

Experience Rochester Board Meeting
April 25, 2023



Welcome Naura Anderson

Founder, Threshold Arts

Operator, Historic Chateau Theatre





Corporation Financial Report

Welcome Noreen Wera





Marketing and Communications Update





The Mayo Civic Center sits along the banks of the Zumbro River.

The Compassionate City

Bring your group to Rochester, Minnesota's energetic city with a heart. **BY AVA DIAZ**

» A 90-MINUTE DRIVE FROM the Twin Cities, Rochester is a bustling southern Minnesota city with tons of urban and scenic attractions. The city is known for its beautiful location, abundant dining establishments and entertainment experiences, and its commitment to creating a caring community for residents—and visitors. The city distinguishes itself by the rich history of medical advancements at the Mayo Clinic.

"[The Mayo Clinic] is a world-renowned brand that was built upon compassion, and though it was not built in the form of a

physical attraction, you really get the sense of community here," says Joe Ward, president of Experience Rochester. "I think those are the perfect ingredients when we are talking about hospitality for all our guests."

Minnesota Meetings + Events explored some of Rochester's "ingredients," including top-notch event venues, restaurants, shopping, entertainment options, and historical attractions that distinguish the city—making it a premier meetings and events destination.

DESTINATION Rochester

Clockwise from top: Purple Goat serves inventive cocktails, handhelds, and reasonably priced entrees; Red Cow's Ahi Tuna Crisps; The taproom at Forager Brewery

WELCOMING RESTAURANTS

Looking for something to satisfy your appetite? The Rochester food scene offers everything from traditional Midwestern grub like walleye and cheese curds to opulent dining experiences showcasing global flavors. "You get a taste for big-city food in a small city," Ward says.

For American classics with a twist, try Purple Goat. Opened in 2021, the restaurant has an outdoorsy, cabin-like atmosphere and a touch of modern design. The space features exposed wood, a fish tank with local freshwater fish, a fireplace, and a flame-broiled rotisserie oven.

"We did not [want] cookie cutter and wanted to be unique," says Charles Morris, general manager of Purple Goat. "We wanted to create something that was warm



RIENCE ROCHESTER



The Ear of Corn Water Tower

Resembling an ear of corn, Rochester's water tower prominently displays one of the many vegetables processed at the Seneca Foods canning factory, located across the street from the



Experience Rochester Presents:

ROCHESTER CRAFT BEER WEEK

MAY 15-21

Celebrate Rochester's highly rated and
award-winning breweries.

More info at

rochestercraftbeerweek.com



You're Invited

Experience Rochester Annual Meeting

Mayo Civic Center | May 11, 2023

11:30 a.m. — 1:30 p.m.

