



Tucson Convention Center
Thursday, April 16, 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 9:32 A.M. A quorum was established.

Committee Members Present:

Ned Beman	Ward 2 Representative
Matt Kopec	Ward 3 Representative
Ronnie Reyna	Ward 5 Representative
Alysha Ramirez	Ward 6 Representative

Committee Members Absent:

Jose Jimenez	Mayor's Office
Vacant	Ward 1 Representative
Vacant	Ward 4 Representative

Staff Members Present:

Craig Barkdull	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 January 22, 2026, 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. Review

Presentation by Craig Barkdull. Reviewed Public Notice Statement issued by City Clerk's Office, Electronic Attendance Rules and Regulations, and Tucson Convention Center Commission Function and Purpose.

4. General Manager's Report

Presentations by Craig Barkdull. Provided introduction and work history. Strong March driven by Food and Beverage, currently \$70,000 over budget projections.

Ned Beman asked why TCC Commission was not consulted when new General Manager was selected.

Ned Beman questioned about the Tucson Roadrunner Extension and indicated that it was not communicated to Season Ticket Holders. Mentioned NFL was looking for 2 more teams and perhaps Tucson Roadrunners would extend a third year. Requested presentation by Bob Hoffman.

Presentation by Shaun Tilley. Cast Iron Pipe Issues which increased our Property Maintenance schedule. Conversations have been had with Ross Adelman, City of Tucson regarding rood issues. Event schedule has slowed down, and staff is focusing on deep cleaning.

Reported that ice will be struck on May 5, 2026 and staff will be working on the Ice Plant and Ice Floor.

Ned Beman asked when the parking garage will be restriped.

Presentation by Kate Breck Calhoun included review of Komatsu, Garmin, USA TKD, 4th of July, Pima CC, Marana, Salpointe, and Arizona Department of Education events.

Web site ADA compliance has been completed.

Kate Breck Calhoun reported on the following statistics:

FY 2025		
Events	Event Days	Performances
422	1,349	1,186
Event Statistics Less Ice Leagues, UA and Roadrunners		
Events	Event Days	Performances
298	758	546
Event Statistics Less Ice Leagues Only		
Events	Event Days	Performances
384	1,007	844
Event Statistics Ice Use ONLY (Leagues, UA and Roadrunners		
Events	Event Days	Performances
124	591	640

- ◆ Events – Number of unique bookings
- ◆ Event Days – Number of days a unique booking is in the facility
- ◆ Performances – Number of actual performances

5. Update from Visit Tucson

Presentation by Mary Mead. See attached document.

6. Call to the Audience

N/A

7. New/Old Business

Requested presentation by Tucson Roadrunners.

Ronnie Reyna will reach out to Ward 1 and Ward 4 to ask about Commission vacancy and recommend appointments.

Ned Beman requested that financials be sent with next Agenda in order to review prior to meeting.

8. Future Agenda Items

Request to hear from Tucson Sugar Skulls.

Future meeting date motion was made by Ned Beman and Matt Kopecsecond the motion to approve future dates. The motion was passed by a voice vote of 3-0.

2026

July 16, 2026

October 15, 2026

January 21, 2027

April 15, 2027

July 15, 2027

October 21, 2027

9. Adjourn

Motion to Adjourn at 10:13 A.M.



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TCC COMMISSION MEETING – April 16, 2026

Visit Tucson Updates:

Gem Show 2026

Total Shows:

2022 - 40
2023 - 42
2024 - 43
2025 - 46
2026 - 56

Visit Tucson has a dedicated Senior Director of Gem Show & Stakeholder Development, Jane Roxbury. Jane's job is to grow the shows, not only in Jan/Feb but the Fall shows and some of newer year round shows. 56 shows this year is the highest number of shows we've had.

Why does Visit Tucson have dedicated resources to the Gem Show?

Stats from the last economic impact study of the 2025 Gem Show:

46 shows operated by 39 owners spending \$11,000,000 in the Tucson economy

113,342 unique buyers including 49,564 from outside of Tucson

6,709 total exhibitors, with 5,696 from outside of Tucson

Visiting buyers spent an average of 5.5 days stay in the local area, spending \$293.34 daily

Visiting exhibitors spent 19.2 days in the local area spending \$185.73

Overall Economic Impact: 2,766 jobs, \$230 million State GDP in Pima County and \$11,600,000 in direct taxes for the City of Tucson.

