

Experience Rochester Board Meeting  
September 24, 2024





# Corporation Financial Report



**Rochester Convention and Visitors Bureau Corporation**  
**Financial Summary**  
**31-Aug-24**

<b>MCC Operations</b>	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
Adjusted Gross Operating Income	626,477	315,430	98.61%	4,067,352	2,613,288	55.64%
Operating Expenses:	632,909	486,253	30.16%	4,246,013	3,873,034	9.63%
<b>Net Income (Loss) from Operations</b>	<b>(6,432)</b>	<b>(170,823)</b>	<b>164,391</b>	<b>(178,661)</b>	<b>(1,259,746)</b>	<b>1,081,085</b>
<b>Net Income (Loss)</b>	<b>(72,442)</b>	<b>(208,430)</b>	<b>135,988</b>	<b>(462,558)</b>	<b>(1,560,602)</b>	<b>1,098,044</b>
<b>DMO</b>						
Revenue						
Adjusted Gross Income	423,470	386,550	9.55%	3,115,575	3,092,402	0.75%
Monthly Expenditures	214,415	197,748	8.43%	1,839,713	1,890,173	-2.67%
<b>Net Income (Loss) From DMO</b>	<b>209,055</b>	<b>188,802</b>	<b>20,253</b>	<b>1,275,862</b>	<b>1,202,229</b>	<b>73,633</b>
<b>Net Income (Loss) From Corporation</b>	<b>136,613</b>	<b>(19,628)</b>	<b>156,241</b>	<b>813,304</b>	<b>(358,373)</b>	<b>1,171,677</b>
<b>Corporation Net Income/(Loss)</b>	<b>103,837</b>	<b>(54,239)</b>	<b>158,076</b>	<b>551,096</b>	<b>(635,261)</b>	<b>1,186,357</b>

**Key Take Aways On May's Performance:**

**MCC Events:** Final results for the month ending August 31, 2024, produced a variance of \$135,988 better than budget.

**DMO :** Final results for the month ending August 31, 2024, produced a variance of \$20,253 better than budget.

The combined net gain for YTD ending August 31, 2024 is \$1,186,357 better than budgeted for the year.

