received goes towards the TCC Fund (less the transit rebate). This fiscal year that amount is \$216,482.00 (plus a carry over amount from last year). This money is used to offset charges at the TCC for Sporting Events, and Meetings, and is used for meeting room rental, food & beverage, audio-visual charges, etc. Presently Visit Tucson has committed \$275,300 for this fiscal year to offset charges for these events.

- Visit Tucson's incentive program for meetings that book the Tucson Convention Center is called Destination Downtown, and several groups this fiscal year are taking advantage of this program including: Women In Mining and Future Farmers of America.
- Visit Tucson and the TCC's long standing client, Christian Congregation of Jehovah's Witness is changing their format this year from six weekend conventions to two larger weekend conventions. Allowing the TCC the opportunity to book additional weekend events.
- Visit Tucson featured Tucson Convention Center in meeting publications this past year that included: Meetings Today, Smart Meetings, Conventions Southwest, Facilities & Destinations, Small Market Meetings, BizBash, and Association Convention & Facilities, promoting our Destination Downtown package and the enhancements at the TCC.
- Updated listings on Cvent and Convention PlanIt featuring Tucson Convention Center makes it easier for meeting planners to source meetings for the TCC. The Cvent platform is the #1 platform software that meeting planners use to source their meetings and over 125,000 meeting planners are on the platform and 300,000 total users including hotels & facilities. Planners are able to send their leads directly to the TCC utilizing these platforms.

- **Sports TCC Update:**

- **El Tour de Tucson**

- **Totals (registered riders):**

- 2023: 9,000

- 2024: 9,600 (+6.7% YoY)

- 2025: 10,880 (+13.3% YoY; +20.9% vs. 2023)

- **Out-of-state riders (share → count):**

- 2023: 33% → ~2,970

- 2024: 38% → ~3,648 (+22.8% YoY)

- 2025: 34% → 3,703 (+1.5% YoY; +24.7% vs. 2023)

El Tour de Tucson continues to show impressive growth, rising from 9,000 registered riders in 2023 to 10,880 riders in 2025—a 24% increase in just two years. Even though 2025 saw a softer percentage of out-of-state riders, the total number of visitors coming from outside Arizona still increased to 3,703, nearly 28% higher than in 2023, demonstrating that the event continues to attract strong national attention. A major part of the event’s success is the outstanding role of the Tucson Convention Center, serving as the centralized start line and the home of the Expo/Fiesta, creating a seamless and accessible experience for riders, families, spectators, and vendors.

Looking ahead, the Tucson Convention Center will once again support major tourism-driving events as we host the 2026 USA Taekwondo American Open West, taking place June 12–14, 2026 right here at the TCC. The American Open West will bring athletes, coaches, families, and spectators from across the country during the summer season—traditionally one of Tucson’s slower visitor periods. Three full days of sanctioned national competition and dedicated hotel blocks, this event is projected to generate \$617,830.15 in economic impact.

- Visit Tucson has a new brand and is promoting Tucson to potential visitors in a variety of ways including activations, online platforms, social media, traditional media, and through media partnerships. Here is our new logo:

