



# Experience Rochester Board Meeting

November 26, 2024





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

# October 2024 Financials

## Rochester Convention and Visitors Bureau Corporation Financial Summary 31-Oct-24

	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
<b>MCC Operations</b>						
Adjusted Gross Operating Income	759,476	674,669	12.57%	5,015,688	3,934,941	27.47%
Operating Expenses:	516,759	497,060	3.96%	5,274,903	4,857,884	8.58%
<b>Net Income (Loss) from Operations</b>	<b>242,717</b>	<b>177,609</b>	<b>65,108</b>	<b>(259,215)</b>	<b>(922,943)</b>	<b>663,728</b>
<b>Net Income (Loss)</b>	<b>201,860</b>	<b>140,002</b>	<b>61,858</b>	<b>(642,180)</b>	<b>(1,299,013)</b>	<b>656,833</b>
<b>DMO</b>						
Revenue						
Adjusted Gross Income	306,443	442,927	-30.81%	3,900,044	3,921,880	-0.56%
Monthly Expenditures	167,865	234,789	-28.50%	2,225,267	2,333,589	-4.64%
<b>Net Income (Loss) From DMO</b>	<b>138,578</b>	<b>208,138</b>	<b>(69,560)</b>	<b>1,674,776</b>	<b>1,588,291</b>	<b>86,486</b>
<b>Net Income (Loss) From Corporation</b>	<b>340,439</b>	<b>348,140</b>	<b>(7,702)</b>	<b>1,032,597</b>	<b>289,278</b>	<b>743,319</b>
<b>Corporation Net Income/(Loss)</b>	<b>307,663</b>	<b>313,529</b>	<b>(5,867)</b>	<b>704,837</b>	<b>(56,833)</b>	<b>761,669</b>

### Key Take Aways On October's Performance:

**MCC Events:** Final results for the month ending October 31, 2024, performed better than budget by \$61,858

**DMO :** Final results for the month ending October 31, 2024, performed under budget by \$69,560

The combined net gain for YTD ending October 31, 2024 is \$761,669 better than budgeted for the year.

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



# Rochester City Council Update

December 2, 2024



# Goals for Today

- Organizational Overview
- Experience Rochester + Mayo Civic Center 2024 Year in Review
- Financial Review
- The Road Ahead



Experience Rochester

# Foundational Pillars



Fiscal  
Responsibility



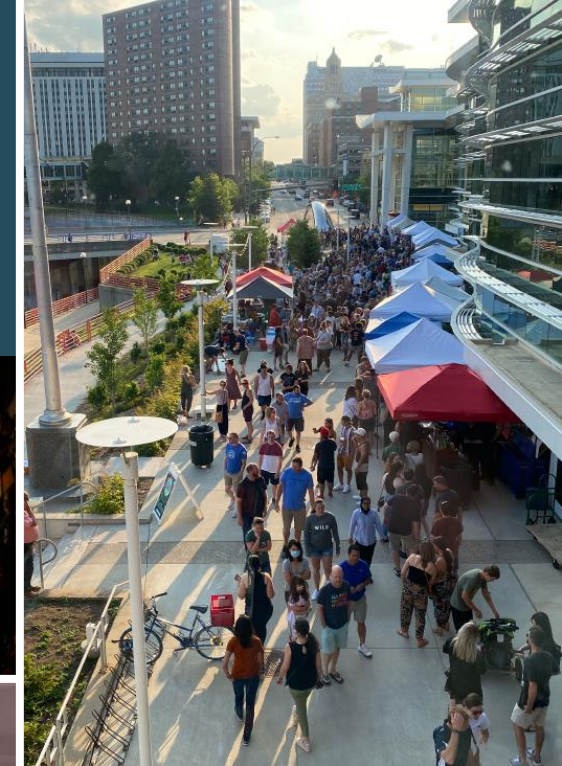
Campus  
Management &  
Operations



Economic  
Impact



Community  
Focus





An aerial photograph of a city skyline at dusk. 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 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.

# 2024 Year in Review

# 2024 Highlights

- Mayo Civic Center delivered strong financial performance in 2024
- Achieved 18 high-impact weeks
- Welcomed statewide and regional tourism conferences: Explore Minnesota Tourism Conference and the Upper Midwest Convention & Visitors Bureau Conference
- Broadened the variety of live entertainment offerings
- Expanded training programs for events and operations team members
- Led a promotional effort with Downtown Rochester Task Force partners to profile Rochester in a special section in *Twin Cities Business* Magazine and online

