

## DMA Advisory Report

- You've heard the Treasurers report.
- This leads to some concerns advisory has in moving forward.
- We are still working through inherited contracts for 2025, 2026 and 2028.
- In 2017, 2021, 2023 & this year we have paid a total of a million dollars in attrition.
- Explain attrition
- So basically, when you book in the hotel and cancel, book outside of the block, use a travel agent, upgrade your room, or use points it doesn't count towards the DMA room block.
- We were aware that we were taking these hits, but in Atlanta last year we did not expect the hit that we took with the last-minute cancelations in our block and people moving to other hotels. We took a \$400,000.00 hit.
- The last time we were here and paid attrition the hotel allowed us to write an addendum and lower our room block from 6,080 to 3,396. This was cut in half and we are still going to pay attrition at this convention. We also picked up with the addendum a room rental rate of \$10,500. Before we left we only filled 2,173 rooms.

- Foxwoods Casino & Resort in 2026
  - we have a large room block of 5,847 sleeping nights.
  - we need to fill approximately 4,700 rooms to escape being charged attrition or ballroom rental.
  - In addition to the above we know that we will incur costs for dance floor rental, electricity, pipe and drape and staging and lighting, and our sleeping room expenses for faculty and Executive Committee.
    - \$500,000.00 in attrition
    - \$80,000.00 for sleeping room expenses
    - \$15,000.00 floor rentals
    - \$180,000.00 in pipe and drape and audio visual
    - Electricity that we do not have a cost for but the last time we had to pay in Dallas was \$95.00 per outlet/ per day.
    - **\$45,000.00 in food before tax**
    - If we do not meet our block we will pay rental fees between \$20,000.00 and \$45,000.00 per room per day.  
\$140,000.00 x 7 days is \$980,000.00
    - The total is \$1,755,000.00
  - Add to all of this Dody & Shawn on a site tour in April discovered that a Great Wolf Lodge, which houses a huge indoor/outdoor waterpark, and lots of activities for families, is being built and will open in 2025 literally arms reach from the

Foxwoods hotel. Remember Foxwoods is a casino where minors have to walk on the perimeter and cannot step foot onto the gambling floor.

- There are also 3 sleeping room towers: one close to the convention area, one about a 15 minute walk, and the third one approximately a 30-40 minute walk. The Great Wolf Lodge is just as close as the first tower.
- And for your information the closest airports to this hotel will be approximately a 1 hour ride.

With all of this information we are very concerned what our attrition will be.

Our buy-out at this time to get out of this contract is \$893,000.00 plus, plus tax.

Discuss membership decline

Discuss room block problem.

We have had great feedback on the shortened schedule. And if it passes we are going to attempt to implement it beginning next year in Disney, but we make no promises. We have to work to shift around 5,800 sleeping rooms in both our upcoming Disney contracts. Any new contract we have signed we have stipulations that we can adjust to whichever schedule we are going with.