



# Experience Rochester Board Meeting

April 22, 2025





An aerial photograph of a city skyline at dusk or dawn. The foreground features a calm river reflecting the city lights and the dark sky. A dense line of trees separates the river from the urban area. In the background, various city buildings are visible, including a prominent tall, thin industrial smokestack on the left and several modern high-rise apartment or office buildings. The sky is filled with soft, dark clouds. The overall color palette is dominated by blues, greys, and the warm lights of the city.

# Corporation Financial Report



**Rochester Convention and Visitors Bureau Corporation**  
**Financial Summary**  
**28-Feb-25**

	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
<b>MCC Operations</b>						
Adjusted Gross Operating Income	343,917	477,394	-27.96%	632,281	897,901	-29.58%
Operating Expenses:	504,640	538,565	-6.30%	1,019,866	1,077,130	-5.32%
<b>Net Income (Loss) from Operations</b>	<b>(160,723)</b>	<b>(61,171)</b>	<b>(99,552)</b>	<b>(387,585)</b>	<b>(179,229)</b>	<b>(208,356)</b>
<b>Net Income (Loss)</b>	<b>(175,724)</b>	<b>(101,146)</b>	<b>(74,578)</b>	<b>(430,354)</b>	<b>(259,179)</b>	<b>(171,175)</b>
<b>DMO</b>						
Revenue						
Adjusted Gross Income	400,215	417,132	-4.06%	790,580	826,763	-4.38%
Monthly Expenditures	189,521	229,121	-17.28%	423,293	479,788	-11.77%
<b>Net Income (Loss) From DMO</b>	<b>210,693</b>	<b>188,011</b>	<b>22,683</b>	<b>367,287</b>	<b>346,976</b>	<b>20,311</b>
<b>Corporation Net Income/(Loss)</b>	<b>34,969</b>	<b>86,865</b>	<b>(51,895)</b>	<b>(63,067)</b>	<b>87,797</b>	<b>(150,864)</b>

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

**MCC Events:** Final results for the month ending February 28, 2025, produced a net decline of \$74,578 compared to budget.

**DMO :** Final results for the month ending February 28, 2025, performed better than budget by \$22,683.

The combined net decline for YTD ending February 28, 2025 is \$150,864 less than budgeted for the year.

**Rochester Convention and Visitors Bureau Corporation**  
**Financial Summary**  
**31-Mar-25**

	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
<b>MCC Operations</b>						
Adjusted Gross Operating Income	395,997	470,118	-15.77%	1,028,276	1,368,020	-24.83%
Operating Expenses:	528,786	538,570	-1.82%	1,548,654	1,615,700	-4.15%
<b>Net Income (Loss) from Operations</b>	<b>(132,789)</b>	<b>(68,452)</b>	<b>(64,337)</b>	<b>(520,378)</b>	<b>(247,680)</b>	<b>(272,698)</b>
<b>Net Income (Loss)</b>	<b>(237,885)</b>	<b>(108,427)</b>	<b>(129,458)</b>	<b>(668,242)</b>	<b>(367,605)</b>	<b>(300,637)</b>
<b>DMO</b>						
Revenue						
Adjusted Gross Income	390,349	433,895	-10.04%	1,180,929	1,260,658	-6.32%
Monthly Expenditures	200,919	229,431	-12.43%	624,212	709,217	-11.99%
<b>Net Income (Loss) From DMO</b>	<b>189,430</b>	<b>204,464</b>	<b>(15,034)</b>	<b>556,717</b>	<b>551,441</b>	<b>5,276</b>
<b>Corporation Net Income/(Loss)</b>	<b>(48,455)</b>	<b>96,037</b>	<b>(144,492)</b>	<b>(111,525)</b>	<b>183,836</b>	<b>(295,361)</b>

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

**MCC Events:** Final results for the month ending March 31, 2025, produced a net decline of \$129,458.

**DMO :** Final results for the month ending March 31, 2025, produced a net decline of \$15,034.

The combined net decline for YTD ending March 31, 2025 is \$295,361 more than budgeted for the year.