Corporation Net Income/(Loss) includes OVG Depreciation and Amortization Expense

# 2025 Budget





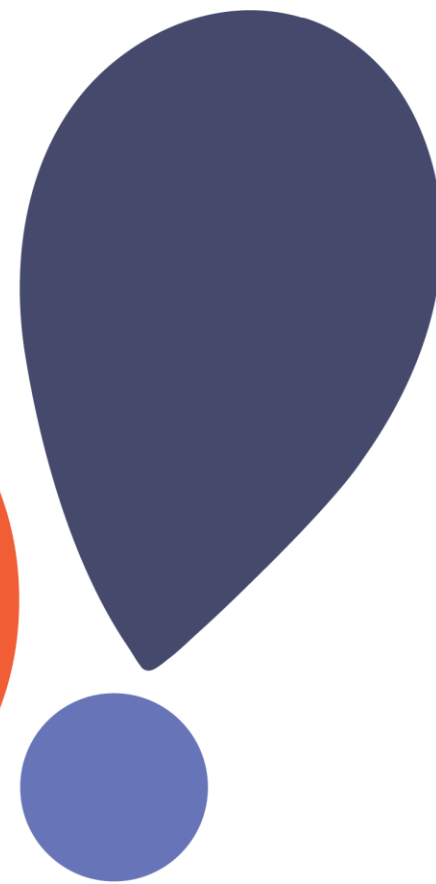
# Marketing and Communications Update



**BE**

UMCVB **2024**  
Fall Conference

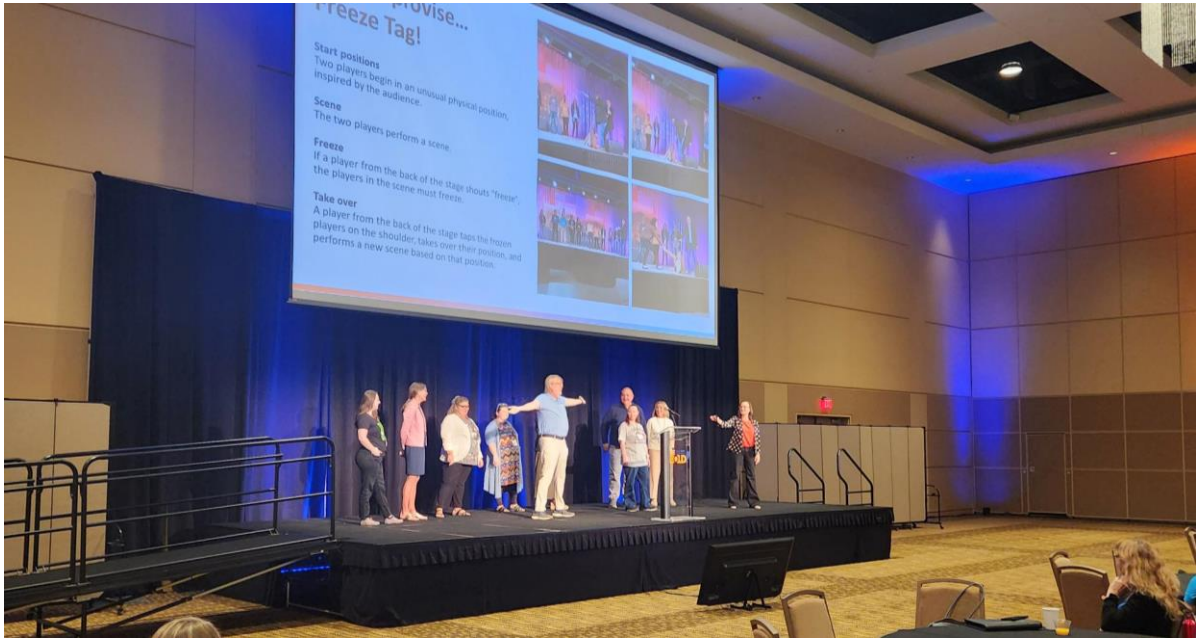
**BOLD!**





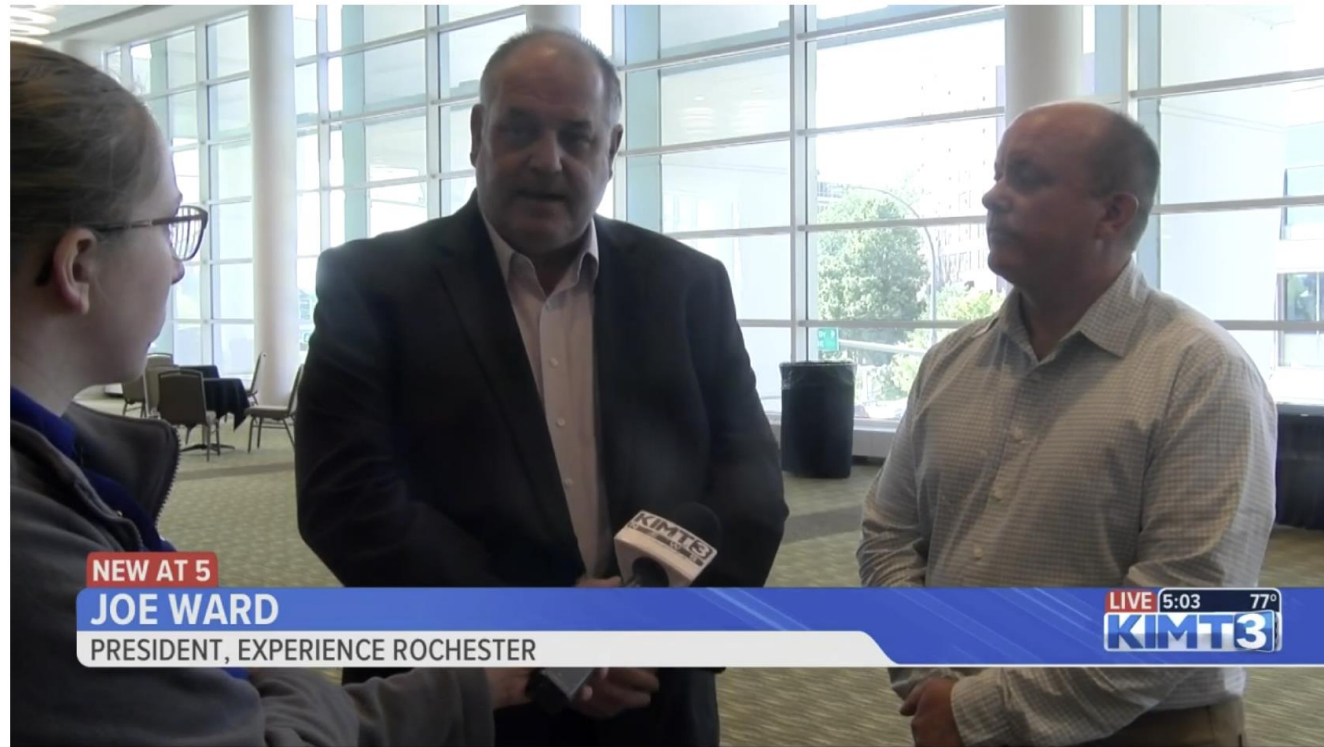






# Upper Midwest Convention and Visitors Bureau Conference comes to Med City

By: Maureen Dudley [Sep 9, 2024](#)  0



NEW AT 5

**JOE WARD**

PRESIDENT, EXPERIENCE ROCHESTER

LIVE 5:03 77°  
**KIMT3**

**TICKETS  
ON SALE NOW**

**SATURDAY,  
SEPTEMBER 28**

**1-5 PM at CHS Field**  
[MinnesotaMonthly.com/brews](http://MinnesotaMonthly.com/brews)

— MINNESOTA MONTHLY

**Rhythm**  
& *Brews*







# Sales Update





# FISCAL RESPONSIBILITY

YTD THRU AUGUST 2024



**MCC REVENUE BOOKED**  
146% of budget



**HOTEL ROOM NIGHTS**  
134% of budget

# Mayo Civic Center LOCAL CIVIC

Subba Sisterhood



**FAIR  
OTE**  
MINNESOTA

UNWAVERING  
**Faith**  
LESSONS FROM OLIVIA & SEERAH



SAT JUNE 8th  
5:30PM - 9PM  
MAYO CIVIC CENTER

**RIVERSIDE**  
MUSIC SERIES

IRAQI+AMERICAN  
RECONCILIATION PROJECT



  
International House of Prayer  
ROCHESTER

**BOLDER  
OPTIONS**  
YOUTH MENTORING

**LAOC**  
LEGAL ASSISTANCE  
OF OLMTSTED COUNTY

MED CITY  
**MARATHON**  
ROCHESTER, MN

  
CHORAL  
ARTS  
ENSEMBLE



