



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5 NEWSLETTER

## JULY 2023

### ANNOUNCEMENTS

#### CALL FOR VOLUNTEERS

Region 5 is looking for volunteers to serve on various committees. If you are interested, please email [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com) for more information.

#### INTERESTED IN HOSTING A CHAPTER MEETING?

Chapter meetings are a great way to network with industry peers in your local area as well as provide beneficial education opportunities. Chapter meetings can be as small as a luncheon or networking after-hours social to a full day of sessions.

Never planned a chapter meeting? No worries, your Region 5 Chapter Meeting Committee is here to help you through the process and provide resources to help you plan a successful meeting.

If you want to get started please reach out to your Region 5 Chapter Committee Chair, Bryan Miller, at [bryan.miller@crva.com](mailto:bryan.miller@crva.com)

### CAREER OPPORTUNITIES

#### MARKETING + PARTNERSHIP MANAGER

BON SECOURS WELLNESS ARENA  
GREENVILLE, SC

**APPLY NOW**

#### SENIOR VICE PRESIDENT & CHIEF OPERATING OFFICER

MUSIC CITY CENTER  
NASHVILLE, TN

**APPLY NOW**

ASSISTANT GENERAL MANAGER  
BOJANGLES ENTERTAINMENT COMPLEX

ASSISTANT GENERAL MANAGER  
DURHAM CONVENTION CENTER

CHARLOTTE, NC

**APPLY NOW**

**SALES MANAGER**  
THE CLASSIC CENTER  
ATLANTA, GA

**APPLY NOW**

DURHAM, NC

**APPLY NOW**

**EVENTS MANAGER**  
RALEIGH CONVENTION CENTER  
RALEIGH, NC

**APPLY NOW**

## NEWS & VENUE UPDATES



### Florida

#### MIAMI BEACH CONVENTION CENTER TO HOSE JOINT VENUE SAFETY & SECURITY TRAINING

**MIAMI BEACH** You are invited to join the Miami Beach Convention Center for a Venue Safety & Security Training with IAVM Director of Safety & Security Mark Herrera on August 10, 2023, from 9am-1pm in the Sunset Vista Ballroom. Registration is free. Topics include:

- Situational Awareness (Mitigating Risk through Guest Services)
- De-Escalation Training for Frontline Teams
- Active Threat/Active Shooter Preparedness (Overview)
- Best Practices for Building Your Security Culture (Practical Exercise)

For more information, please see the attached flyer here: **MORE INFORMATION**

Those interested should register using the link here: **REGISTER**

## VENUE SAFETY & SECURITY TRAINING | IAVM

Come spend a half day with your industry peers learning the latest on venue safety and security from our leading industry expert.

- Date: August 10th, 2023
- Time: 9am-1pm
- Location: MBCC Sunset Vista Ballroom
- Parking: MBCC Roofdeck
- Registration: FREE



### TRAINING TOPICS

- Situational Awareness (Mitigating Risk Through Guest Services)
- De-Escalation Training for Frontline Teams (Overview)
- Active Threat/Active Shooter Preparedness
- Best Practices for Building Your Security Culture (Practical Exercise)

#### ABOUT

### MARK HERRERA

Mark Herrera is the Director of Safety and Security for the International Association of Venue Managers and recognized as one of the 25 most influential leaders in the meetings and event industry.

He also represents the Department of Homeland Security Office of Infrastructure Protection as the current Chair for the Public Assembly Facility Sub-Sector Council.

In addition Herrera is a seasoned law enforcement officer and trainer. With 20 years experience in different roles including patrol officer, detective for the Gang and Narcotics Unit, Entry Team Leader and Tactical Sergeant for a special operations unit known as S.W.A.T.

#### REGISTER FREE HERE:

<https://www.eventbrite.com/e/venue-safety-and-security-training-iavm-tickets-630805124107>



# 2023 FVMA OPERATIONS SEMINAR

SEPTEMBER 20, 2023 • HERTZ ARENA • ESTERO, FL

A ONE-DAY SEMINAR FOR INDUSTRY PROFESSIONALS DISCUSSING THE  
TOPICS MOST RELEVANT TO TODAY'S INDUSTRY

## HOTELS



### Hilton Garden Inn by Hilton Fort Myers Airport/FGCU

16410 Corporate Commerce Way  
Fort Myers, FL 33913

Complimentary breakfast, Wi-Fi, parking, and airport shuttle  
transportation for all guests.  
Each guest room comes equipped with a mini fridge, microwave,  
and a Keurig coffee maker.