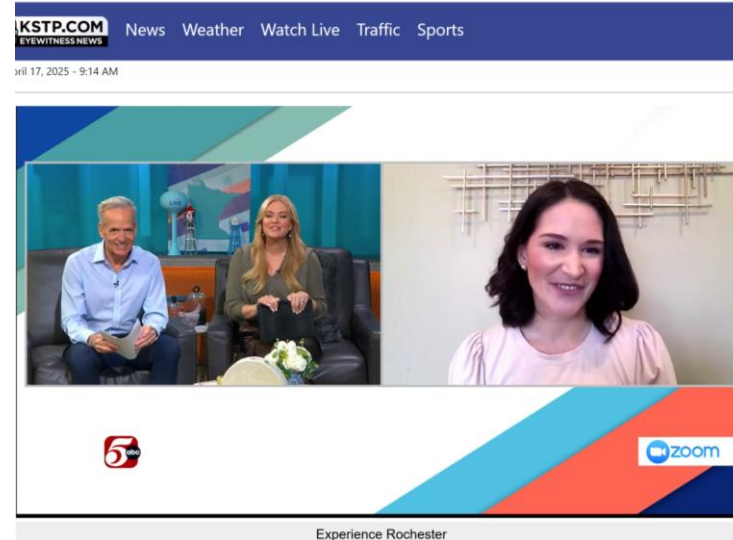




# Marketing and Communications Update



# In the News...KSTP Minnesota Live







# World Juniors Announcement



# Experience Rochester Annual Meeting

**You're Invited**

Experience Rochester's  
Annual Meeting

**Rochester's Visitor Economy:  
A Bold Path Forward**

Mayo Civic Center

**May 7, 2025 | 4:30pm**

**\$30 per person** (Eventbrite fees apply)



RSVP Here

[ExperienceRochesterMN.com/annualmeeting](https://ExperienceRochesterMN.com/annualmeeting)



PHOTO: Nick Ryan

*Alison Zelms  
Keynote Speaker*





An aerial photograph of a city skyline at dusk. The foreground features a calm river reflecting the city lights and the dark silhouettes of trees. A dense line of trees separates the river from the urban area. In the background, a variety of buildings are visible, including several tall skyscrapers and a prominent industrial smokestack on the left. The sky is a deep blue with scattered clouds. The overall scene is serene and captures the transition from day to night in an urban environment.

