

Experience Rochester Board Meeting
March 28, 2023





Corporation Financial Report January and February, 2023





Marketing and Communications Update





UMR Student Survey

Surveyed UMR students late February

1. Have you attended any events at the Mayo Civic Center over the past 24 months?
2. From a live entertainment standpoint, what types of events would you like to see at Mayo Civic Center in the future? (music, comedy, lectures, etc.). Please be as descriptive as possible. For example, if music, what type of music or artist?
3. What price point(s) are you willing to pay to see a show at Mayo Civic Center
4. What entertainment activities in Rochester do you currently participate in?
5. As you think about the growth of Downtown Rochester, what events, activities and entertainment would you like to experience?

UMR Student Survey



From a live entertainment standpoint, what types of events would you like to see at Mayo Civic Center in the future?



What entertainment activities in Rochester do you currently participate in?



As you think about the growth of Downtown Rochester, what events, activities and entertainment would you like to experience?





NEWS LOCAL

Rochester Area Foundation grant helps eagle education takes off

National Eagle Center staff and a bald eagle education ambassador visit Rochester Sunday.



Tiffany Ploehn, avian care manager at the National Eagle Center, holds outreach raptor, Latsch, a 6-year-old bald eagle, while Grant Focht, back, avian education specialist from the National Eagle Center, speaks to a crowd at the Mayo Civic Center on Sunday, March 26, 2023. The National Eagle Center held two free public events at the Civic Center on Sunday. John Molseed / Post Bulletin



By **John Molseed**

March 26, 2023 at 7:33 PM

Share

News reporting

ROCHESTER — Julia Powell took her turn to measure her arm span against a ruler at the Mayo Civic Center on Sunday.

The result? Wild turkey.

“My fingers were just over the borderline,” Powell said.

ALSO READ

Byron man arrested after crashing vehicle while driving drunk

Popular Rochester restaurant Pho Chau burglarized over the weekend

National Eagle Center Partnership



Twin Cities Media



Drivetime with DeRusha

Audacy



Sales Update



FISCAL RESPONSIBILITY

JANUARY 2023



Record Breaking
Revenue Month!