### Homewood Suites by Hilton Fort Myers Airport/FGCU

16450 Corporate Commerce Way  
Fort Myers, FL 33913

Complimentary breakfast, Wi-Fi, parking, and airport shuttle  
transportation for all guests.  
Each suite consists of a full kitchen, living room area that has a  
full-size sleeper sofa, and a separate bedroom with a king size bed.

## CONFERENCE DETAILS

### TOPICS TO BE DISCUSSED:

- HURRICANE SHELTER PREPAREDNESS
- ARTIFICIAL INTELLIGENCE & IMPLEMENTATION
- EVENT PRODUCTION
- AND MUCH MORE!



## REGISTRATION NOW OPEN!



## ARENA DETAILS

HERTZ ARENA  
11000 EVERBLADES PARKWAY  
ESTERO, FL 33928

From the North: Take I-75 to Exit 128 (Alico Road).  
Head East on Alico Road to Ben Hill Griffin Parkway.  
Take Ben Hill Griffin for approximately 3.5 miles south.  
The Arena is located on the right-hand side.

From the South: Take I-75 to Exit 123 (Corkscrew Road).  
Head East on Corkscrew Road. Take Ben Hill Griffin  
north and the Arena is located on the left-hand side.

HERTZARENA.COM • (239) 948-7825



## TAMPA CONVENTION CENTER HOLDS GRAND OPENING FOR NEW WATERFRONT MEETING ROOMS

TAMPA – The Tampa Convention Center held a ribbon-cutting ceremony and grand opening for its new Waterfront Meeting Rooms, marking the completion of the center's largest renovation project

since it was built in 1990. The Capital Improvement project featured a 23,500-square-foot, two-story expansion to the Tampa Convention Center in Downtown Tampa, including 18 new waterfront rooms that will provide flexible meeting and event space to better accommodate conferences and conventions coming to the Tampa Bay region.

“These are world-class improvements, befitting of a world-class convention center and city,” said Tampa Mayor Jane Castor. “This is the largest renovation in the center’s history and ensures that it and the city of Tampa will continue to be a highly sought-after meeting and event destination.”

The project included extensive upgrades throughout the Tampa Convention Center. Improvements were made to the popular Tampa Riverwalk outside the center, such as new railings, Americans with Disabilities Act (ADA) compliant ramps, a canopy metal ceiling, and new column wraps. Another significant upgrade was the installation of new signage for the Tampa Convention Center complete with LED multi-color exterior letters and three rows of colorful lights added to the façade to light up the Downtown Tampa skyline and more prominently feature the convention center’s prime location.

As part of the Tampa Convention Center’s commitment to sustainability, the center invested in comprehensive updates to its heating, ventilation, and air conditioning (HVAC) system, resulting in lower energy consumption and cost savings for clients.

The construction was completed by Skanska USA in partnership with the design firm Baker Barrios Architects and Convergence Design.

“The city of Tampa is a world-class destination deserving of an upgraded convention center that complements its economic and population growth,” said Chuck Jablon, Senior Vice President of Construction for Skanska's Florida building operations. “By executing the modernization of the Tampa Convention Center, Skanska is proud to have played a part in bringing that vision to life and delivering a project that will provide long-term economic value for the community.”

The project began in November 2021 and was finished on schedule in June 2023. The Tampa Convention Center remained open for business during the construction phase to accommodate ongoing events. To ensure public safety, a portion of the Tampa Riverwalk was closed for a portion of the construction, and a multitude of signs directed pedestrians to a detour.

The new Waterfront Meeting Rooms are now available for venue rental, offering a unique space for event planners. These rooms allow for the Tampa Convention Center to remain competitive in the meetings and events industry and continue to serve as a major economic engine for the City of Tampa.

The total cost of the project was approximately \$44.5 million, including \$38 million for Phase 2. Skanska was able to manage the project budget to allow for savings that the Tampa Convention Center used to fund additional renovations.

