

Experience Rochester Board Meeting
January 23, 2024





Corporation Financial Report





Marketing and Communications Update

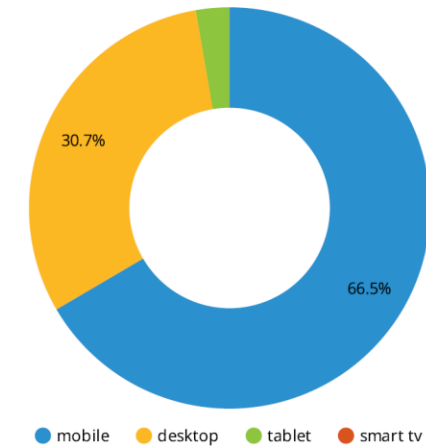


OVERALL TRAFFIC SUMMARY

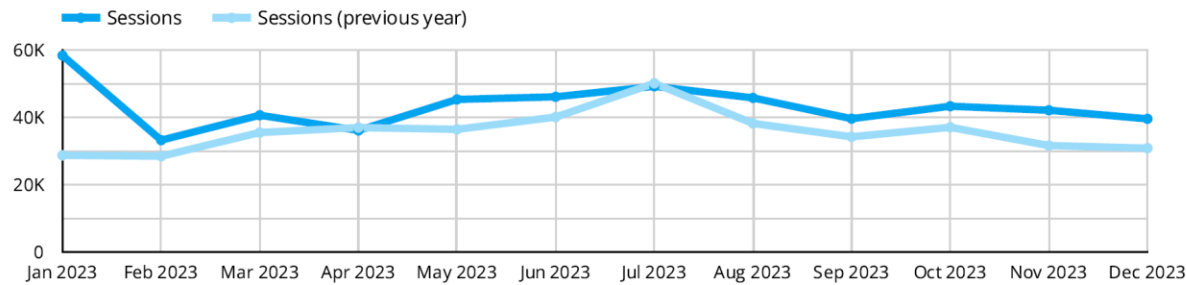
Jan 1, 2023 - Dec 31, 2023

Active Users 390,633 ↑ 20.5%	Sessions 523,838 ↑ 22.2%	Engaged Sessions 390,119 ↑ 27.7%	Engagement Rate 74.47% ↑ 4.4%	Avg. Engagement Time 00:01:18 ↓ -0.4%	Conversions 56,102 ↑ N/A
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Device Category (Users)



Engaged Sessions over time (Last 12 months YoY)



By Channel

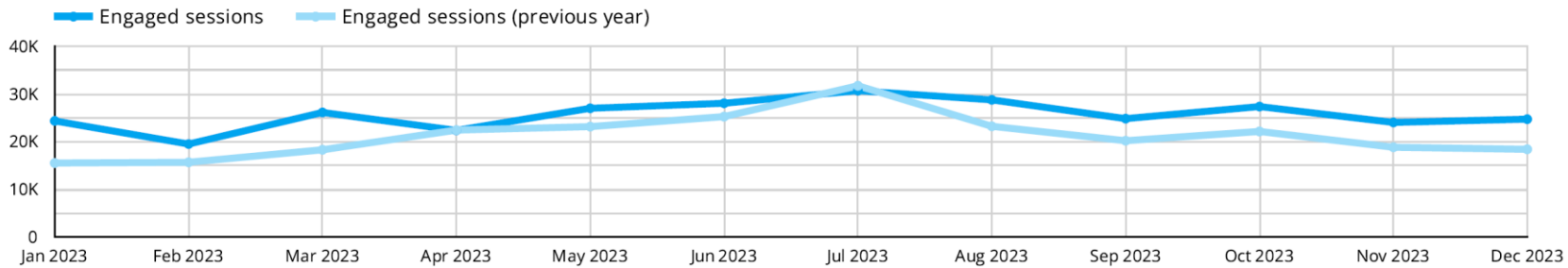
Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	296,984	308,972	00:01:20
Direct	48,793	38,298	00:01:04
Referral	22,080	22,769	00:01:45
Organic Social	18,486	17,564	00:00:34
Unassigned	2,998	898	00:02:13
Display	1,948	571	00:00:06
Email	1,771	1,409	00:01:17
Paid Search	1,655	1,556	00:01:39
Organic Video	112	54	00:00:05