# Marketing Collaboration

# INTERNATIONAL SOCIETY OF AMYLOIDOSIS

## ROCHESTER, MINNESOTA

### Your Home for Successful Meetings & Events

### Transform Your Event into an Elevated Experience

At Mayo Civic Center, we believe that every event deserves to be extraordinary. With versatile spaces, cutting-edge technology, convenient location, and a team dedicated to excellence, we ensure that your event stands out.

**Discover the difference at Mayo Civic Center.**

“ I highly recommend the Mayo Civic Center for anyone looking to hold a meeting or conference. The combination of excellent facilities, supportive staff, and great catering makes it a top choice for any event. ”

**Mona Johnson, MBA, CAE**  
Executive Director  
International Society of Amyloidosis

See why Rochester is recognized as a Top Meetings Destination.  
Contact us today.

[info@experiencerochestermn.com](mailto:info@experiencerochestermn.com) | [www.mayociviccenter.com](http://www.mayociviccenter.com)





# Operations Update



# Recent Event Highlights

## August & September (Since Last Board Meeting)

- Mayo Clinic Electrophysiology Board Review (Live Stream)
- Pediatric Cancer Research Charity Event
- Mayo Clinic Interventional Cardiology Board Review
- Upper Midwest Convention & Visitor Bureaus 2024 Annual Fall Conference
- Champions of Wellness Annual Summit
- 2024 MNDOT Right of Way Professional Workshop
- Judas Priest Concert