For more information on the Tampa Convention Center Capital Improvements Project, go to <https://www.tampa.gov/tcc/capital-improvements>



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PENSACOLA – The Sport Management Program at the University of West Florida (UWF) will move from the College of Education and Professional Studies to the College of Business in the fall. The move dovetails with the launch of a new online degree program focused on sport analytics. The new degree utilized courses from various colleges across campus, including some high-end statistics and business courses specifically designed for those who are not brainiacs, but want to work more effectively with numbers. The focus is on what data to acquire, how to analyze it, how to present the data, how to make decisions based on data, and then how to determine if the decisions were correct. The program is Led by Prof. Gil Fried, who writes the IAVM’s Ask the Doctors column and who has been an IAAM/IAVM member for over 20+ years. For more information, please visit our website at: <https://onlinedegrees.uwf.edu/online-degrees/master-sports-administration/>



## **GEORGIA WORLD CONGRESS CENTER AUTHORITY HOSTS LARGEST METROPOLITAN FIREWORKS SHOW IN THE UNITED STATES**

ATLANTA - Centennial Olympic Park was filled with fun, entertainment, and of course fireworks, July 1<sup>st</sup> as GWCCA hosted its second annual *Look Up Atlanta* Fourth of July celebration. Look Up Atlanta, the largest metropolitan fireworks show in the United States, featured some of the best food, music, and

entertainment the city of Atlanta has to offer.

New to Look Up Atlanta this year was the Georgia Music Showcase, which brought out some of the best musical acts in the city. Twelve acts from the Atlanta area performed original songs along with music from some of Georgia's most iconic musicians. Following the showcase, Atlanta Symphony Orchestra took the stage and wowed the crowd with an hour-long set featuring many popular and familiar songs before the evening concluded with a 19-minute firework show with the skyline of Atlanta as the backdrop.

Over 10,000 attendees enjoyed the show from Centennial Olympic Park, along with thousands more outside the park and around the city of Atlanta. The entire five-hour event was broadcast live across the state of Georgia on PeachtreeTV.



## **GEORGIA WORLD CONGRESS CENTER AUTHORITY TEAM MEMBERS LEND A HAND**

ATLANTA – In July, Georgia World Congress Center Authority team members took their brand service promise to create compelling experiences off championship campus as a team of volunteers served at Open Hand Atlanta, packing nearly two thousand health-promoting meals for their neighbors who are homebound, disabled, or simply too sick to prepare their own meals.

GWCCA Talent Development Manager Harriet Thomas said she recognizes the impact GWCCA team members have in the community, “Volunteering at Open Hand enabled me to support our mission of enhancing the quality of life for every Georgian. I

understand the contributions I make at Team Authority extend beyond the walls of our building, and the meal services provided to our community are not only changing lives but saving lives of those in need.” Open Hand was founded in 1988, and it has become one of the largest community-based providers of home delivered meals and nutrition services in the United States.

GWCCA Director of Finance Rey Rodriguez added that it was “incredibly rewarding” to be a part of packing lunches for his neighbors in need with his team. “It provided an amazing opportunity to strengthen the bond with my colleagues outside the workplace while making a positive impact on the local Atlanta community.”



## RECOGNIZED FOR VENUE EXCELLENCE

NEW ORLEANS – The **New Orleans Ernest N. Morial Convention Center** (NOENMCC) has received a 2023 Venue Excellence Award from the **International Association of Venue Managers** (IAVM) the most prestigious award of the venue management profession. This is the first time the NOENMCC has been honored with this distinction in its 38-year history. IAVM will recognize the NOENMCC at its 98th VenueConnect

Annual Conference and Trade Show in Pittsburgh July 31-August 1, 2023.

The Venue Excellence Award is open to IAVM members from each industry segment (convention centers, sports stadiums, arenas, and performing arts centers). Nominated venues are evaluated in nine areas: operational excellence, customer satisfaction, sales and marketing, sustainability, financial integrity, innovations, safety/security, team building/professional development and service to the community. A committee of IAVM members chooses the finalists, and the IAVM Board of Directors approves the winners.

“This award represents the hard work and accomplishments of our entire team at the New Orleans Ernest N. Morial Convention Center,” said Michael J. Sawaya, Convention Center President. “Receiving this high honor is a testament to our staff’s devotion to delivering exceptional events for our clients and memorable experiences for our visitors. This award recognizes our success in every element of our operation, from community service to financial integrity, from customer satisfaction to professional development and everything in between. Receiving the IAVM Venue Excellence Award has given us an opportunity to look back on all that we have achieved and look forward to the things we still want to do to continue our growth as a premier events venue and as an economic engine for our region.”