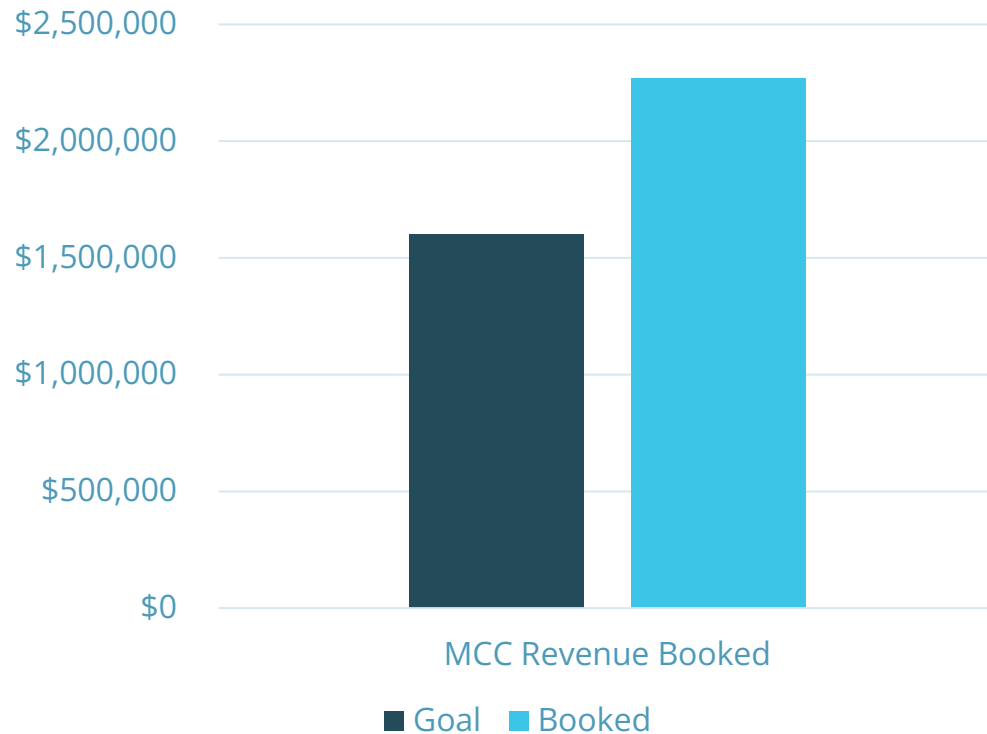
# Sales Update



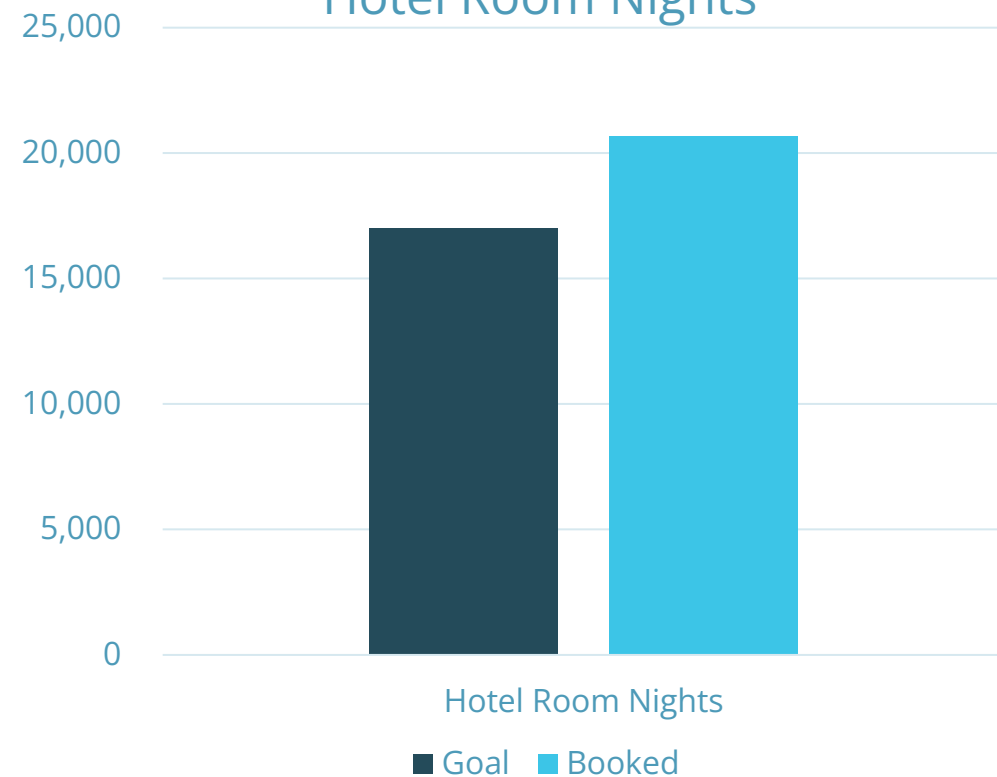
# Fiscal Responsibility

YTD Through March 2025

## Mayo Civic Center Revenue

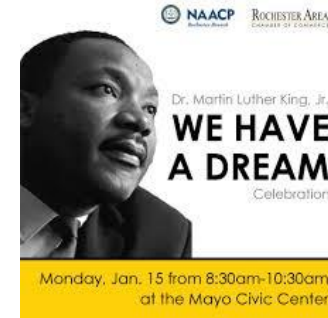


## Hotel Room Nights





# Local Civic Groups



## Teams cherish Civic Center

No matter what the expectations are, or what the final result ends up being, there is a consensus among the prep wrestlers and coaches alike: What a privilege it is to have the section tournament at the Mayo Civic Center.

"It's always fun," Carrier said. "It's a heck of a venue here at the Mayo Civic Center. A lot of other schools have to go to another high school and wrestle. So it's nice to have this. It almost feels like a second state tournament."



