

Experience Rochester Board Meeting
April 23, 2024





Corporation Financial Report



Rochester Convention and Visitors Bureau Corporation
Financial Summary

31-Mar-24

MCC Operations	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
Adjusted Gross Operating Income	526,955	163,430	222.43%	946,288	683,971	38.35%
Operating Expenses:	535,255	485,569	10.23%	1,385,620	1,434,001	-3.37%
Net Income (Loss) from Operations	(8,300)	(322,139)	313,839	(439,332)	(750,030)	310,698
Net Income (Loss)	(71,891)	(359,746)	287,855	(540,477)	(862,851)	322,374
DMO						
Revenue						
Adjusted Gross Income	5,183	19,050	-72.79%	1,130,913	1,159,800	-2.49%
Monthly Expenditures	212,330	224,691	-5.50%	753,428	813,355	-7.37%
Net Income (Loss) From DMO	(207,147)	(205,641)	(1,506)	377,485	346,445	31,040
Net Income (Loss) From Corporation	(279,038)	(565,387)	286,349	(162,992)	(516,406)	353,414
Corporation Net Income/(Loss)	(311,814)	(599,998)	288,184	(261,320)	(620,239)	358,919

Q1 MCC YEAR OVER YEAR COMPARISON

REVENUES

Rent
\$36,113 ↑

Services
\$223,162 ↑

F & B
\$166,463 ↑

Other
(\$3,515) ↓

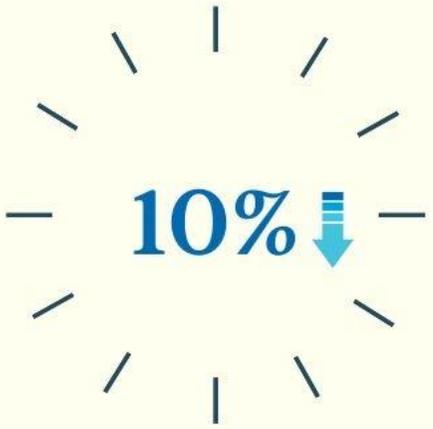
Ticketing
(\$59,380) ↓



Q1 YEAR OVER YEAR COMPARISON

EXPENSES

2023	\$1,531,233
<u>2024</u>	<u>\$1,385,650</u>
Variance	(\$145,613)



Q1 MCC YEAR OVER YEAR PERFORMANCE

NET INCOME

2023	(\$942,022)
2024	(\$439,332)
<hr/>	
Variance	\$502,690





Marketing and Communications Update





Experience Rochester Presents

ROCHESTER

CRAFT
BEER
WEEK

May 13-19, 2024

Popular Pass Types

Gamified Trail passports reward passholders for checking in at particular segments of businesses, locations or points of interests. These passes perform best when the trail is focused on a specific audience and a central theme.



Beverages

Guide your audience through your local spirited scene.



Food

Drive customers to your best local restaurants and diners.



Parks

Track your audience's treks and outdoor adventures.



Local Art

Show off murals and local art installations in your city.



Brew Pass

Sip n' Savor

ROCHESTER, MN



You're Invited

Experience Rochester's Annual Meeting

Mayo Civic Center | May 22, 2024

11:30 a.m. — 1:30 p.m.

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

It All Starts With **A Visit**



Featured Presenter

Bill Geist, President and
Chief Instigator, DMOproz



Scan the code to RSVP

ExperienceRochesterMN.com/annualmeeting



Welcome Cade Roepke
Summer Marketing and
Communications Intern

Double Major in
Management and Marketing
from North Dakota University





Sales Update





FISCAL RESPONSIBILITY

THRU MARCH 2024



MCC REVENUE BOOKED
172% of budget



HOTEL ROOM NIGHTS
150% of budget

Growth in Diversifying Customers **SALES STRATEGY**

NEW! LOCAL CIVIC

Rochester Math Festival
November 2024
200 Attendees

Returning Civic Events

Legal Assistance of Olm Cty
Indian Culture Association
So MN Initiative Foundation
International House of Prayer



NEW! MAYO CLINIC

Convocation of Thanks
May 2024
800 Attendees
\$21k Revenue
100 RN
\$66k Economic Impact

NEW! MN CRISIS NEGOTIATORS

May 2025
150 Attendees
\$37k Revenue
435 Room Nights
\$129k Economic Impact



NEW! THERMAL ENERGY SYMPOISUM

March 2024
300 Attendees
\$42k Revenue
155 Room Nights
\$86k Economic Impact

NEW! MN PIPELINE SAFETY

April 2024
350 Attendees
\$73k Revenue
400 Room Nights
\$176k Economic Impact

NEW! NATIONAL EUCCHARISTIC PROCESSION

June 2024
3,300 Attendees
\$268k Economic Impact

Spotlight on Sales

DISCOVER THE POWER OF LOCAL



30 UNDER 30 CLASS OF 2024

Kasmara Freiderich
Growing Industry Leaders
Professional Development
Networking



Did you know?

Leisure, hospitality and retail support
More than 19,000 jobs

and **19% of the workforce** in the greater Rochester area - second only to health care and social services.

Meetings and events create a significant economic benefit for Rochester by supporting small businesses, creating jobs for our neighbors and friends, lowering resident taxes, and enhancing our community's quality of life.

Join us in supporting local businesses and organizations by hosting your next event in our hometown!

Top spending categories of visitors in Rochester:



Angie Richards
Vice President of Sales
arichards@experience-rochester.com
(507) 424 9818



Melissa Wilen
Senior National Sales Manager
mwilen@experience-rochester.com
(507) 424 9805

EXPERIENCE
ROCHESTER, MINNESOTA

MAYO CIVIC CENTER
ROCHESTER, MINNESOTA



Operations Update



Recent Event Highlights

March

- Midwest Gymnastics Meet – March 1-2
- MHSL Section 1A, 1AA Semifinal Girls Basketball – March 2
- MHSL Section 1AA Quarter Finals Boys Basketball – March 4 and 6
- Menopause the Musical 2 – March 5
- MHSL Section 1A, 1AA Finals Girls Basketball – March 7
- MHSL Section 1AAA, 1AAAA Finals Girls Basketball – March 8
- Midwest Motorsports Expo – March 9
- Bravo Dance Competition – March 9-10
- MHSL Section 1AA Semifinals Boys Basketball – March 9
- MN USA Folkstyle Wrestling State Tournament – March 14-17
- Eaglemania – March 14
- MHSL Section 1A, 1AA Finals Boys Basketball – March 14
- World Ballet Series / Swan Lake – March 15
- MHSL Section 1AAA, 1AAAA Finals Boys Basketball – March 15
- Marty Stuart – March 16
- MN National Archery In Schools State Tournament – March 22-23
- Rochester Symphony Orchestra – March 23
- Harlem Globetrotters – March 29
- Northlands Girls Youth Wrestling Tournament – March 29-30
- Jehovah's Witnesses Meeting – March 30

April

- Northland Youth Wrestling Association State Tournament – April 5-7
- Croce Plays Croce – April 7
- Blippi – April 10
- Colton Dixon & Jordan Feliz – April 11
- Jon Crist – April 12
- Minnesota Percussion Association Championships – April 13
- Rochester Symphony – April 20



Upcoming and Just Announced Live Entertainment

April / May / June

- Just of Kix Dance Nationals
- Minnesota/USA Freestyle/ Greco Wrestling State Tournament
- Golden Girls Laughs Continue
- Whose Live Anyway

July / August

- ABBAFAB
- Killer Queen
- Mark Normand
- Rochester Police Benevolent

September / October / December

- Leonid and Friends
- Brad Williams Tour
- Barenaked Ladies – In Flight Tour
- Nurse Blake (2 shows)