ORGANIC TRAFFIC SUMMARY

Jan 1, 2023 - Dec 31, 2023

Active users 296,984 ↑ 15.7%	Sessions 398,660 ↑ 19.7%	Engaged sessions 308,972 ↑ 24.3%	Engagement rate 77.50% ↑ 3.9%	Engagement Time 00:01:20 ↑ 1.4%	Conversions 47,853 ↑ N/A
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/things-to-do/events-calendar	33,769	3,016
/things-to-do	32,717	7,069
/things-to-do/things-to-do-with-kids	9,665	3,353
/	9,509	0
/	7,215	2,681
/restaurants	6,970	2,456
/things-to-do/attractions-entertainment/movie-theaters	6,455	2,342
/mayo-clinic/history	6,154	10
/planning-tools/getting-around/skyway-subway	5,261	130
/restaurants/new-restaurants	5,052	1,870

Conversion Events

Event name	Conversions
partner_referral	47,793
visitor_guide_signups	60

Social Media: Strong topics for Experience Rochester include new restaurants and new things to do; hometown pride (i.e. corn tower and new Kahler sign); food and beverage in general.

Experience Rochester, MN
Published by Erin O'Brien Bussian · February 10, 2023 ·

Bitter and Pour in Rochester, MN has been named in the top 50 speakeasies in the US and Canada by Yelp. Bitter and Pour offers a cozy, intimate setting in downtown Rochester with craft cocktails, wine and beer.

View the list here: <https://blog.yelp.com/.../top-50-speakeasies-in-the-us-/>

Learn more about Bitter and Pour in an episode on the Growing Destinations Podcast here: <https://www.buzzsprout.com/1918007/episodes/11100552>

Photo by AB-Photography.US



See insights and ads Boost again

514 24 comments 34 shares

Like Comment Share

Most relevant

Write a comment...

- Beth Coons So we'll deserved ❤️
- Bruce Domaille Congratulations 🎉
- Jenna Hestness

Experience Rochester, MN
Published by Erin O'Brien Bussian · January 9 at 10:05 AM ·

Rochester City Council has designated the Ear of Corn Water Tower at Graham Park an official historic landmark! This iconic water tower has been a part of the community for over nine decades.

Learn more about this landmark and its rich history:



EXPERIENCEROCHESTERMN.COM
The Ear of Corn Water Tower: the history of Rochester's beloved landmark
Olmsted County's Ear of Corn Water Tower in Rochester, MN is an award-winning landmark wi...

See insights and ads Boost post

1.2K 85 comments 171 shares

Like Comment Share

View more comments

- Kim Spence - Worley Wondered what it stood for when visiting Mayo Clinic. ❤️
- Write a comment...

Experience Rochester, MN
Published by Erin O'Brien Bussian · December 6, 2023 ·

The newly restored Kahler Grand Hotel sign is lighting up the downtown Rochester skyline again!



See insights and ads Boost post

255 10 comments 15 shares

Like Comment Share



EXPERIENCE
ROCHESTER'S
RESTAURANT WEEK
JANUARY 15 — 21, 2024



Special Menu. Special Price.
SPECIAL WEEK.



For a list of participating restaurants and more info, visit:
RochesterRestaurantWeek.com

Presented By:





Sections In-Depth Reporting Answer Man Start commenting Public Safety Photo Reprints Account

READ TODAY'S PAPER Wednesday, January 17 Advertise With Us

POST BULLETIN

ADVERTISMENT

ROCHESTER'S RESTAURANT WEEK

Special Menu. Special Price. SPECIAL WEEK.

Presented By: EXPERIENCE ROCHESTER, MINNESOTA, MAYO CLINIC, rochester

Special Menu. Special Price. SPECIAL WEEK.

Embark on a culinary journey during Experience Rochester's Restaurant Week, with more than 30 participating restaurants offering diverse menus to satisfy every taste and budget.

Presented By: EXPERIENCE ROCHESTER, MINNESOTA, MAYO CLINIC, rochester

[CLICK HERE FOR A LIST OF PARTICIPATING RESTAURANTS AND MORE INFO.](#)

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Want to run for office? Rochester chamber to provide campaign insights

Series of three training sessions planned to help prepare potential local candidates for campaigning.