An anchor for the New Orleans tourism industry, the NOENMCC has generated more than \$5.7 billion in taxes since its opening in 1985, produced over \$90 billion in total economic impact and is responsible for supporting over 24,000 permanent jobs. In the past five years, the Convention Center has completed major facility upgrades as part of its ongoing \$557-million ongoing capital improvements plan, achieved Gold-level Leadership in Energy and Environmental Design (LEED) certification, and launched a Small and Emerging Business Program to give more local and diverse companies opportunities to do business with the NOENMCC.

“IAVM’s Venue Excellence Awards are the highest honor a public venue can receive. The New Orleans Ernest N. Morial Convention Center has once again proven to be one of the finest convention centers in North America,” said Brad Mayne, President/CEO International Association of Venue Managers. “Congratulations to the exceptional venue staff on receiving this prestigious award and what this will mean to the City of New Orleans and the State of Louisiana.”

Representing public assembly venues from around the globe, the International Association of Venue Managers’ mission is to educate, advocate for, and inspire public assembly venue professionals worldwide. The organization’s 6,800+ active members include managers and senior executives from auditoriums, arenas, convention centers, exhibit halls, stadiums, performing arts centers, university complexes, amphitheatres, and fairgrounds. Visit [IAVM.org](http://IAVM.org) to learn more.

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## NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER NAMED BEST EVENT & MEETING FACILITY FROM NEW ORLEANS CITYBUSINESS

NEW ORLEANS – Readers of New Orleans CityBusiness, a weekly business newspaper, have named the New Orleans Ernest N. Morial Convention Center as the top winner of the Best Event & Meeting Facility category in the 2023 Reader Ranking Awards. Now in their seventh year, the awards provide a look at the companies and services that CityBusiness readers rate highly across a wide variety of categories.

“This award inspires us to keep raising the bar and exceeding expectations in the events industry,” said Convention Center President Michael J. Sawaya. “We would like to thank the thousands of business professionals who voted to recognize us as the premiere event destination in New Orleans. From our new **LEED Gold certification** to the creation of new **safety-focused teams within the Convention Center**, to our **continued financial strength**, we appreciate the recognition for our strides in improving our

facility and showing what it truly means to be Built to Host.”

The New Orleans Ernest N. Morial Convention Center is an eight-time recipient of New Orleans Top Workplace honors by NOLA.com / Times-Picayune, as well as four-time recipients of the New Orleans CityBusiness Best Places to Work Award.

CityBusiness published the complete list of Reader Rankings in the June 30<sup>th</sup> issue.



**NEW ORLEANS ERNEST N. MORIAL  
CONVENTION CENTER’S CHIEF  
ADMINISTRATIVE OFFICER ALITA CAPAROTTA  
RECOGNIZED AS A “POWER 20” LEADER IN  
TOURISM AND HOSPITALITY**

NEW ORLEANS – New Orleans Ernest N. Morial Convention Center (NOENMCC) Chief Administrative Officer Alita Caparotta was recognized as a “Power 20” honoree in a recent Tourism and Hospitality issue of New Orleans CityBusiness, a weekly business newspaper. A special section that publishes quarterly, each edition represents a different industry and features 20 of the most influential leaders in that industry.

Chosen for this honor through an anonymous nomination process, Caparotta has been instrumental in cultivating relationships with key stakeholders and enhancing the NOENMCC’s reputation and credibility. This is evident in both Fitch Ratings and Moody’s Investor Services recently designating high ratings to the Ernest N. Morial New Orleans Exhibition Hall Authority. Under Caparotta’s financial stewardship, the Convention Center maintained financial solvency and its staff throughout the pandemic and met operational and capital improvement program expenditures and refunded existing debt. In May 2022, as the travel and tourism industries began recovery, Caparotta led a cost-of-living adjustment for all Convention Center employees.

“Alita’s leadership and financial expertise, along with her strategic management acumen regarding stewardship of the Convention Center’s funds, are instrumental in our continued financial successes,” said Michael J. Sawaya, Convention Center President and CEO. “Her laser-focus and unwavering dedication demonstrate the highest standards of professionalism, ingenuity and achievement. We congratulate her on this well-deserved recognition.”

Since joining the Convention Center staff as an accounting manager in 2000, Caparotta’s talent and discipline helped her progress through subsequent promotions. In her current role as Chief Administrative Officer, she manages several departments and oversees the financial aspects of the Convention Center’s ongoing \$557 million Capital Improvement Plan.

Caparotta holds a Bachelor of Science from the University of Alabama and maintains her Certified Public Accountant (CPA) and Chartered Global Management Accountant (CGMA) designations. She holds memberships in several professional organizations, including the American Institute of Certified Public Accountants (AICPA), the Louisiana State Society of Certified Public Accountants (LSSCPA), the Government Finance Officers Association (GFOA), Women in Public Finance and the International Women’s Forum.