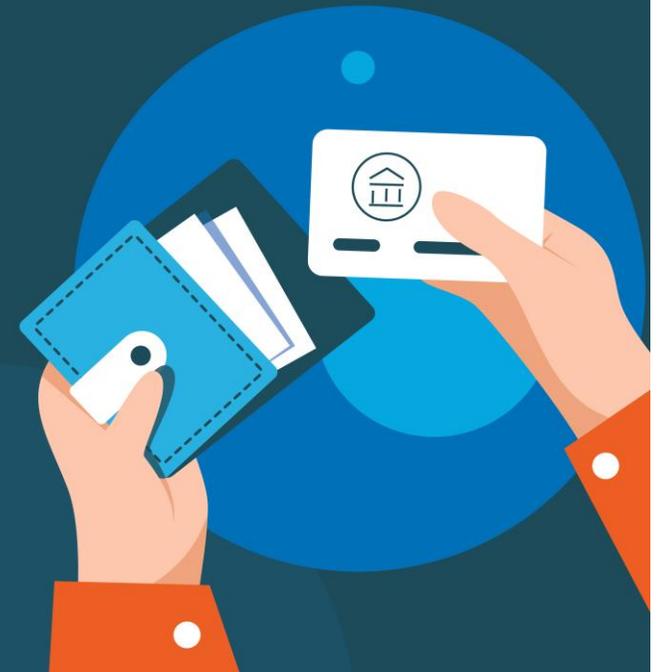
Mayo Civic Center Operations

- Staff Updates
- MCC Cashless Update

Effective April 15, 2024, Mayo Civic Center will be a cashless venue.

All purchases within the venue will require payment through debit/credit cards, Apple Pay, or Google Pay.

 **MAYO CIVIC CENTER** conventions & events
ROCHESTER, MINNESOTA





Food Services & Hospitality



Event Highlights

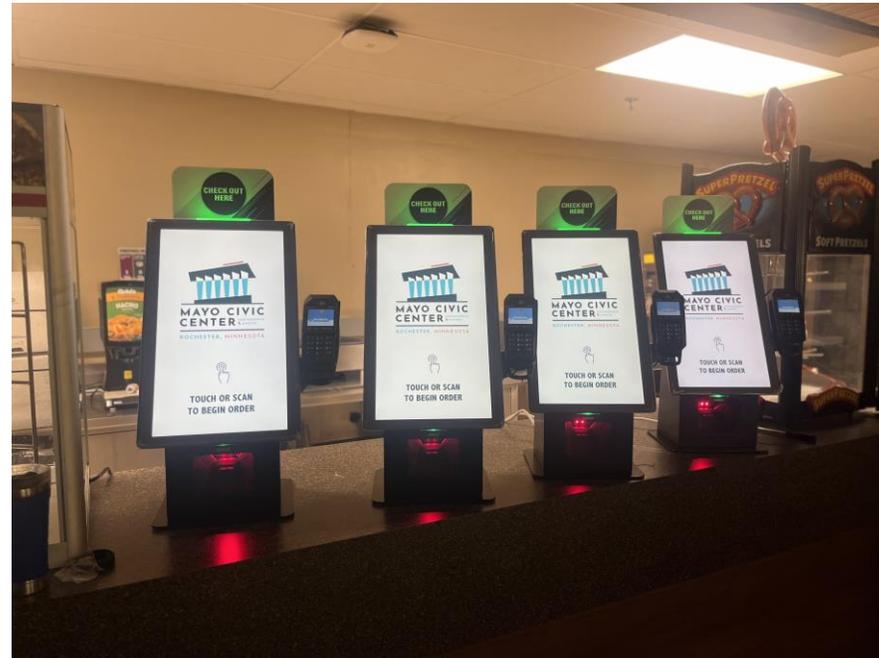
- Northland Youth Wrestling Association State Tournament
- American Society of Healthcare Engineering
- Mayo Clinic Forensic Science Symposium
- MLEEA Explorers State Conference
- Harlem Globetrotters
- AJ Croce, Blippi, Colton Dixon & Jordan Felix, John Crist



Innovations

tapin2

Specialty
Cocktails



Keeping It Local

- Tea Time – Infused & Bubble Teas
- Kasson-Mantorville Public Schools
- Stewartville Public Schools





Our Food



Experience Rochester Board Meeting
April 23, 2024