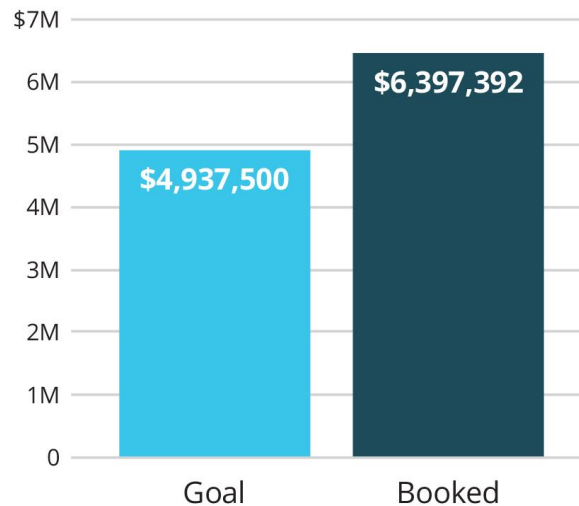


# Key Performance Indicators

Year-To-Date Through November 2024

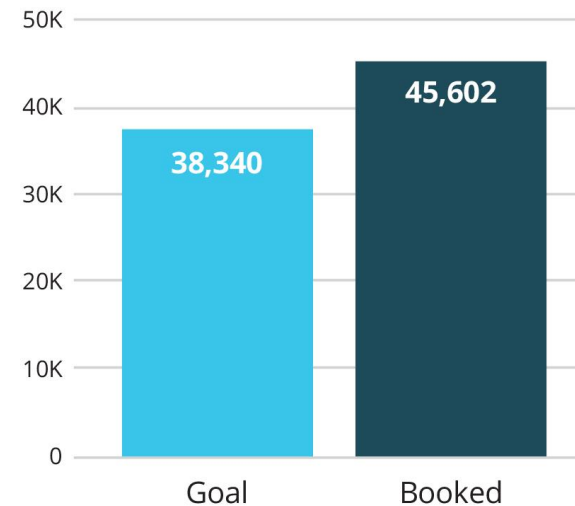
## Mayo Civic Center Revenue Booked

129% of budget

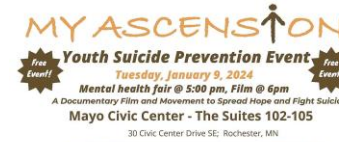
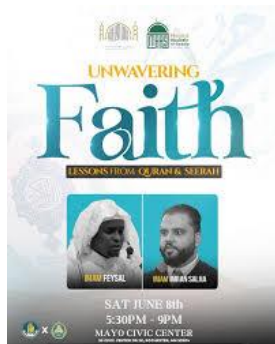


## Hotel Room Nights

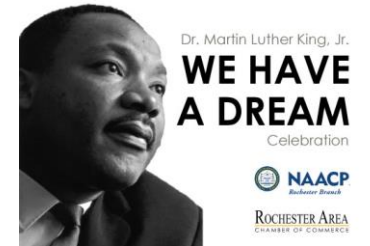
119% of budget



# Keeping the Civic in Civic Center



A suicide attempt left 16-year-old varsity cheerleader Emma Benoit paralyzed, but propelled her on a mission to use her painful experience to help others find hope and stay alive.  
90 Minute film screening followed by an **IN PERSON Q & A with Emma Benoit**, and discussion on youth mental wellness. Resources will be provided.





# Combat Veterans Motorcycle Association (CVMA) Nationals

**The Tap House**  
June 22 at 12:41 PM · 🌐

Downtown has been bustling the past few days- The 2024 Combat Veterans Motorcycle Association Nationals is finishing up their stay here, conventioning at the Mayo Civic Center. Veterans traveling from: Alaska | Virginia | Tennessee | Texas and more...Every state represented, and two countries!

I think we speak for most of downtown when we say these people are some of mankind's best. The past five evenings, at least once per night, someone picked up the tab for a table or ... See more



**Experience Rochester, MN**  
June 20 at 12:50 PM · 🌐

More than 3,000 American Veterans and their motorcycles from around the world are in Rochester this week for the annual Combat Veterans Motorcycle Association® (CVMA®) National Convention, now – June 23, 2024. Today, Thursday, June 20, approximately 750 riders gather for the CVMA® Honor Ride from RCTC to the Preston Veterans Cemetery, which will include speakers and laying of a wreath in honor of our deceased Veterans.

Pasquale's Neighborhood Pizzeria and 670 others · 40 comments · 205 shares

👍 Like    💬 Comment    ➦ Share

View more comments

**Pasquale's Neighborhood Pizzeria**  
This was a great City wide for everyone in Rochester Mn. !! Events like these allow small businesses to continue to stay present in our community.  
22h · Like · Reply

Write a comment...