**North Carolina**

**REQUEST FOR PROPOSALS – WEBSITE REDESIGN**

DURHAM – A Request for Proposals for the redesign of Durham Convention Center’s (DCC) website has been released. The RFP is an excellent opportunity for the convention center to partner with a group that can enhance the experience of planners and attendees, as well as build a web site that reflects both the unique charm and professionalism of our venue and city.



DCC is committed to providing dignified and professional service to our clients, partners, and community. Our values extend to our online presence through our website, where visitors can learn more about the services we offer, take virtual tours of our spaces, and interact with a full suite of interactive tools instantly to get to know us.

As the convention center progresses towards its digital transformation, we eagerly await the unveiling of the new website, which will undoubtedly improve the user experience and further secure the DCC's spot as a premier venue. [Check out our RFP on our website.](#)



## South Carolina



### FIRST PRESBYTERIAN CHURCH OF GREENVILLE PARTNERS WITH KULTURECITY

GREENVILLE - First Presbyterian Church of Greenville is excited to announce our partnership with KultureCity<sup>®</sup> to make our Church and all its programs and events Sensory Inclusive<sup>™</sup>. This new initiative will promote an accommodating and positive experience for all members and guests with a sensory issue, no matter their age or ability. "As Christians, we all make the body of Christ and everyone should feel welcome and accommodated when they are in this environment", says Caleb Miller, CVP, Director of Event Operations. This certification process ensures that our staff are trained annually on how to recognize those guests with sensory needs and how to handle a sensory overload situation." KultureCity<sup>®</sup> Sensory Bags, which can be found at each entrance and reception area, are equipped with noise-canceling headphones (provided by Puro Sound Labs), fidget tools, verbal cue cards, and KCVIP lanyards will be available to all who may feel overwhelmed in this environment.

Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions. One of the major barriers for these individuals is sensitivity to over stimulation and noise. FPC is committed and prepared to assist guests with sensory sensitivities in having the most comfortable and accommodating experience possible.

Prior to their visit, families and individuals can download the free KultureCity<sup>®</sup> App where one can view what sensory features are available and where they can access them including, Quiet Areas, where to get a KultureCity<sup>®</sup> Sensory Bag, where the Headphone Zones are etc. Also, on the App is the Social Story which will provide a customized visual preview of what to expect while enjoying a visit to First Presbyterian Church. "Our communities shape our lives and to know that First Presbyterian Church is willing to go the extra mile to ensure that everyone, no matter their ability, is included in community experiences is amazing. We're honored to partner with them to provide a truly inclusive experience for all guests!" Uma Srivastava, Executive Director, KultureCity<sup>®</sup>.

## VINCE GILL ROOM RENOVATION UNDERWAY

NASHVILLE – Renovations to the Vince Gill Room are underway at Belmont University's Curb Events Center. Home to the Bruin Club, the update refreshes and enlarges the hospitality suite for a new generation of fans. The suite, adjacent to Belmont's arena, re-imagines an outdated traditional banquet room into a premium destination for Club activities and internal and external university events. Enhance branding has been thoughtfully designed to instill a sense of team pride without overpowering the room for use by non-athletic events. Focusing on hospitality, the redesigned suite provides multiple locations for food and beverages to be served, and flexible zoning of the space allows the room to shift from sports club lounge to seated dinner functions with ease. A grab-and-go component allows for self-service of quick refreshments to club members, and updated video and audio systems provide a view of games in progress while keeping patrons up to speed on concurrent events across the conference.



## Allied

Allied Universal Event Services Branch Manager Danny Campos announces its grand reopening at a new location effective 08/14/23:

7131 Grand National Drive  
Bldg. 7018 Suite 117  
Orlando, FL 32819

Drop-in services include immediate hiring, NEO and on boarding.

Interested in joining a Region 5 committee?

Reach out to [IAVMR5@gmail.com](mailto:IAVMR5@gmail.com)

# HELP US INCREASE OUR REGION 5 MEMBERSHIP BEFORE VENUE CONNECT 2023

MEMBER WHO REFERS THE MOST APPLICANTS  
BEFORE VENUE CONNECT WILL WIN A  
**\$500 PRIZE!**



IAVM Region 5 | 635 Fritz Dr., Suite 100, Coppell, TX 75019

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