# Event Highlights

## NON-LIVE ENTERTAINMENT (Remainder of the Year)

- Rochester Police Swearing-In Ceremony
- 2024 Midwest Championship (CrossFit Competition)
- 2024 Minnesota Library Association Annual Conference
- 2024 MSHSL Sports
- 2024 FEAST! Local Foods Marketplace - Southern Minnesota Initiative Foundation
- NAACP Freedom Fund Banquet
- 2024 Rochester Chamber Member Showcase
- 2024 Rochester Math Festival
- 2024 Holiday Business and Craft Show
- Together 3.0 Conference
- Nursing Organizations Alliance Fall Summit
- 2024 Annual Minnesota Lawful Gambling Convention and Expo
- 2024 RCYBA Early Bird Classic



# Event Highlights

## NON-LIVE ENTERTAINMENT (Remainder of the Year, Cont'd)

### Mayo Clinic Events

- Mayo Clinic Laboratories Divisional Meetings Specialty
- Mayo Clinic Argent Society Dinner & Entertainment
- Mayo Clinic Healthcare Career Festival and Job Fair
- Mayo Clinic School of Continuous Professional Development
- Mayo Clinic Annual Meeting of the Staff
- Mayo Clinic Employee Craft Show

### Religious Events

- Minnesota & Iowa Circuits of Jehovah's Witnesses
- Thrive – Minnesota District Council Assemblies of God



# Event Highlights

## LIVE ENTERTAINMENT (Remainder of the Year)

### 2024 Recently Announced Shows

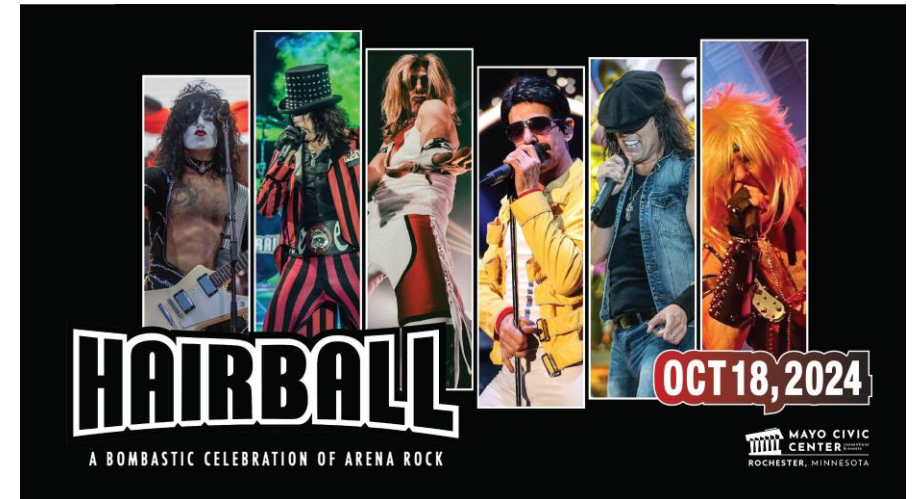
- Judy Collins
- Diamond Rio



# Event Highlights

**There are seventeen (17) Live Entertainment Events presently on sale, with one more holiday show contracted to go on sale soon, with a total of 15 of those shows in the remainder of Q3/Q4. This does not take into account community-oriented shows such as the Rochester Symphony with two shows in the 4<sup>th</sup> Quarter.**

1. Folsom Prison Experience
2. Rodney Carrington
3. Leonid and Friends
4. RaeLynn
5. Hairball
6. Dropkick Murphys
7. Brad Williams
8. Barenaked Ladies
9. Night Ranger
10. Nurse Blake
11. REO Speedwagon
12. Rochester Dance Company Presents The Nutcracker
13. World Series Ballet – The Nutcracker
14. Judy Collins
15. Diamond Rio



# Event Highlights

## 2025 Recently Announced Shows

- MANIA: The Abba Tribute
- Harlem Globetrotters
- Maria Bamford

**There are three (3) Live Entertainment Events presently on sale for 2025, with six total shows confirmed.**





# Mayo Civic Center Center Operations Updates





# Food Services & Hospitality



# Training

- Banquet/Catering – Training
  - FOH Banquet Staff
  - FOH Bar Staff
  - BOH Kitchen Staff