LATEST HEADLINES
News, sports, opinion, and more

PRO 2m
John Shipley: Wild's biggest challenge will be staying 'engaged'

COLUMNS 33m
Cal Thomas: Doggone it, it may be time to change the GOP logo

MINNESOTA 3h

Customizable Business Solutions

To help streamline your business operations, we provide cash management and deposit services in addition to local business lending to help streamline your business operations.

MBTBank

4408 W FRONTAGE RD NW ROCHESTER, MN Member FDIC [Click Here to Learn More](#)

Pappy's Place joins Midwest Access



POST BULLETIN

SUBSCRIBERS ONLY ROCHESTER MAGAZINE

Experience Rochester launches Rochester Restaurant Week 2.0

Your part? Go online to the Rochester Restaurant Week website, pick out some favorites, as well as some new spots, and go eat.



Experience Rochester (with Rochester Magazine as a presenting sponsor) kicks off its second Restaurant Week on Jan. 15, with dozens of local restaurants offering special lunch and dinner menus, including two or three course prix fixe meals going through Jan. 21. *Dragonmagazine - stock.adobe.com*

KIMTTS NEWS WEATHER SPORTS VIDEO GIVING YOUR BEST CONTACT US CONTESTS f x

Restaurant Week is coming soon to support local restaurants

By Maureen Dudley Jan 7, 2024



Experience Rochester Restaurant Week Highlight: CB3 & Salute!



This week is Experience Rochester's second annual Restaurant Week.

6 NEWS News Weather Watch Sports

Experience Rochester hosts second annual Restaurant Week

Theodore Tullifon KAALTV
January 14, 2024 - 8:40 PM



#RochMNEats

Whistle Binkies Olde World Pub
January 8 at 1:57 PM · 🌐

Come see us starting TODAY 😊👍 #rochmneats



Lunch and Dinner
Dine-in and Takeout Available

Lunch - \$15
—Long Island Chop Burger—
Smash Burger Chopped and Sautered with Onions & Gouda Cheese. Topped with Garlic Aioli and American Cheese. Served with Choice of Side

Dinner - \$17
—Sante Fe Rice Bowl—
Blackened Chicken, Jasmine Rice, Pico de Gallo, Pepperjack Cheese, Cajun Seasoning, Cajun Ranch & Tortilla Strips.




3

3 comments 4 shares

ThaiPop
January 3 at 4:29 PM · 🌐

We are excited to announce that we will be participating in Restaurant Week Jan 15th-20th!
Our restaurant will be serving up our famous Seafood Boil all week! The seafood boil comes with a variety of seafood including: crab legs, shrimp, PEI mussels, crawfish. Also, sweet corn, sweet onion, pork sausage, russet potato, lime, cilantro, spring onion and our signature Thai curry-cajun coconut sauce! It will be available for lunch and dinner (dine-in only) Serves 2-3 people. \$6... [See more](#)




52

10 comments 11 shares

Harter's Disposal of MN is in Rochester.
January 17 at 11:46 AM · 🌐

Picked up the Lunch Trio from **Red Cow** for Experience Rochester, MN Restaurant Week...so good. Thank you Red Cow for an awesome lunch. And that brownie batter shake!! 😊
Lots of places have special menus & pricing now through Sunday to celebrate the week: <https://www.experiencerochestermn.com/rochester.../>
Where should we try next??... [See more](#)