Lotus Health  
Foundation  
Community of Wellness  
Symposium & Gala



# REGIONAL DMO SALES

## Comparison Chart

### DESTINATION

explore  
**LACROSSE**  
.com

experience  
**SIoux FALLS**  
south dakota

**FARGO**  
NORTH OF NORMAL

  
Visit Greater  
**ST. CLOUD**

VISIT  
**DULUTH**

### HOTEL ROOM NIGHTS

TRACKS TOTAL EVENTS,  
BUT NOT EVENTS DIRECTLY  
RELATED TO LACROSSE  
CENTER

16,592  
ROOM NIGHTS  
ACTUALIZED IN 2023

14,258 MEETING  
ROOM NIGHTS

60,599 SPORTS  
ROOM NIGHTS

32,734 ROOM NIGHTS  
INCLUSIVE OF SPORTS

GOAL OF 20,000  
(NON SPORTS)  
ROOM NIGHTS

11,395 DMO BOOKED ROOM  
NIGHTS ACTUALIZED THAT  
UTILIZED THE DECC IN 2023

### ECONOMIC IMPACT

TRACKS TOTAL EVENTS,  
BUT NOT EVENTS DIRECTLY  
RELATED TO LACROSSE  
CENTER

\$20.3 MILLION  
ACTUALIZED IN 2023

\$68 MILLION COMBINED  
IN 2024

\$6.5 MILLION  
IN 2023

\$4,400,000 IN  
HOTEL ONLY REVENUE

### DESTINATION

 **EXPERIENCE**  
ROCHESTER. MINNESOTA

Visit  
**SAINT PAUL**

destination  
**madison**

**CATCH**  
**DES MOINES**

 **Meet Minneapolis**  
City by Nature

### HOTEL ROOM NIGHTS

38,132 Room Nights  
Actualized in 2024

55,956 ROOM NIGHTS  
2023 ANNUAL REPORT

