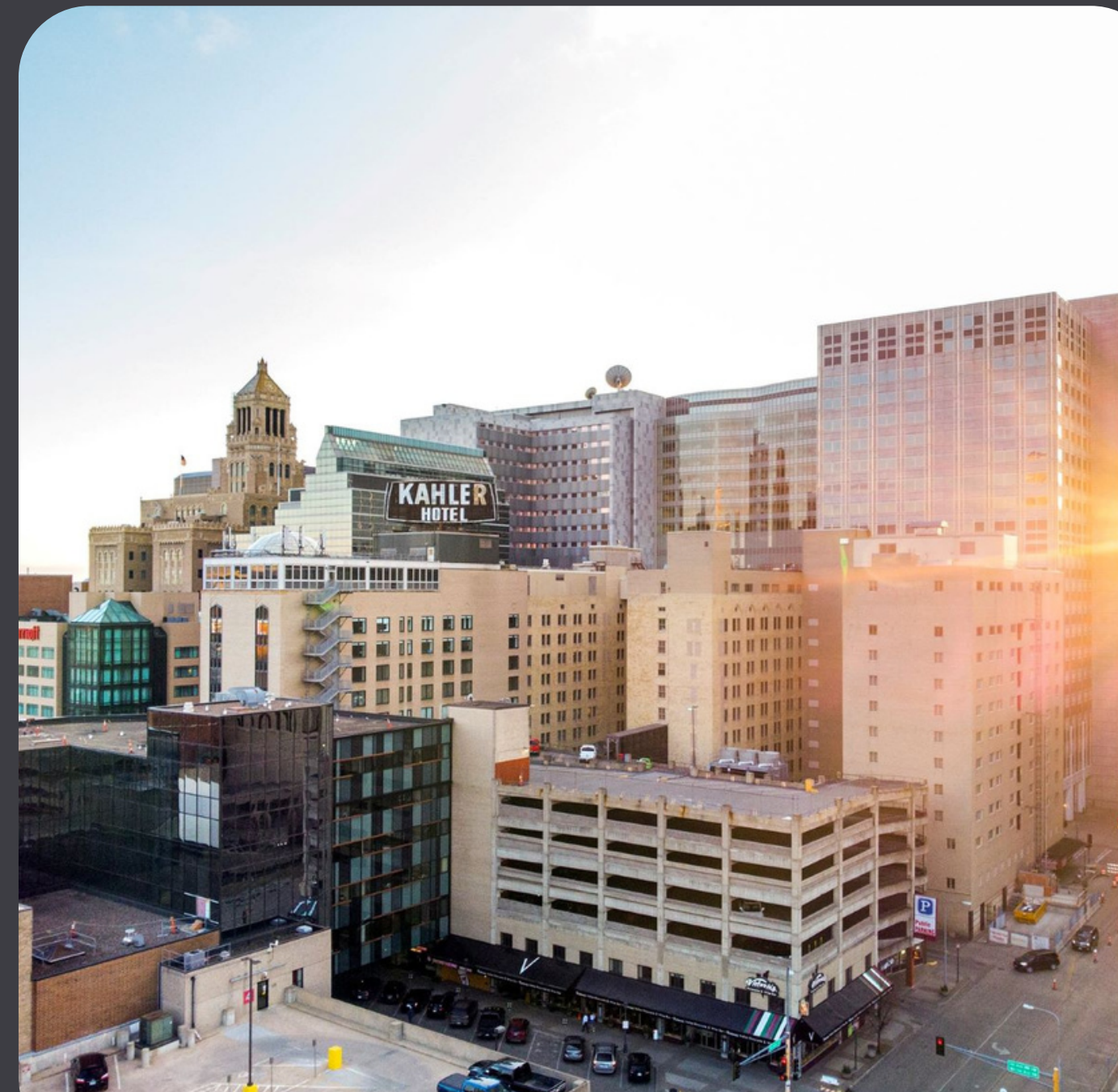




EXPERIENCE MINNESOTA'S ROCHESTER



Experience Rochester & Mayo Civic Center Merger Foundation





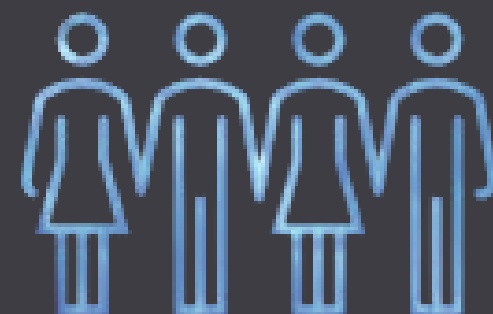
Fiscal Responsibility



MCC Maintenance &
Management



Economic Impact



Community Impact



Crisis Response

SALES UPDATE



MCC business not contracted

Groups meeting without a contract
Multi-year agreements, but not signed contracts
Decreased leverage to reschedule vs. cancel

Perceptions

Diminished quality

Inefficiencies

6 individuals were involved with contracting a group
MCC accounting sent out contracts
ER Sales did not have access to booking software
Rental based proposals
Difficult for planners

- 1 person for Meeting Space
- 1 person for Exhibitor Services
- 1 person for Food
- 1 person for A/V
- 1 person for Decorating Services

	Room Nights By Market		
	2018	2019	2020
Mayo (Excluding EPIC)	2,957	3,251	4,177
Corporate	1,636	2,486	826
Religious	14,976	14,895	14,119
CCJW	13,017	11,786	11,786
Non CCJW	1,959	3,109	2,333
Association	15,255	7,949	6,393
State	6,952	3,352	4,549
Regional	2,093	651	735
Medical	6,210	3,709	1,109
SMERF	2,607	1,828	2,755
Social/Sports		170	
Military			
Education		143	
Fraternal		1,515	
Total	37,431	30,409	28,271
Difference			
Non Mayo Medical	6,210	4,286	1,655
Non Medical Associations	9,045	4,003	

**STEADY DECREASE IN ASSOCIATION BUSINESS
OVER PRIOR 2 YEARS**

2020 Sales Restructuring

Empowered Sales Team

Ungerboeck vs. Event Booking
Contracting
Seamless approach
MCC site visits

Sales Process

Lead qualification
Objective business review
Incremental revenues for MCC