\$50 per ticket | \$300 table of six

Harnessing the Power of Tourism



Featured Presenter

Lauren Bennett McGinty
Executive Director,
Explore Minnesota Tourism



Scan the code to RSVP
ExperienceRochesterMN.com/annualmeeting





Sales Update



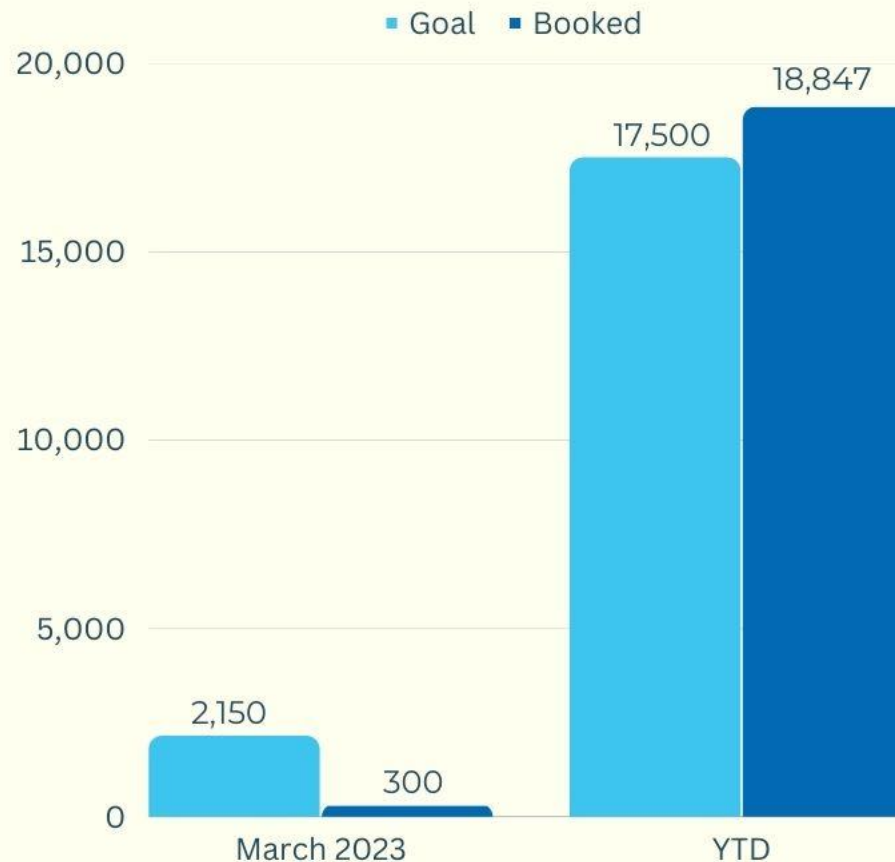


FISCAL RESPONSIBILITY



MCC REVENUE BOOKED

YTD: 157% of budget



HOTEL ROOM NIGHTS

YTD: 107% of budget

Sales Sights and Highlights



Beverage Pouring Rights
Agreement Signed

5-Year Agreement

Pricing and Rebates

Signing Bonus

Annual Advertising



6 Sports Groups
Contracted by ER
Hosted at MCC

March Estimated
Sports Room Nights:
3,052

EIC: \$4,712,951



Meeting Professionals
International (MPI) Leadership
May 1-2, 2023

2023 Midwest Championship
(CrossFit Competition)

2023 Minnesota Science
Teachers Association
(last time here in 2009)

2024 Wonder (religious)

Mayo Clinic Volunteers
Annual Dinner for 450



Client Services
to support a group's entire
experience in Rochester

EXPERIENCE ROCHESTER'S SERVICES SERIES

Shannon Cowen
Convention Services Manager
507.383.5077
sgowen@experience-rochester.com
experience-rochester.com

BOOK IT

- Book your business with Experience Rochester and take advantage of all the unique opportunities and services that your destination has to offer for your upcoming convention, meeting, or reunion.
- During the coming months, you will receive four more emails that outline our timely services to help you BRING IT, BUILD IT, BRAND IT, AND LOVE IT!

BRING IT

- Bring your thoughts and ideas to the table and our Convention Services Manager will work with our local partners to cultivate a one-of-a-kind experience for your guests.
- Whether you need charter transportation, food trucks, event decorators or a live band, your Experience Rochester partners have you covered!

BUILD IT

- Give your guests some well rounded knowledge on what to expect during their stay! Your Experience Rochester team will begin building a package that is exclusive to your group – bringing your vision to life! This package can be customized to include anything from parking information and conference schedules to experience guides including lots of nearby shops, restaurants and activities for all.
- Upgrade your guest's experience to one of our Silver, Gold, or Diamond packages to take your event to the next level!

SILVER	GOLD	DIAMOND
Custom printed on all correspondence	Customized floor decals	Welcome date on roller wall
Registration bags with maps and experience guides	Daytime directional signage	Merchandise merchandise and booking arrangements
Congratulations pens and pad paper	Customized shipping services	Off site venue options during experience
Merchandise recommendations and information	Merchandise recommendations and information	City general overview map of events, etc.
Information packet	Information packet	Prepared printed group welcome
Second and covered parking - 2 spots/1 day	Second and covered parking - 2 spots/1 day	Second and covered parking - 4 spots/1 day
\$500	\$1,000	\$2,000

BRAND IT

- Share your customized experience package in addition to Save the Date promotions, registration information, and hotel booking links through our personalized e-promo cards. Be on the look out for this email to learn more about this popular tool and how to use it!