105,000 ROOM NIGHTS  
SALES GOAL FOR 2025

137,101 ROOM NIGHTS  
BOOKED IN 2024

528,034 ROOM NIGHTS  
INCLUSIVE OF SPORTS  
BOOKED IN 2024

### ECONOMIC IMPACT

\$37.8 MILLION

\$41.3 MILLION  
2023

\$65.6 MILLION  
ON AVERAGE

\$150.1 MILLION  
ACTUALIZED IN 2024

DID NOT PUBLISH IN  
ANNUAL REPORT

### Sources

La Crosse: Email communication

Sioux Falls: 2023 Annual Summary

Fargo: 2024 Annual Report

St. Cloud: 2024 Year In Review  
website article

Duluth: Nov 2023 Presentation to  
Duluth City Council

St. Paul: 2023 Annual Impact Report

Madison: Email Communication  
visitmadison.com

Des Moines: 2024 Annual Report/Advisory  
Panel Update May 2024

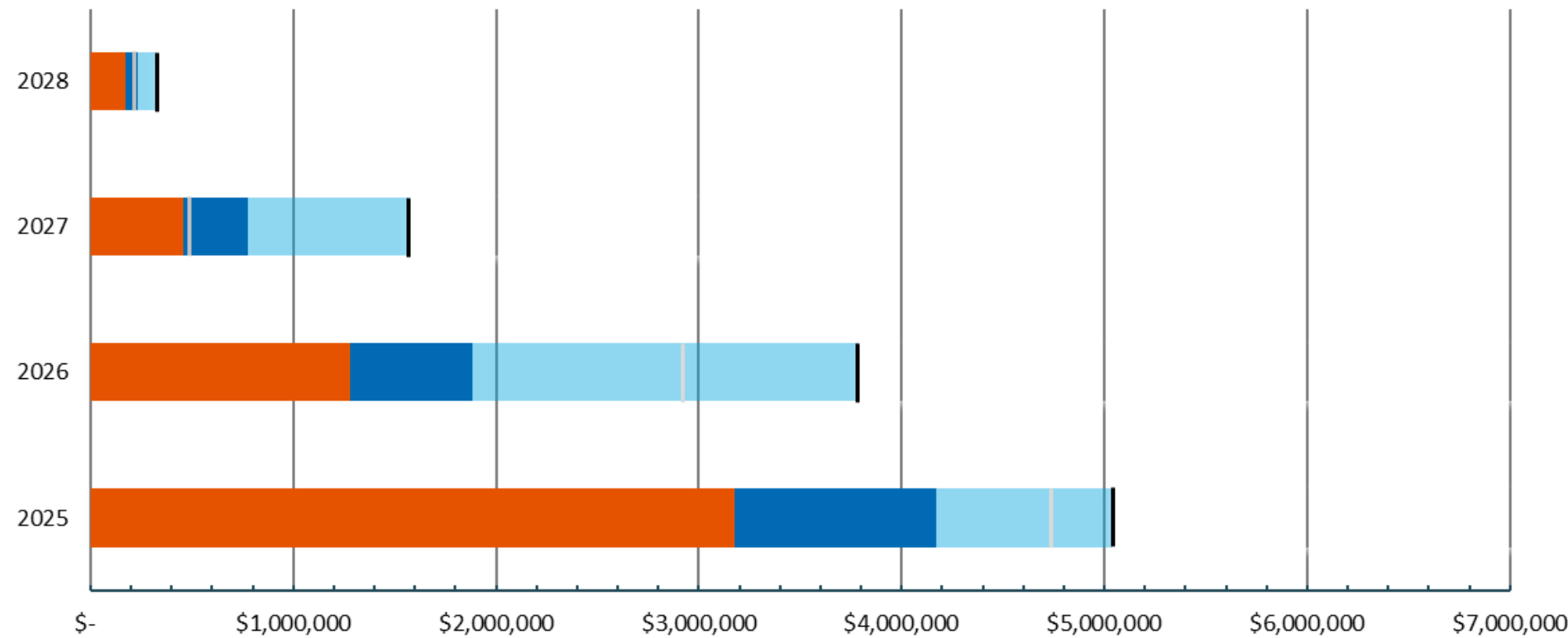
Minneapolis: 2024 Annual Report

## Benchmarking Performance





# 2025 Sales Revenue Pace



Mid Year  
Goals

Year End  
Goals

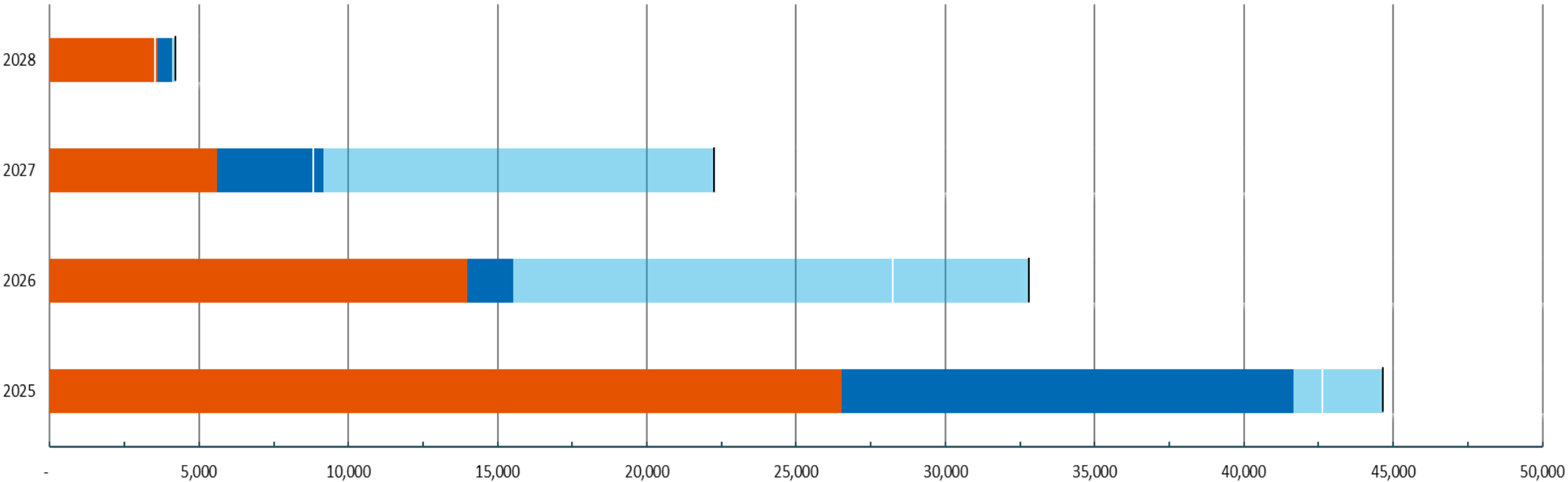
	2025	2026	2027	2028
Contracted Events Prior to 2025	\$3,174,463	\$1,280,007	\$459,196	\$175,717
Contracted in 2025	\$995,550	\$600,419	\$314,446	\$57,062
Projected Sales for 2025	\$868,986	\$1,908,402	\$794,673	\$95,432
MCC Convention Revenue By Year End	\$5,038,999	\$3,788,828	\$1,568,315	\$328,211

