

Community & Economic Development Committee Report

RE: Regional Shriners Fall Convention

COPY

Date: January 24, 2018

Chair: Christopher Etori

Other committee members present: Aldermen Humphrey, Ryan

Other Aldermen present: President Davis

Others present:

Russ Marsan, Cairo Shriners

Matt Whitcomb, RRA

Bob Ferguson, Cairo Shriners

Steve Peters, Downtown Rutland Partnership

Tom Etori, Cairo Shriners

Mary Cohen, RRCC

The meeting convened at 5:30 pm. Russ Marsan from the Shriners began by describing the event and the activities leading up to it. On the weekend of September 13 – 16, the Rutland Shriners group is hosting the northeast regional convention for 16 temples throughout the region. Additionally, in March, they are hosting 80-100 folks who represent the leadership at the 16 temples. The main event will host approximately 1000 people from the northeastern United States and into Canada, and from the headquarters in Tampa, Florida. They have already reserved approximately 450 hotel rooms for that weekend. The local group is creating a number of activities to showcase the city and the greater Rutland region. Visitors will experience venues such as the Paramount, the Farmer's Market, and Spartan Arena, as well as hold competitions at the Mall. They are working with the Chamber to develop a guide to local activities and sights for the weekend. Of specific note is the parade that is scheduled to happen on the Saturday, where the 16 temples will showcase the variety of Shiner vehicles that they are known for.

Of particular interest for the city and the region is how this event ties in with our regional marketing campaign. This is an opportunity to showcase the city to 1000 folks from around the northeast. The RealRutland marketing campaign is targeting this specific region as well. During our meeting, ideas of combining efforts were discussed. One idea included having a downtown gathering after the parade. Steve Peters from the DRP is looking into groups that might be interested in hosting that. Additionally, the DRP is working with local businesses to see how they might benefit from supporting these activities. The Shriners are going to include RealRutland marketing materials and branded items in the welcome bags for the visitors as well as share the RealRutland promotional videos on their Facebook pages. There will be lots of cross-posting on social media to help push our message that the Rutland region is a welcoming place for people to come live, work, and play.

In light of the publicity that our city and region will receive from this event, and to make sure that the guests bring great memories back home to their families and friends, President Davis moved to waive the fees that would be billed for the city's associated costs for the parade route. The motion passed 3-0, and I so move.

Second, Alderman Ryan moved to approve the Special Events Permit for the parade route as presented. The motion passed 3-0, and I so move.

The issue will remain in committee so that we can continue to address any concerns and help strategize other opportunities over the next several months. The meeting adjourned at 6:25 pm.

Respectfully submitted,
Christopher Etori, Chair