LOVE IT

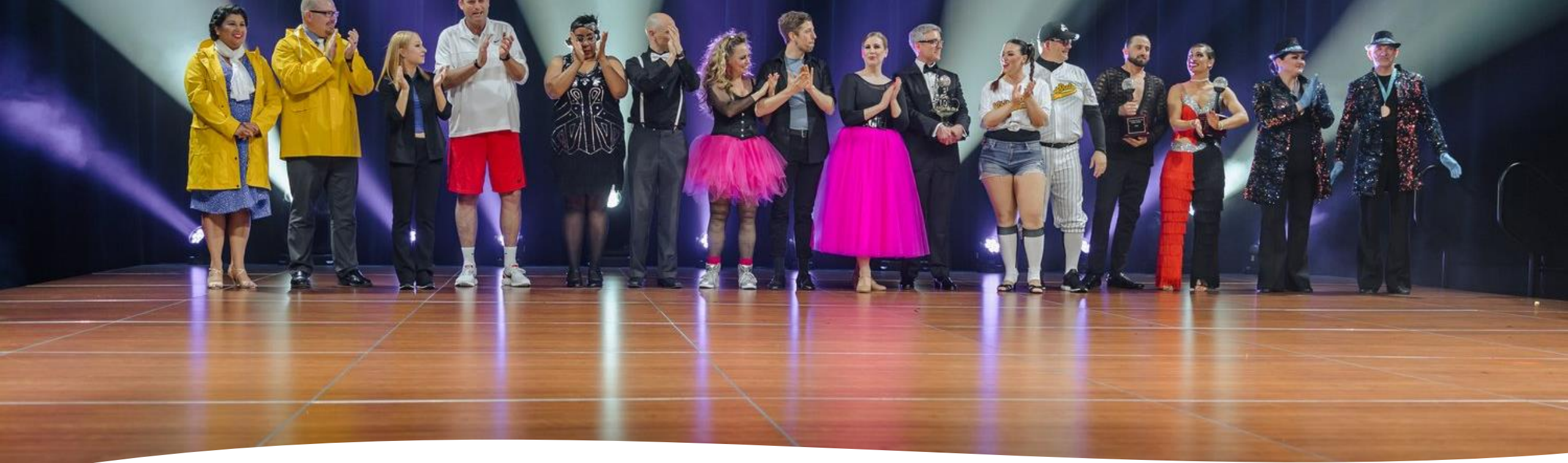
- It is our pleasure to be of service to you and to make your event truly memorable and care free. If you don't see what you are looking for in this overview or have any questions, please let us know. We hope you'll take advantage of all of our services and experience all of the great things Rochester, Minnesota has to offer!