## Mayo Civic Center Revenue Booking Pace





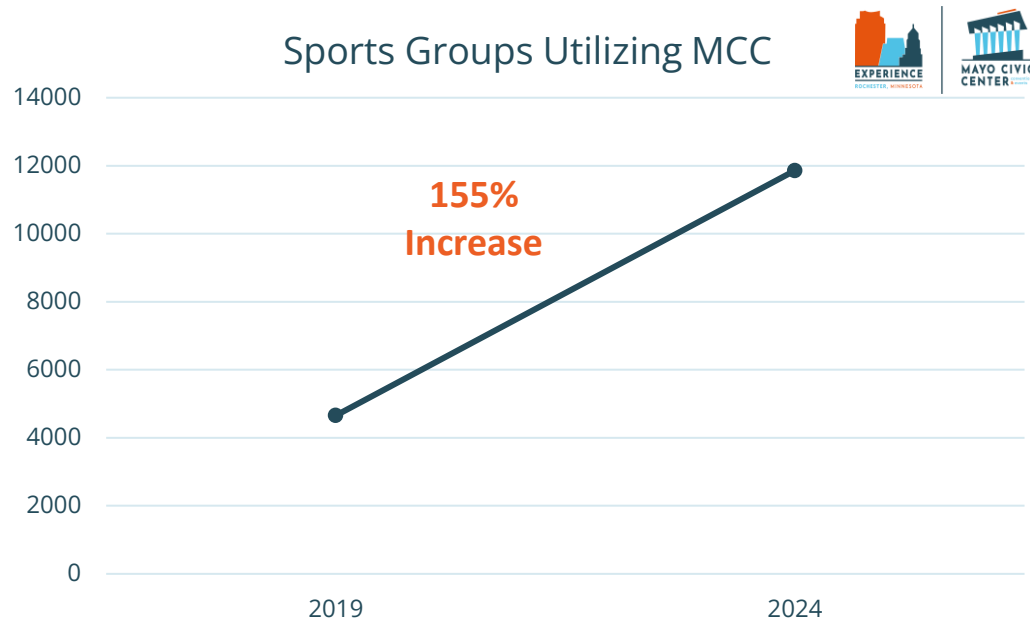
## 2025 Sales Hotel Room Night Pace



	2025	2026	2027	2028
Contracted Events Prior to 2025	26,517	13,978	5,599	3,600
Contracted in 2025	15,153	1,538	3,580	496
Projected Bookings for 2025	3,000	17,285	13,107	127
MCC Contracted Rooms by end of 2025	44,670	32,801	22,286	4,223



# Partnering with Rochester Sports



- Sports hotel room nights with groups that utilize the MCC increased 7,205 room nights from 2019 to 2024
- In 2024, 34% of Rochester Sports room nights utilize the MCC

# Partnering with Rochester Sports

## 2019

<u>Date</u>	<u>Lead Name</u>	<u>Rooms</u>	<u>Status</u>
4/3/2019	2019 Northland Youth Wrestling Assn State Tour	2400	Definite
4/25/2019	2019 Just For Kix Dance Nationals	1500	Definite
2/16/2019	2019 MN State High School League Section Wres	50	Definite
2/25/2019	2019 MN State High School League Section Girls	0	Definite
3/4/2019	2019 MN State High School League Section Boys	0	Definite
10/26/2019	2019 MN State High School League Section Volle	0	Definite
5/10/2019	2019 MN USA Wrestling Freestyle State Tournam	300	Definite
3/1/2019	2019 Varsity Cheer & Dance Competition	125	Definite
5/25/2019	2019 Med-City Marathon	125	Definite
12/21/2019	2019 SEC Basketball Showcase		Definite
12/27/2019	2019 Rotary Classic Basketball Tournament Tear	155	Definite
12/14/2019	2019 HVL/TRC Showdown Basketball	0	Definite
Total		4655	

