

ATTENDEES:

Michelle Shrewsbury, Bernadete Galavaiz and Lisa Sojka (Embassy Suites); Salvador Vazquez (Springhill Suites); AD Anderson and Samantha Schmitz (Lucky Luke Brewing); Sergio D'Agustini (Reyes Winery); Thomas Odum (Hilton Garden Inn); Laina McFerren (Wolf Creek Brewery); Danielle Watts –Transit; Cali Nocella and Patrick Downing –Arts & Events; Evan Thomason, Kayla Marquez, Marilyn Sourgose, Sydney Hooper and Jestine Tovar – Tourism

WELCOME

Overview of C4:

- Opened in 2021; 9 acres, 25,000 sqft building w/a full indoor basketball court, inclusive play area, amphitheater, picnic tables, rotating artwork, lots of grassy space.
- Grand Room – holds up to 499 guests. Room partition wall, professional catering kitchen, outdoor patio, audio visual system. (35-72" banquet round tables, 40-6ft rectangular tables, 360 banquet chairs). You can rent a stage and dance floor, too.
- If you rent this grand room, you can add on the foyer for an additional cost as well as the Terrace, which is the area out here – includes the lawn, patio and trellis. The kitchen is also an add-on. It has stainless steel countertops, 6-burner stove top, full-size convection oven, microwave, fridge, ice machine, 3-compartment sink and commercial dishwasher.

TOURISM OFFICE UPDATES

- **Los Angeles Market Outlook & Santa Clarita Valley**
 - The [SCVEDC](#) and [Los Angeles Tourism](#) both recently held their Market Outlook events. **We will send links to both reports so you can read them in detail.**
 - The SC report, in re: to tourism, says "Visitors are Back" SFMM online crowd calendars indicated full park visitation for June-Aug of this year. Employment in leisure and entertainment jobs are at peak levels and hotel occupancy remains in a healthy range. They also said employment within the accommodation subsector has fully recovered.
 - The 2024 Los Angeles Market Resource Planner includes industry analyses, tourism data, lodging stats, visitor profiles and forecasts. (Please note, when looking at Lodging Performance of LA Submarkets, even though SC is the 3rd largest city in LA County, LAT was not able to pull us out as a separate line item at this time. Just so you know, Santa Clarita is included in "Los Angeles County" as well as "L.A. North."
- **TEAMS Conference Recap** – Evan attended the TEAMS conference and trade show last week. He had over 30 scheduled 1:1 meeting with sporting event planners. There were several promising leads, including cheer groups, Tribu (jackalope events) and a high-school frisbee event.
- **Summer Trolley** - Recap – finished the summer season with 4,235 riders (served over 65k riders since 2009 (did not run in 2010 and 2020). Planned to run again next year Memorial Day thru Labor Day.
- **Visitor Guide – final updates due**

- This is the final week to provide updated information for your descriptions in our 2025 visitor guide. Please provide any changes to Kayla before this Thursday afternoon. The best way to review your information would be to go to the Visit Santa Clarita website and scroll down to click the link to view the visitor guide online. Once you have the guide up you can search for the page/pages your organization is listed on and review from there.

- **Upcoming Events**

Next event we have a host agreement for: The Master's University Cross Country Invitational (October 4-5) at Central Park

MEMBER/GUEST UPDATES

- **YES Program (Youth Employment Services)**: Looking for businesses to participate in this employment job-training program for low-income or at-risk 16-18 year old teens (15-19 summer only) residing in Santa Clarita. (8-12 week program, minimum wage).
- **Valencia Town Center**: Pumpkin Patch Festival 10/3-27. Pumpkins for carving/decorating. Bounce houses, games, food trucks, local gift/craft vendors, live music, full bar. TH 4-9PM; FR 2-9PM; SAT 2-9PM; SUN 12-6PM (find hours online)
- **Salvador Vazquez (Springhill Suites)**: New Director of Sales at Springhill Suites | Residence Inn.
- **Michelle Shrewsbury, Bernadete Galavaiz and Lisa Sojka (Embassy Suites Valencia)**: No updates, please let us know if you need anything from us!
- **AD Anderson and Samantha Schmitz (Lucky Luke Brewing)**: Luktoberfest celebration on October 5 from 3:00 to 11:00 p.m. Trivia every Monday night at 7:00 p.m. Country Night line dancing on October 12 from 6:00 p.m. to 12:00 a.m. Local Bands night on October 17 from 7:00 p.m. to 10:00 p.m. Comedy Night October 24 from 8:00 p.m. to 9:00 p.m.
- **Sergio D'Agustini (Reyes Winery)**: Selling wine at Valley Marketplace in Valencia at a lower price than the winery. New wine in development, with an accompanying event in the works.
- **Thomas Odum (Hilton Garden Inn)**: Getting ready for the busier season of Fright Fest.
- **Laina McFerren (Wolf Creek Brewery)**: Partnering with Pocock Brewing Company to sell pumpkin beer throughout the fall season.
- **Danielle Watts (Transit –City of Santa Clarita)**: Taking over for Nick Echeverri while he is on paternity leave. Transportation Development plan in Phase III.
- **Cali Nocella and Patrick Downing (Arts & Events)**: SENSES Pumpkin Palooza on October 17 from 7:00 p.m. to 10:00 p.m. City Cinemas –Super Mario Movie at the Canyon Country Community Center at 7:00 p.m.

Reminders:

Job Fair @ College of the Canyons – Friday, October 18, 2024 (10 a.m. – 2 p.m.)

If you would like a booth at the event, there is a \$75 fee and you would need at least one representative there for the entirety of the event

Metrolink Holiday Express Train - The City is teaming up with Metrolink for their Holiday Express Train on Sunday, December 15, departing from the Vista Canyon station. They are looking for local businesses that are interested in partnering at the event to provide games, activities, hot cocoa, and holiday cheer. We will send out a deck and contact info after this meeting if you are interested

NEXT MEETING

Date: Tuesday, November 5, 2024 @ noon

Location: TBD



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