EXPERIENCE ROCHESTER MAYO CIVIC CENTER ROCHESTER, MINNESOTA



General Manager's Report





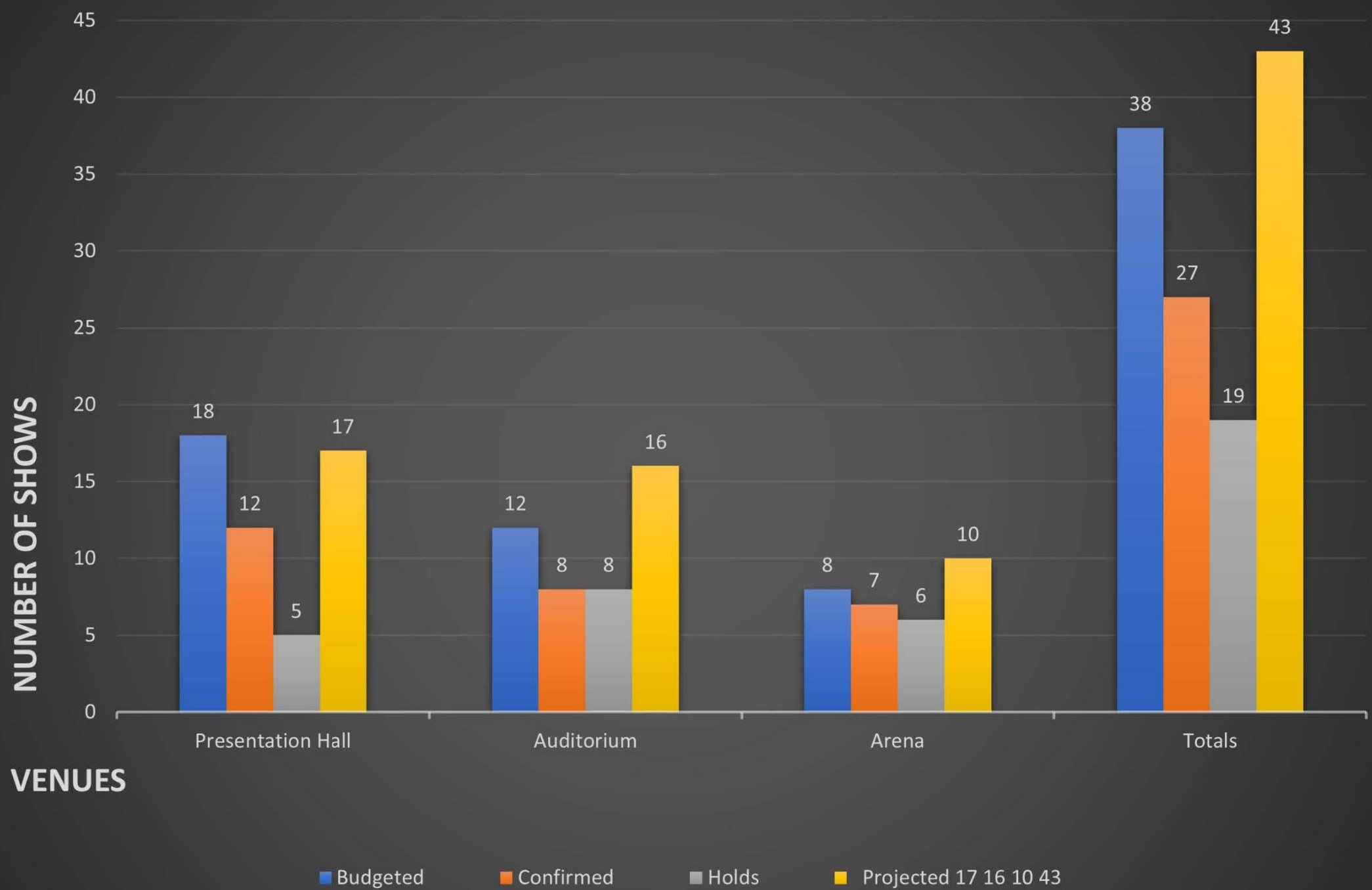
Recent Event Highlights

- March & April Live Entertainment
- United Way Conference
- Jehovah's Witnesses Meetings
- Folkstyle & NYWA Wrestling
- MN Health Educators
- MN Society of Pharmacists
- Mayo Forensic Science Symposium
- MN Narcotics Anonymous Convention
- Dancing for the Arts
- Law Enforcement Explorers Association
- Studs Struts & Stilettos Fashion Expose
- Sweet Adeline's International Convention



Upcoming Highlights

- Just for Kix Dance Nationals
- High School Prom Season
- Talent on Parade Dance
- Greco/Freestyle State Wrestling Tournament
- Experience Rochester Annual Meeting
- Commencements



Insights Customer Survey Summary



Scoring Method & Standard Definitions

Top Two Box Scores (T2B)

Used to display easy-to-interpret and favorable performance evaluations for non-NPS rating scale questions. T2B scores are the primary metric used throughout the dashboard.



T2B =
% Excellent/
Very Good.
Scores range
from 0-100.

What's a good T2B score?

- <60% weak
- 60-69% moderate
- 70%-79% good
- >80%, best-in-class

Other scale point descriptions are also used throughout the survey and dashboard.