## 2024

<u>Date</u>	<u>Lead Name</u>	<u>Rooms</u>	<u>Status</u>
1/13/2024	2024 Frostbite I Volleyball T	650	Definite
1/19/2024	2024 HVL/TRC Showdown I	30	Definite
1/30/2024	Drop It Like It's Hot Gymnas	170	Definite
2/7/2024	2024 Heart of Gold Gymnas	65	Definite
2/14/2024	2024 MN State High School	140	Definite
2/15/2024	2024 JAMfest Cheer	216	Definite
2/19/2024	2024 MN State High School	30	Definite
2/19/2024	2025 MN State High School	30	Definite
2/22/2024	2024 Platinum National Danc	45	Definite
2/26/2024	2024 MN State High School	30	Definite
2/29/2024	2024 Trilogy Dance Compet	60	Definite
2/29/2024	2024 Midwest Annual Gymn	464	Definite
3/7/2024	2024 BravO! Dance	60	Definite
3/13/2024	2024 MN USA Folkstyle Wre	835	Definite
4/5/2024	2024 Minnesota National Ar	700	Definite
3/28/2024	2024 NYWA *Girls Tournam	750	Definite
4/3/2024	2024 NYWA - Northland Yo	2070	Definite
4/5/2024	2024 Just For Kix Dance Na	2885	Definite
4/5/2024	2024 Talent on Parade	90	Definite
4/5/2024	2024 MN USA Wrestling Fre	60	Definite
5/17/2024	2024 Med-City Marathon	122	Definite
7/5/2024	Rochester Chess Open	6	Definite
10/30/2024	2024 MN State High School	12	Definite
4/5/2024	2024 Early Bird Basketball T	2055	Definite
12/19/2024	2024 University of Minnesot	285	Definite
Total		11860	



An aerial photograph of a city skyline at dusk or dawn. The foreground features a calm river reflecting the sky and the surrounding greenery. A dense line of trees separates the river from the city. In the background, various city buildings are visible, including a prominent tall, thin industrial smokestack on the left and several modern high-rise apartment or office buildings. The sky is filled with soft, dark clouds. The overall color palette is muted, with a blue tint, emphasizing the twilight atmosphere.

# Operational Update



# Live Entertainment

## Confirmed Shows

- **NEW:** Kenny Wayne Shepherd Band: Tuesday, August 19 – Presentation Hall
- 9 Shows Presently On-Sale; 6 Announcing Soon; 6 Additional Confirmed
- 21 Total Shows (5 Past, 16 Upcoming), Not Including Rochester Symphony Orchestra, Rochester Dance Co, & Riverside Music Series
- 2 Shows Confirmed in 2026; 1 x Arena & 1 x Presentation Hall





# CLIENT FEEDBACK

## Likelihood to Recommend

### Shout-Outs!

Staff were outstanding! Anticipated our needs and reacted immediately whenever we brought something.

*- Rochester Home & Outdoor Show*

Great customer service, friendly staff that were accommodating and made the experience very easy and enjoyable.

*- Vestas Group Training*

We truly enjoy hosting at the Civic Center due to the accessibility, friendliness of the staff and the constant conversation and coordination during planning!

*- Mayo Clinic Hematology Spring Social*

This venue gets better at hosting us each time we go. They had all the staging ready to go this year, and using their marley was great. They ran the lights like a pro and attended to our every need the whole time.

*- Platinum National Dance Competition*

Kindra Knutson was my main contact, and she was WONDERFUL and always got right on anything that we needed!

*- American Society of Healthcare Engineering (ASHE)*

The staff was wonderful to work with in all aspects of our event. Whatever we needed, the staff did what they could to do to accommodate us and everything ran smoothly because of that!

*- Northland Youth Wrestling Association*

### Likelihood to Recommend Word Cloud

Staff  
Experience  
Friendly  
Leadership  
Wonderful

### New Promoter

I have to say, your materials are top notch. Very few buildings are as prepared as you are. Everything you sent was awesome.

*- Gate > 52*

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# Food Services & Hospitality



# Strengthening Community Partnerships

This past quarter, we **partnered with local nonprofits** to support school groups and youth programs during Mayo Civic Center events.

Together, we raised over **\$3,500**, benefiting several schools and student activities including:

- Good Shepherds Lutheran Church
- Byron Highschool
- Kasson Mantorville High School
- Bulldog Nation Foundation



# Strengthening Community Partnerships



This year, we composted **7,000+ lbs** of organic waste through our partnership with GreenRU. This effort reduces landfill waste, cuts emissions, and supports local farms, gardens, and restoration projects, building a more sustainable community.



We've reignited our partnership with **Community Food Response** to donate leftover catered meals from events. Meals are distributed **3 days a week**, reducing food waste and supporting local families in need, reflecting our values of sustainability and community care.





# Experience Rochester Board Meeting

April 22, 2025