# Presentation

- Upscale Looks
  - Granola Bars
- Additional Menu Options
  - Chef attended stations





**Tasting**

**Look**





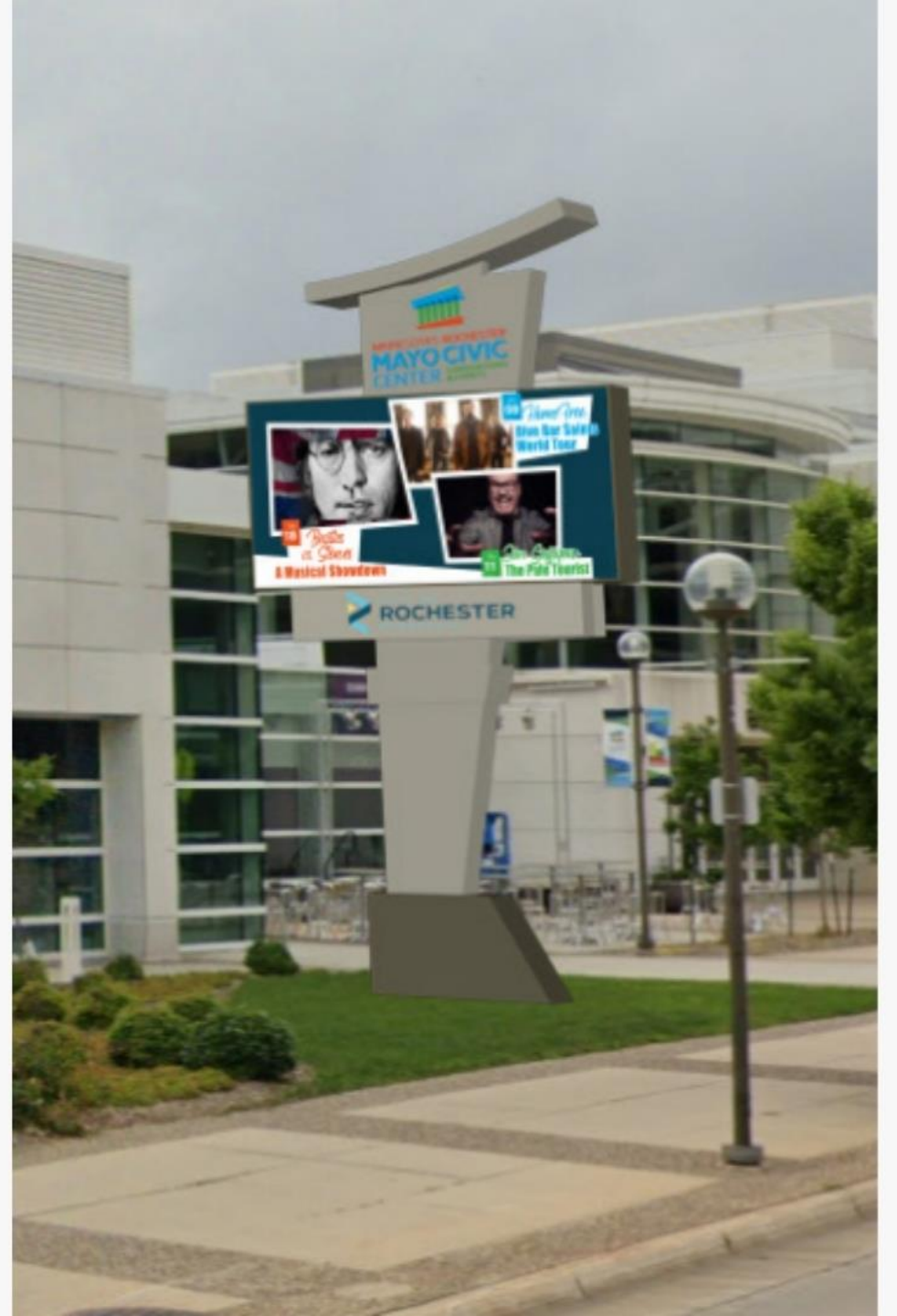
# ORGANIZATIONAL UPDATE

September 2024



# Transition Update

# Marquee



# Service Standards





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