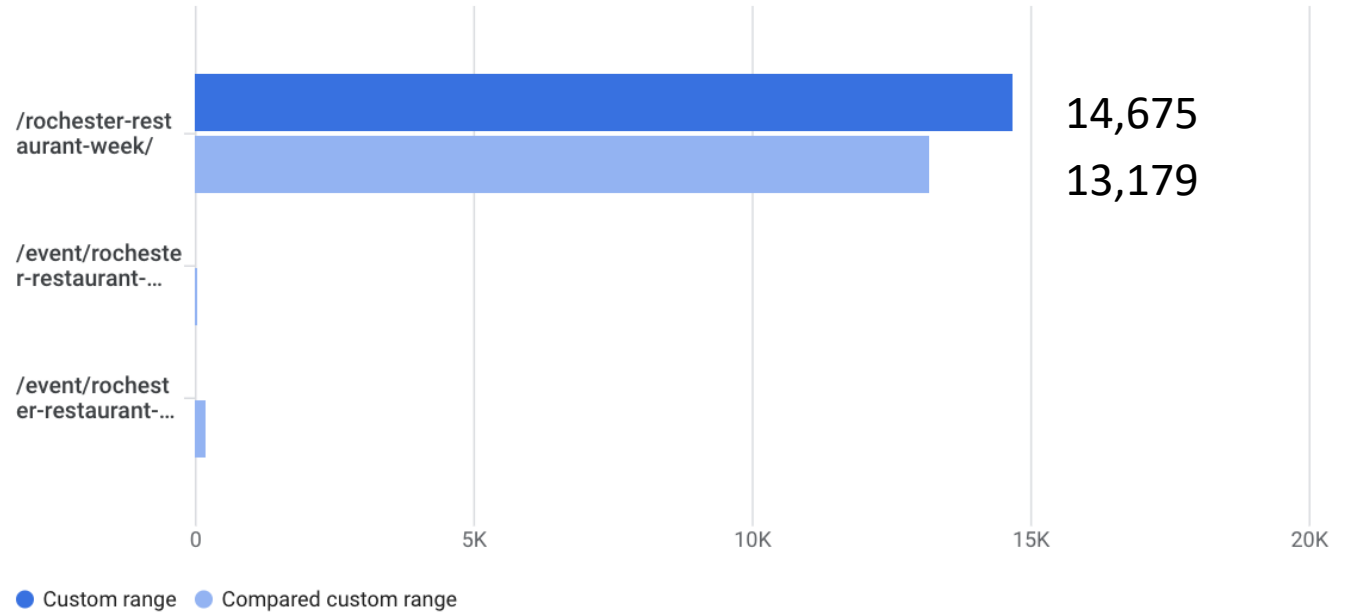


3



www.rochesterrestaurantweek.com

Views by Page path and screen class







Sales Update





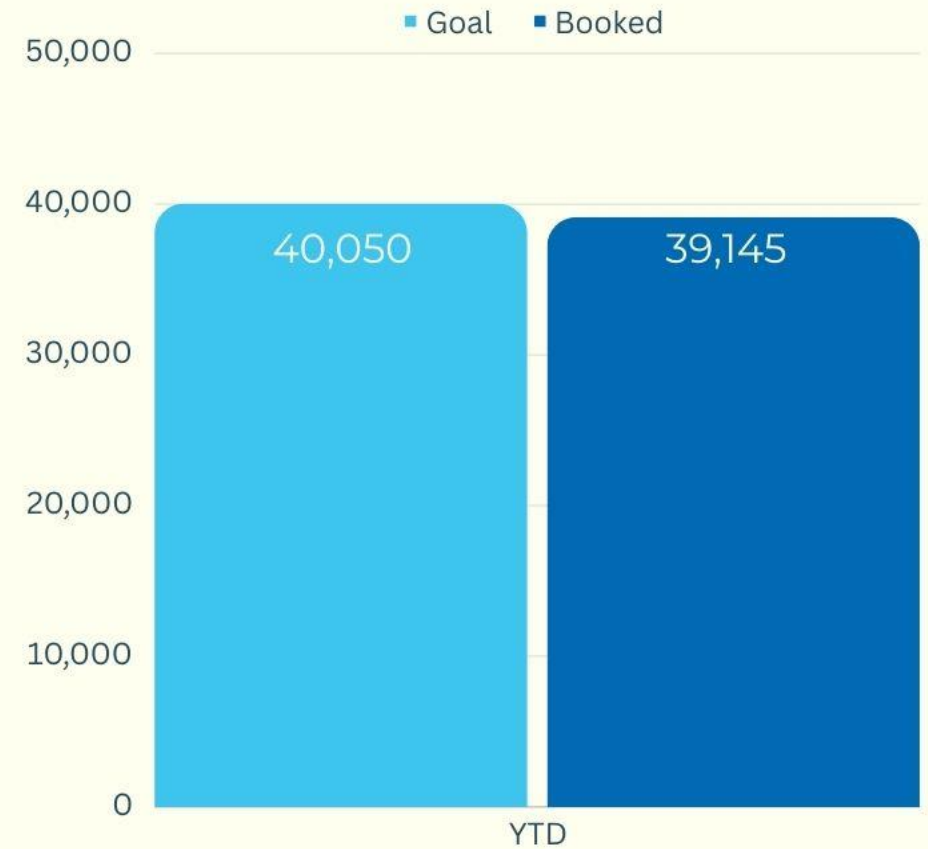
FISCAL RESPONSIBILITY

2023 IN REVIEW



MCC REVENUE BOOKED

YTD: 110% of budget



HOTEL ROOM NIGHTS

YTD: 98% of budget

ROCHESTER, MINNESOTA

Your Home for Successful Meetings

Safe. Welcoming. Walkable. Fun.