Net Promoter Score (NPS)

A management tool used to gauge the loyalty of customer relationships. NPS measure the willingness of customers to recommend a company's products or services to others. NPS scores range from -100 (everybody is a detractor) to 100 (everybody is a promoter).



What's a good NPS score?

- A negative NPS is weak
- A positive NPS (higher than zero) is good
- NPS of >50 is excellent
- NPS of >70 is best in class

Overall Key Metrics

Filters

Data Set Source: Event Organizer Survey Contract ID: 7040 Venue Name: Mayo Civic Center Event Type: All

Event ID: All Event End Date: All Time Region: All Country: All

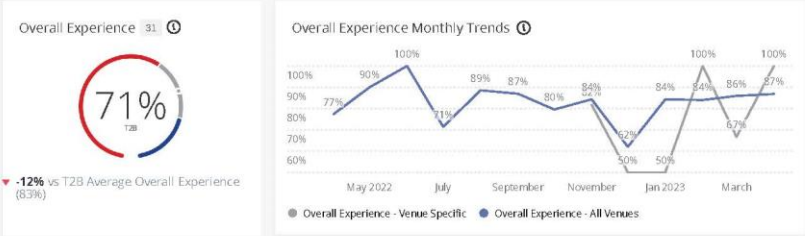
Overall Key Metrics



Key Metrics Significant Difference Monthly Trend

Date	Overall Experience	Net Promoter Score	Overall Quality	Overall Condition
Nov 2022	81.8%	63.6	100.0%	100.0%
Dec 2022	50.0%	20.0	50.0%	75.0%
Jan 2023	50.0%	25.0	100.0%	100.0%
Feb 2023	100.0%	50.0	100.0%	100.0%
Mar 2023	66.7%	66.7	66.7%	83.3%
Apr 2023	100.0%	100.0	100.0%	100.0%