# Impact of CMVA – Visitor Spending



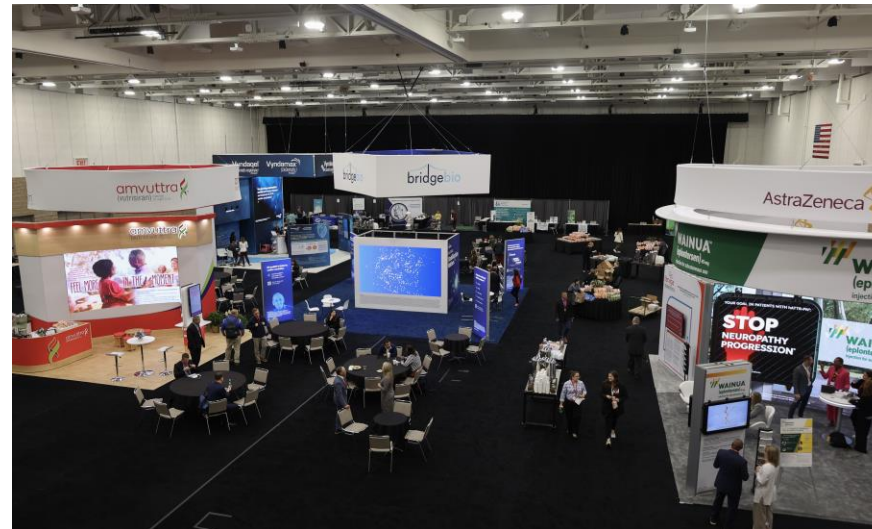
Source: Zartico Spending Data.City of Rochester: June 17-23, 2024



CVMA Nationals 2024 was a successful event that brought significant economic benefits to Rochester. It attracted quality visitors, many from out of state, who spent money at local businesses and explored the city and its surrounding areas. The event also provided an opportunity for attendees to engage in various activities and support veterans.



# International Symposium on Amyloidosis (ISA)



- High-impact, international medical conference featuring 1,000 attendees from 50 countries
- Experience Rochester hosted this conference in partnership with Mayo Clinic

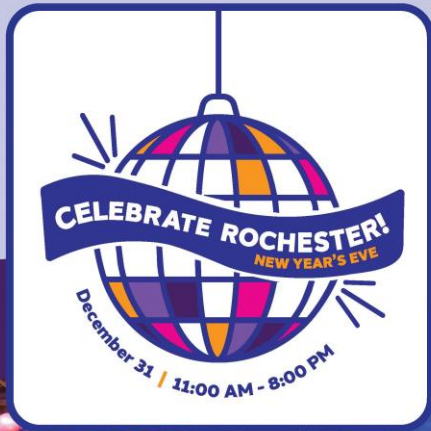




**Live Entertainment: New, Returning and Thanks for the Memories**



# Community Engagement



## FREE, ALL AGES COMMUNITY CELEBRATION AT MAYO CIVIC CENTER

- Local food & beverage partners
- Kids balloon drop
- Indoor Roller Skating
- Family fun and much more!

EXPERIENCE  
ROCHESTER, MINNESOTA

MAYO CIVIC  
CENTER  
ROCHESTER, MINNESOTA



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restaurants and more info, visit:  
[RochesterRestaurantWeek.com](http://RochesterRestaurantWeek.com)

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MAYO CIVIC  
CENTER  
ROCHESTER, MINNESOTA



An aerial photograph of a city skyline at dusk or dawn. The foreground is dominated by a calm body of water, likely a river, which reflects the city lights and the sky. The middle ground is filled with dense green trees. In the background, a variety of city buildings are visible, including several tall skyscrapers and a prominent industrial smokestack on the left. The sky is a deep blue with some light clouds. The overall tone is serene and professional.

# Fiscal Responsibility

2024-2025



Experience Rochester and Mayo  
Civic Center Corporation Financial  
Review:

# 2024 Projected Year-End Forecast



## 2024

### REVENUES:

	BUDGET	FORECAST
City Investment	\$4,000,000	\$4,000,000
One Roof Investment	\$410,596	\$410,000
MCC Earned Income	\$4,677,458	\$5,784,399
DMO Miscellaneous Income	\$309,980	\$279,804
Use of DMO Fund Balance	\$242,953	\$-
<b>Revenue Total</b>	<b>\$9,640,987</b>	<b>\$10,474,203</b>

### EXPENSES:

MCC Total Expenses	\$5,840,806	\$6,495,731
MCC Contract Fees	\$617,146	\$487,146
DMO Total Expenses	\$2,799,035	\$2,750,319
Amortization	\$384,000	\$387,984
<b>Expenses Total</b>	<b>\$9,640,987</b>	<b>\$10,121,180</b>

Experience Rochester and Mayo  
Civic Center Corporation Financial  
Review:

# 2025 Corporation Budget in Brief



## 2025 PROPOSED BUDGET

### REVENUES:

### BUDGET

City Investment	\$4,200,000
One Roof Investment	\$410,000
MCC Earned Income	\$5,733,999
DMO Miscellaneous Income	\$452,733
<b>Revenue Total</b>	<b>\$10,796,732</b>

### EXPENSES:

MCC Total Expenses	\$6,495,499
MCC Contract Fees	\$480,000
DMO Total Expenses	\$3,171,471
<b>Expenses Total</b>	<b>\$10,146,970</b>



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# The Road Ahead

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- Enhance efficiency in campus operations
- Expand destination marketing with a focus on a summer leisure campaign
- Strengthen sales efforts to attract large-scale city-wide and high-impact conferences
- Initiate the development process for a comprehensive tourism master plan
- Boost visitor engagement initiatives
- Maintain active collaboration with community partners and the Downtown Task Force



# Community Shared Value



# Thank You and Questions







# Experience Rochester Board Meeting

November 26, 2024