2023 Major Wins

Local Civic

New groups reflecting the diversity of Rochester

Reducing food barriers for civic groups of all ethnicities

Market Segment Growth

Mayo Clinic

Religious

Sports

Corporate

Customer Experience

Services Series for Conferences

Meet Local Initiative

Hotel Partner
Coffee Connection

Success Strategies
2024 INITIATIVES

01. Target Need Periods

December-March
June-August

02. Associations

State
Regional

03. Corporate

Agriculture

04. Sports

Expanding market share
New sports

05. Healthcare

Nursing
Specialty healthcare

06. Social

Weddings
Cultural celebrations



Operations Update





Recent Event Highlights

- Joe Bonamassa - November 14
 - Sal Vulcano - November 18
- Monster Truck Nitro Tour – November 25
 - Away In The Basement: A Church Basement Ladies Christmas – November 25
 - Nutcracker! Magical Christmas Ballet - November 27
- Girl Named Tom – One More Christmas Tour - December 1
- Annual Rochester Dance Company's The Nutcracker - December 9-10
- Chevy Chase Live – Christmas Vacation Screening + Q&A
 - WWE Live Holiday Tour - Arena - December 17
 - KNXR 97.5 Shaun Johnson Holly Jolly Holiday Tour – December 20
- MANIA: The ABBA Tribute - December 28





APRIL 10, 2024
ROCHESTER, MN
MAYO CIVIC CENTER AUDITORIUM



Upcoming Event Highlights

- Johnny Cash – The Official Concert Experience – February 14
- Steven Curtis Chapman – February 25
- Menopause The Musical 2 – March 5
- EagleMania – March 14
- World Ballet Series – Swan Lake – March 15
- Marty Stuart & His Fabulous Superlatives (*Rochester Musician Luke Hendrickson will be the opener*) – March 16
- Harlem Globetrotters – March 29
- AJ Croce (Croce Plays Croce) – April 7
- Blippi – April 10
- Colton Dixon and Jordan Feliz – April 11
- Sex N The City: A (Super Unauthorized) Musical Parody – April 13



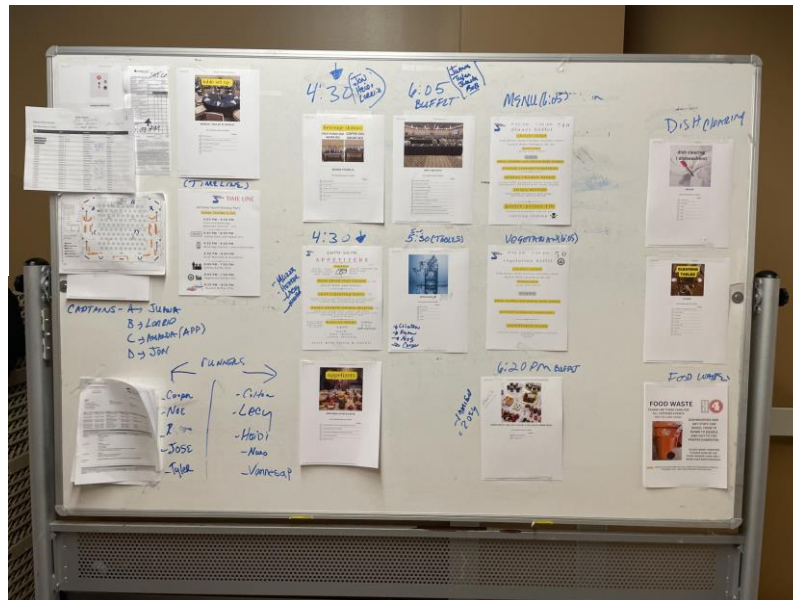
Food Services & Hospitality



Event Highlights

- WWE Wrestling
- Chevy Chase Holiday
- McNeillus Holiday Party ABBA
- Girl Named Tom
- New Year's Eve Celebration