Of Budget
MCC Revenue Booked

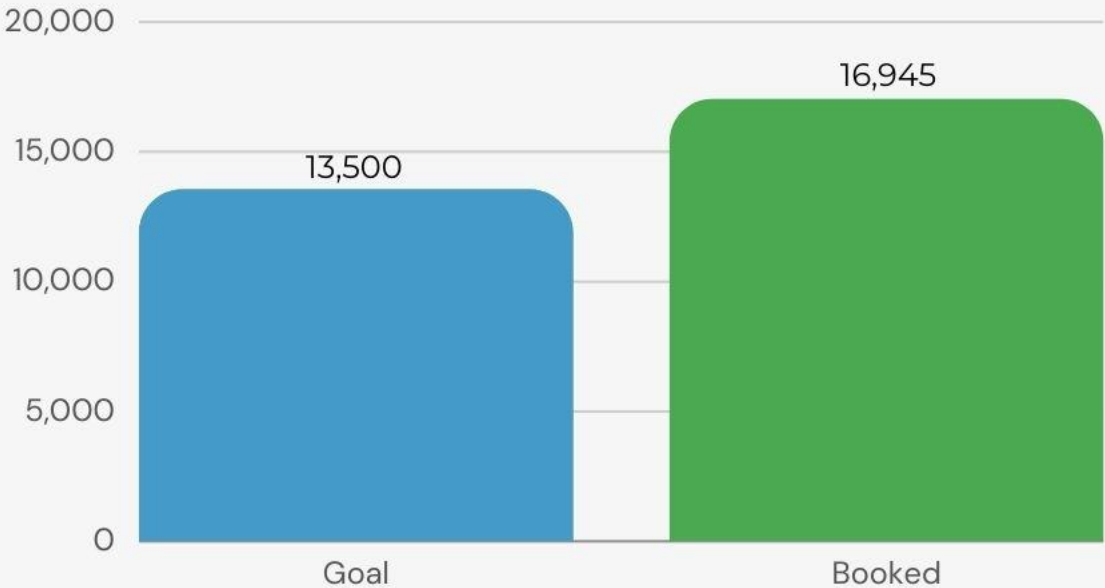


Of Budget
Hotel Room Nights Booked

MCC REVENUE BOOKED



HOTEL ROOM NIGHTS



FISCAL RESPONSIBILITY

FEBRUARY 2023



Of Budget
MCC Revenue Booked

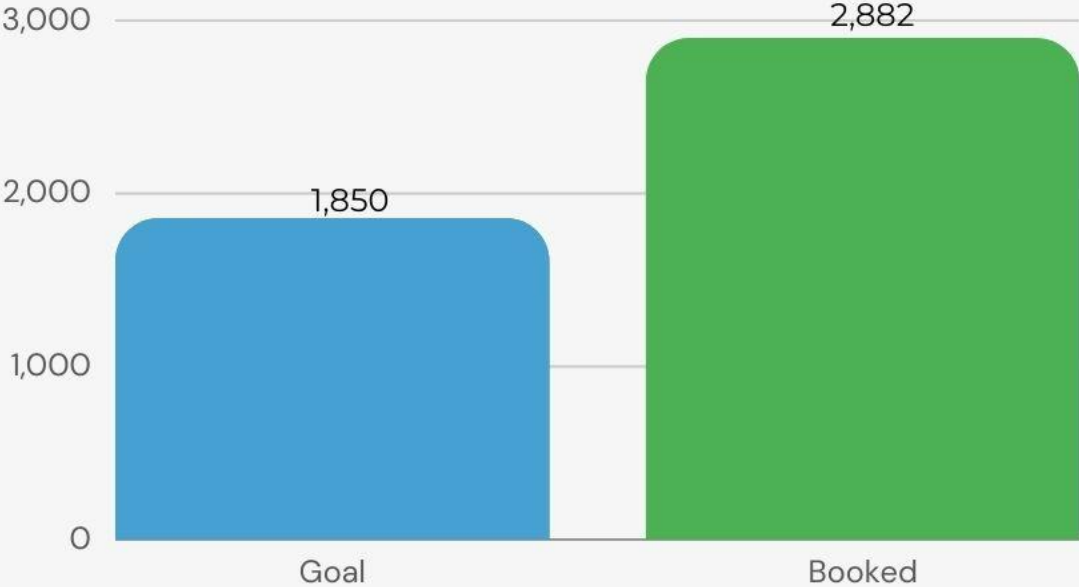


Of Budget
Hotel Room Nights Booked

MCC REVENUE BOOKED



HOTEL ROOM NIGHTS



Sales Sights and Highlights



CHRISTIAN CONGREGATION OF JEHOVAH'S WITNESSES

Negotiation Started
2024-2028



SPORTS

7 of the 20 Sports
Groups that occurred
in Jan and Feb were
booked by ER and
hosted in MCC



