

# SACRAMENTO HOTEL ASSOCIATION

## LUNCHEON MEETING

Friday, March 16, 2018  
Holiday Inn Sacramento Downtown-Arena  
300 J Street  
11:30am - Reception  
12:00pm - Luncheon  
12:45pm - Presentation



## Arts Organizations and Hotels

### Collaborating to enhance the tourist and convention visitor experience in Sacramento

Joining us at the March 16 SHA Luncheon Meeting will be Richard Lewis, President & CEO of the California Musical Theatre, and Alice Sauro, Executive Director of the Sacramento Philharmonic and Opera. Between Broadway Sacramento and Music Circus, California Musical Theatre has been a mainstay of the entertainment offerings of the region for decades. The Sacramento Philharmonic and Opera has experienced a dramatic renaissance in the past three years and regularly sells out its offering of both classical and pop concerts.

During their presentation, Lewis and Sauro will share some interesting statistics about hotel nights booked by traveling performers, stage hands, and others as well as the attendance numbers at shows and exhibits from outside the metro area for the eight members of the Professional Arts Leaders of Sacramento (PALS) who represent the larger, professional arts organizations in the Sacramento region.

The current membership of the Professional Arts Leaders of Sacramento (PALS) includes the executive leaders of:

- B Street Theater
- California Musical Theater
- Capital Stage
- Crocker Art Museum
- Sacramento Ballet
- Sacramento Region Performing Arts Alliance (Philharmonic and Opera)
- Sacramento Theater Company
- Verge Center for the Arts

Lewis, Sauro and their PALS peers are interested in a dialogue with hoteliers about the ways in which arts organizations can collaborate to enhance the tourist and convention visitor experience in Sacramento.

Richard Lewis, President & CEO of California Musical Theatre (CMT), is a seasoned arts executive with more than 40 years of experience in the artistic, production and administrative arenas of musical theatre. During his 15 years of leadership, CMT has financed and built the Wells Fargo Pavilion, a partnership among CMT, Wells Fargo and the City and County of Sacramento and has been recognized locally and nationally for artistic, administrative and educational excellence. Lewis was honored with the Downtown Sacramento Partnership's 2012 VIBE Award for his contributions to Downtown revitalization.



Executive Director Alice Sauro began her tenure with the Sacramento Philharmonic & Opera in early 2015. Her career spans 31 years as a violinist and, subsequently, as a manager with the Detroit Symphony Orchestra and now the Sacramento Philharmonic & Opera. A Juilliard-trained violinist, her career was cut short by injury, which opened up the opportunity for her to enter management opportunities. Her successful transition to the Sacramento Philharmonic & Opera comes at a time of tremendous growth for the Sacramento region and is met with a resurgence in arts awareness and a true dedication to establishing sustainable arts entities in the community.



#### VENDOR SPOTLIGHT - Ambius

Representatives from Ambius will be at the March 16 reception and luncheon to provide information about the company's services and products. Ambius offers a complete range of design and plant services for the built environment. Its services include live and artificial plant displays, complete office plant services, ambient scenting for branding and customer experience, commercial holiday decorations, green wall design, installation, and maintenance. Each project is distinctive in style to reflect the specific needs and brand of your business.

## SHA LUNCHEON RESERVATION FORM

Friday, March 16, 2018  
Holiday Inn Sacramento Downtown-Arena  
300 J Street

\_\_\_\_\_ @ \$15 SHA members paid in advance  
\_\_\_\_\_ @ \$25 industry guests & SHA members at the door

Three ways to register—online at [www.sacramentohotelassociation.com](http://www.sacramentohotelassociation.com), mail, or fax. Total amount enclosed \$ \_\_\_\_\_ (4510)

Reservations canceled fewer than 48 hours before the luncheon are subject to penalty of entire amount.

Please contact SHA staff at (916) 441-6110 if you require reasonable accommodation to fully participate.

Please print:

Hotel/Company \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

#### Payment Options

Check Payable to SHA/Check # \_\_\_\_\_  AMEX  MasterCard  Visa  Please invoice (members only).

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

Card Address \_\_\_\_\_

Card City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_