Groups definite in Simpleview without signed contracts
MCC site visits
Yearly increases on rental rates
Proactive efforts
Conscience lead distribution

Metric Based Approach

Prospecting goals
ROI on tradeshow
Objective MCC business review

Business Development

Prospecting in a Covid World

Success Increasing Funnel

Rollercoaster

"We're interested, but call me back _ _ _ _ _"

Groups pushing meetings

2020 to 2021, 2021 to 2022, etc.

Holding pattern on decisions



2021 Outlook

Cancellations Continuing

Medical conferences
League of MN Cities
Narcotics Anonymous
MOMA - Pool and Darts
CCJW

**16,321
ROOM
NIGHTS**

ASM Global Projections

(Manages 300+ arenas, stadiums, convention centers)

Q1 - No large events

Q2 - 25%

Q3 - 50%

Q4 - 100%

Short Term

Prepared for Post Pandemic Sales
Get repeats signed
IYFY business
Fiscally responsible
Increasing staffing
Increased investment in Sales Dept.

Long Term

Proactive Sales
Efficient processes
New model = more competitive
Elevated Experience in MCC

Collaboration

Quarterly DOS meeting with hotels
January 22, 2021

2021 Targeted Sales

Hybrid Packages

Greatly reduced AV costs

Marketing

Campaigns focused on
2021 business

Focusing on Q3/Q4

Efforts concentrated on realistic
opportunities

Flexible

Flexible cancellation
Discounted 2021 Rates

State / Regional

Groups returning locally,
regionally, nationally



2022 2023

Securing large annual repeat groups.

CCJW 2022-2023 agreed to terms

MNAOG 2021-2023 signed

Explorers 2021-2023 signed

45% of annual room nights





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