Overall Experience



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Additional Updates

MSHSL

- Season Re-Cap

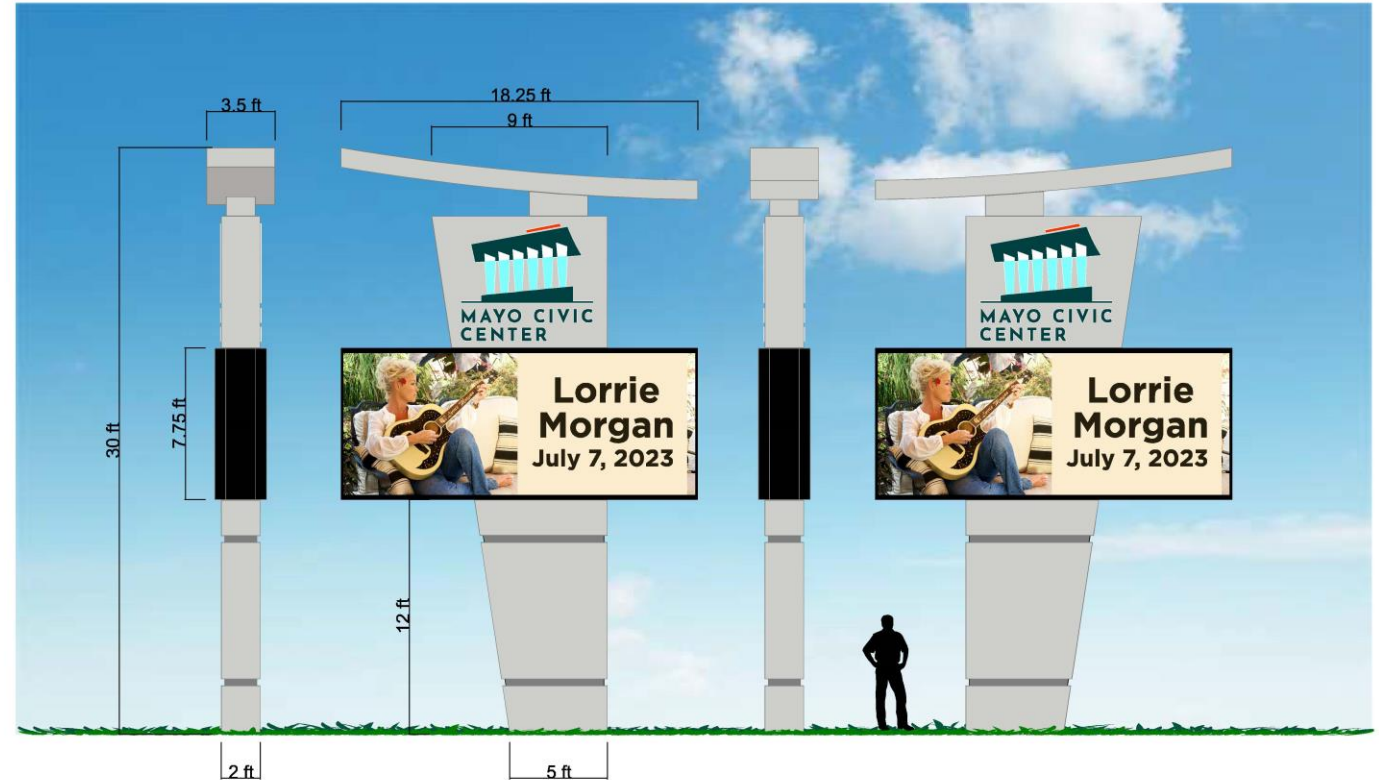
HR Update

- Director of Finance Position



Marquee Update

Pylon Sign with RGB EMC and Push-Thru Acrylic Logo with Vinyl Graphics



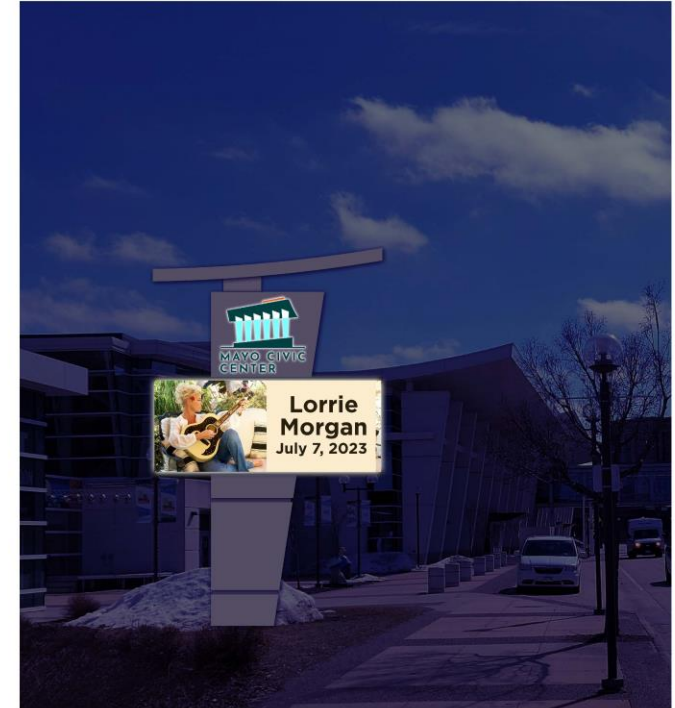
City of Rochester
Mayo Civic Center
30 Civic Center Dr.
Rochester, MN 55904

COLOR KEY

- ① Match Building
- ② Black
- ③ 3M Azure 3630-227
- ④ 3M Light Tomato Red 3630-43
- ⑤ 3M Glacial Green 3630-56

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Food Services & Hospitality





Highlights

March 30-April 2: Northland Youth Wrestling Association
Concessions generated \$100,000

Great Month of Banquet/Convention Revenue, including:

- April 11: Mayo Clinic Volunteer Department Clinic
- April 12-14: MN Health Educators Association
- April 13-14: MN Society of Health-Systems Pharmacists
- April 14: Mayo Clinic Annual Forensic Science Symposium
- April 15-16: MN Narcotics Anonymous
- April 21-23: MN Law Enforcement Explorer's Association

Gearing up to Just For Kix Nationals Dance Competition with an estimated 25,000 attendees spread over a 4-day weekend featuring some of the upcoming new concessions items.

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