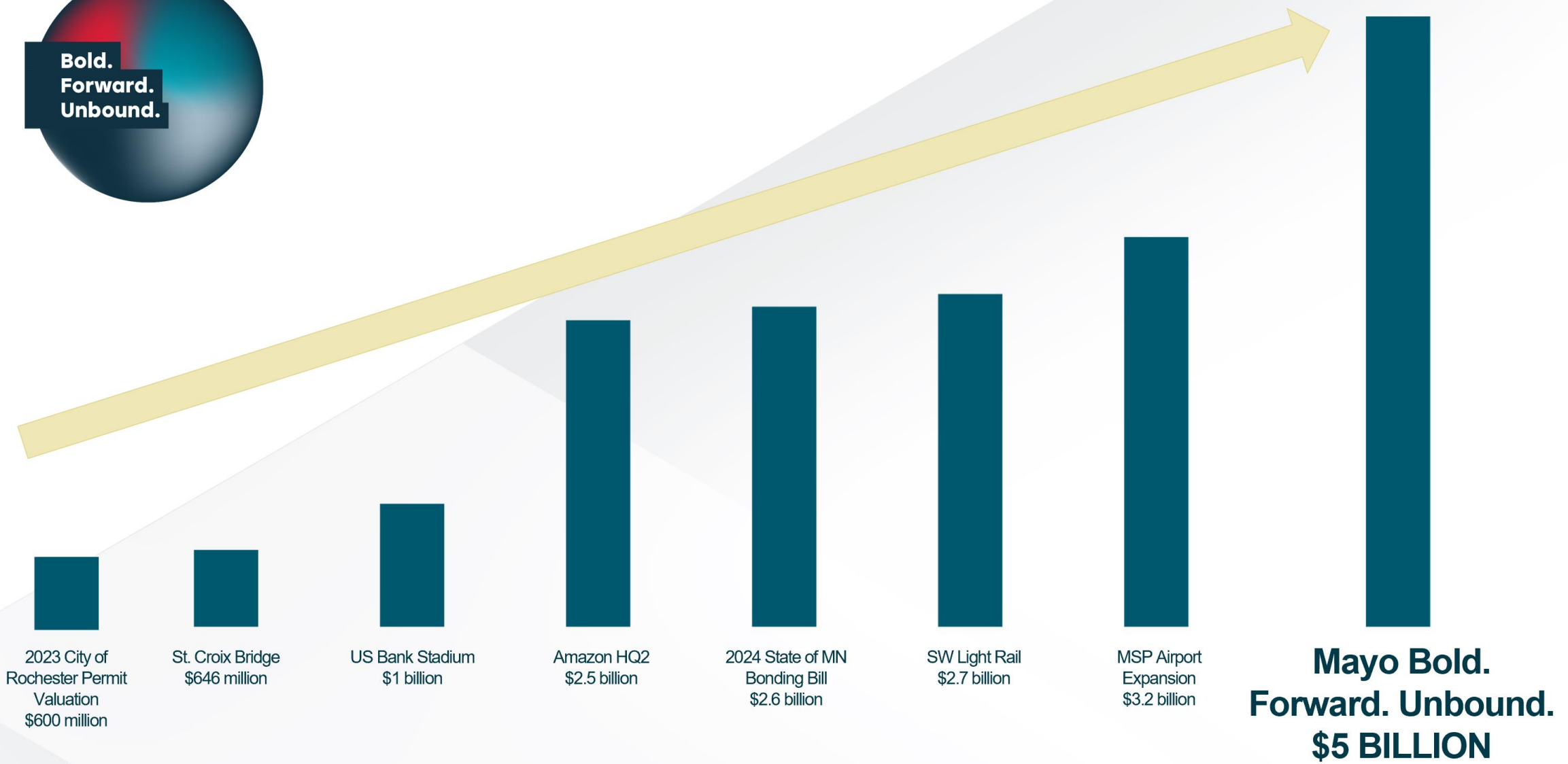
Innovations



Keeping It Local

- Infuzn Creations – Relishes, Sauces & Chutney's
- Nautical Bowls – Acai, Pitaya, Ground Peanut Butter & Crunchy Granola
- Maui Wowi - Smoothies
- Tea Time – Infused Teas
- Little Thistle Brewing Company – Craft Beers





2024

EXPLORE **mi** MINNESOTA

TOURISM

CONFERENCE

ROCHESTER, MN | FEB. 26-27

Experience Rochester Board Meeting
January 23, 2024