MAYO CLINIC CENTER FOR DIGITAL HEALTH

October 2023
All Staff Meeting
600 Attendees
900 RN
\$221,631 ECI



General Manager's Report





Recent Event Highlights

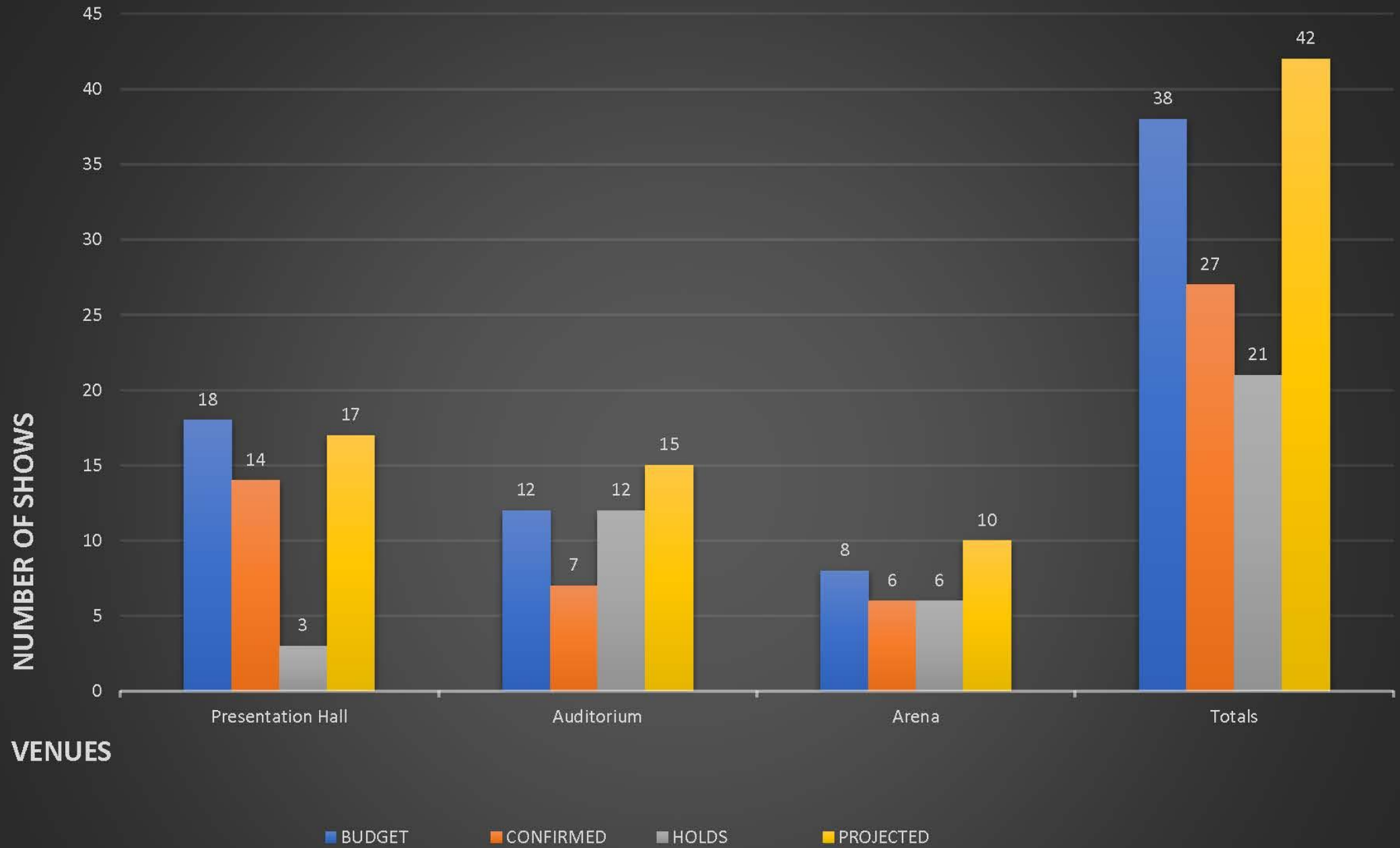
- We Are Strong Gymnastics
- Dragons & Mythical Beasts
- RCC Gala
- Platinum National Dance Competitions
- Midwest Amateur Gymnastics Championships
- Bravo Dance Competition
- MSHLS Events (Wrestling, Girls BB, Boys BB)
- Jam Fest Cheer Competition
- United Way Conference
- USA MN Folkstyle Wrestling Tourney
- Styx
- Harlem Globetrotters
- MercyMe
- Our Planet Live
- Jehovah's Witnesses Meeting



Upcoming Highlights

- ASHE
- NYWA Wrestling
- Rend Collective – The Whosoever Tour
- Minnesota Health Educators Association
- Mayo Forensic Science Symposium
- Narcotics Anonymous Convention
- Dancing for the Arts
- MN Law Enforcement Explorers Association
- Studs, Struts & Stilettos Construction Fashion Expose
- Sweet Adeline's Convention
- Jehovah's Witnesses
- Just for Kix Dance Nationals
- High School Proms







Additional Updates

CIP plan

Marquee Project Update

HR Update

- Guest Services Hiring Plan
- Stagehand Labor Pool & Training

Guest Survey Implementation

Staff Social Event



Food Services & Hospitality





Highlights

March 2nd Rochester Chamber of Commerce Annual Celebration

- 700 attendees for a 3-course plated dinner with seating in the round
- Created signature black and gold drinks

March 14-17- United Way Great Rivers Conference

- Breakfast, Lunch, Dinner, and Breaks served daily for up to 350 attendees

Styx Pre-Parties

- Sold an Exclusive VIP Experience at the Rochester Art Center
- Offered fun, pre-party event for all attendees to enhance guest experience

Hosted 21 sporting events thus far in March, including the Minnesota State High School League Boys & Girls Basketball Tournaments.

Installed a new **point-of-sale system** in all concession stands and bars, enhancing transaction speed and offers a wider range of reporting capabilities

Save the Date

Experience Rochester Annual Meeting

Mayo Civic Center

May 11, 2023 | 11:30 a.m.

Harnessing the Power of Tourism



Experience Rochester Board Meeting
March 28, 2023