2026 - 56

Total Shows

OCC

ADR

1/30/2026	Fri	79.6%	\$186.52
1/31/2026	Sat	85.9%	\$195.83
2/1/2026	Sun	80.4%	\$201.53
2/2/2026	Mon	91.3%	\$221.28
2/3/2026	Tue	95.2%	\$227.14
2/4/2026	Wed	94.0%	\$225.21
2/5/2026	Thu	86.3%	\$212.22



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2/6/2026	Fri	80.9%	\$198.88
2/7/2026	Sat	75.2%	\$191.31
2/8/2026	Sun	59.8%	\$170.20
2/9/2026	Mon	71.3%	\$181.50
2/10/2026	Tue	75.1%	\$187.21
2/11/2026	Wed	78.6%	\$190.99
2/12/2026	Thu	76.6%	\$190.82
2/13/2026	Fri	84.8%	\$208.51
2/14/2026	Sat	91.4%	\$220.24
2/15/2026	Sun	71.3%	\$194.14

81% \$200.23

Marketing Initiatives:

Web Analytics: Traffic and reach grew dramatically YOY 2.7M views, 1.2M active users(+60%) and 1.1M new users (+69%). Cross network campaigns drove a staggering 335% increase in engagements and paid channels delivered volume. However, in launching our new brand we wanted to bring people to our site for top-level awareness, so we are aware of the declines in quality metrics like session duration on the website, engagement rate, and bounce rate. To counter this we are optimizing our plan to target deeper landing pages vs directing all traffic to our homepage.

Social Analytics: Visit Tucson has officially met our year-end social engagement goal of 1,000,000. We are currently at 1,009,787 in total engagement across Visit Tucson's socials. In addition, Vamos a Tucson has also surpassed their annual goal of 1,000,000 engagements and are currently at 3,255,824. Vamos a Tucson also had recurring user activity that more than doubled across every time window, this means their audience isn't just growing, they're coming back for more content!

Advertising: Through the first three quarters of FY2026, Visit Tucson's paid media program has been performing well against our goals. With new brand creative to champion, our strategy has centered on high-impact awareness channels designed to inspire. This includes connected TV, paid social, and rich media ads, complemented by out-of-home placements that extend our reach into the physical world. From there, we've engaged a more disciplined mid- and lower-funnel approach through retargeting campaigns and OTA (online travel agency) partnerships that leverage travel intent data and search



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behavior in order to move inspired audiences toward action. Fiscal year to date, we've delivered over 50 million digital ad impressions with a 4% click-through rate, landing squarely on our target benchmark, with several campaigns having surpassed 10% CTR, a strong signal that our creative is resonating with the right audiences at the right moments.

Sample of recent advertising:



Sales Initiatives: Fiscal year- to- date (through Q3) Visit Tucson convention sales stats:

962 leads sent out to area hotels / Goal: 1125 leads sent out to area hotels

352 meetings booked/ Goal: 380 total meetings booked

165,907 total room nights booked/Goal: 180,000 total room nights booked

\$71,687,271 convention sales economic impact year to date on definite groups booked

Overall these numbers are right on target for Convention Sales to achieve their goals by the end of our fiscal year (June 30, 2026).

106 site inspections conducted by 5 Sales Managers

35 outbound sales trips in market/tradeshows/client events (meeting, sports, tourism)

23,978 total room nights booked for the TCC (meetings & sports)

310 meetings services/reached out to by Convention Services Manager



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Sports Update: Year to date stats (through Q3):

74 Sporting Events booked

31,543 Room nights booked

\$28,993,624 Sports economic impact on definite events booked.

The Garmin Marathon Series is returning to Tucson on November 8, with the official race expo taking place at the Tucson Convention Center on November 6–7. Last year’s event hosted approximately 2,700 runners, with organizers anticipating increased participation this fall. As a Boston Marathon qualifier, the Garmin Marathon attracts a highly engaged runner audience. Hosting the expo at the Tucson Convention Center helps drive additional foot traffic and economic activity downtown, while creating opportunities for local businesses to participate through community sponsorships and on-site engagement as part of the event

Film Tucson Update: Film Tucson is in the middle of a large-scale production for Televisa Univision. They are filming a telenovela, a popular Mexican soap opera. The production is estimated to utilize 3,500 hotel room nights, and generate millions in economic impact utilizing local caterers, production staff, etc. Film Tucson pitched Tucson as a destination at a convention in Mexico City several years ago, and this production is a direct result from that event.

Communications: Communications has generated media coverage of \$38,445,557 year to date. Most recently, New York Times picked up an article by Elaine Glusac entitled “Tucson: a city for Outdoor Lovers”. The Communications team had met with Elaine in Chicago both in 2024 and 2025, and pitched her stories about desert outdoor adventure and wellness. Also, resulting in a 2024 press trip Visit Tucson hosted, freelance writer Kara Newman featured Owls Club in an article entitled “The Top 10 US Bars According to the Experts” for Food & Wine. This story was also picked up by YahooLife.