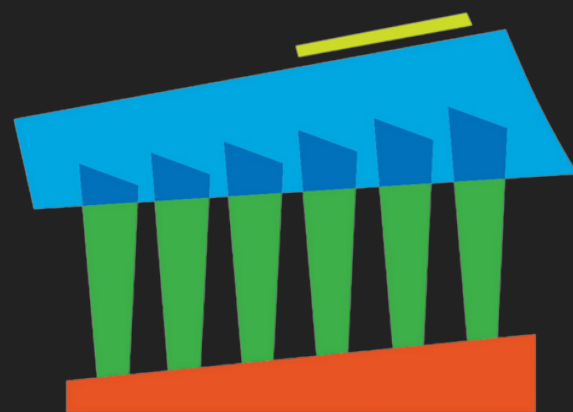
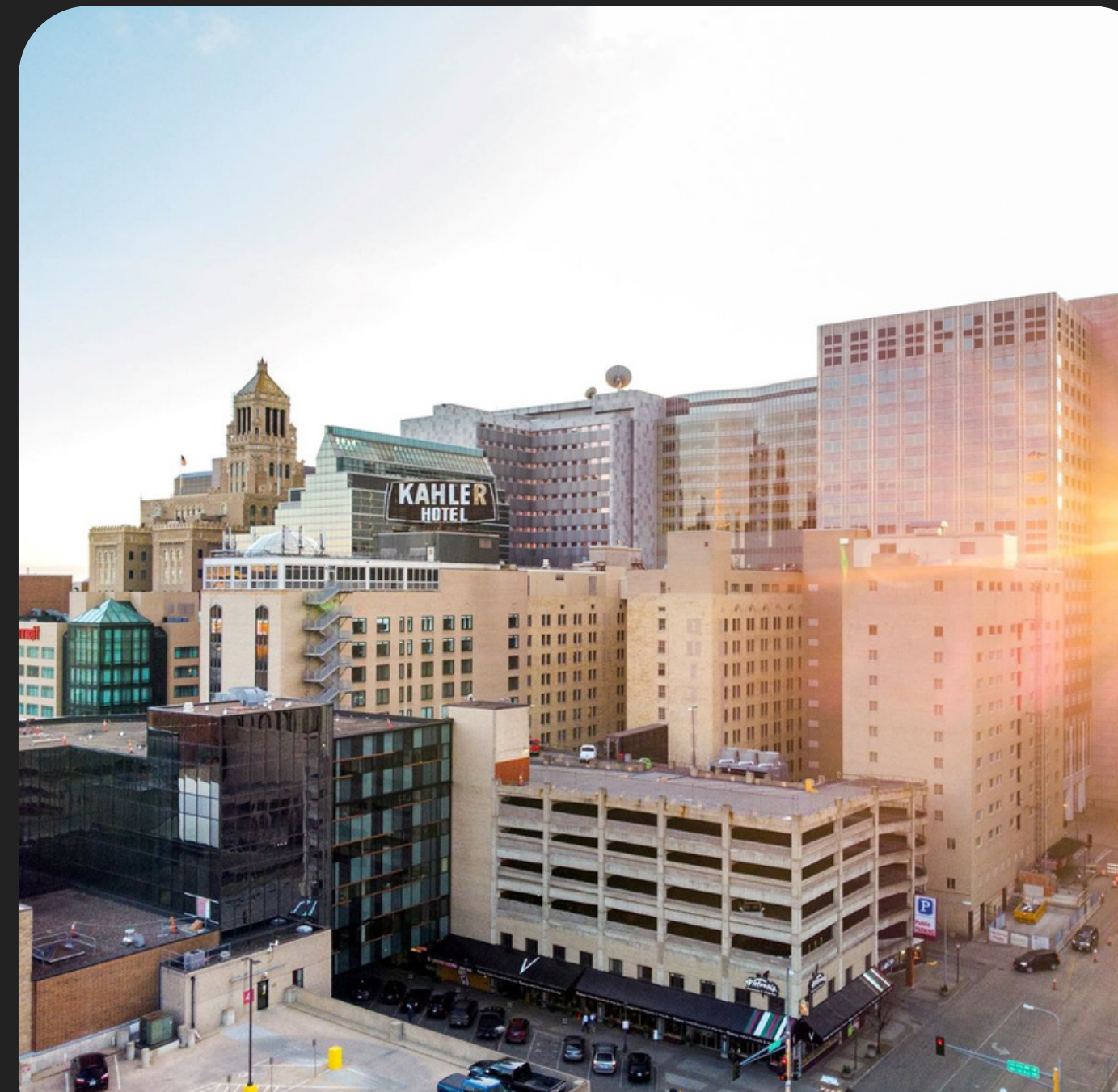




# EXPERIENCE MINNESOTA'S ROCHESTER



## MINNESOTA'S ROCHESTER MAYO CIVIC CENTER CONVENTIONS & EVENTS



# Civic Responsibility



## Homeless Shelter

Summer overnight shelter  
Winter warming shelter

## Vaccination Site

15,000 vaccinations administered

## Boys and Girls Club

MCC used as a distance learning  
center for Rochester students

## RCYBA

Provided space at greatly reduced  
cost to ensure area youth could  
still practice.

## Meals Served

Served over 14,000 meals at  
cost between distance learning  
center and shelter

## Rochester Ready

Launched initiative in  
conjunction with area partners  
to help ensure a safe and  
resilient recovery

Over 90 businesses took the  
pledge

# State of Convention Industry

## Venues

Multiple venues have requested additional state aid.

One venue went from a staff of 300 to 12.

## CVBs

Requesting assistance with paying membership dues with professional trade organizations.

## Starting to see light

Promise of vaccination effort and restrictions lifting.

## Hybrids are in demand

Give groups the ability to reach additional attendees.

# MARKETING UPDATE



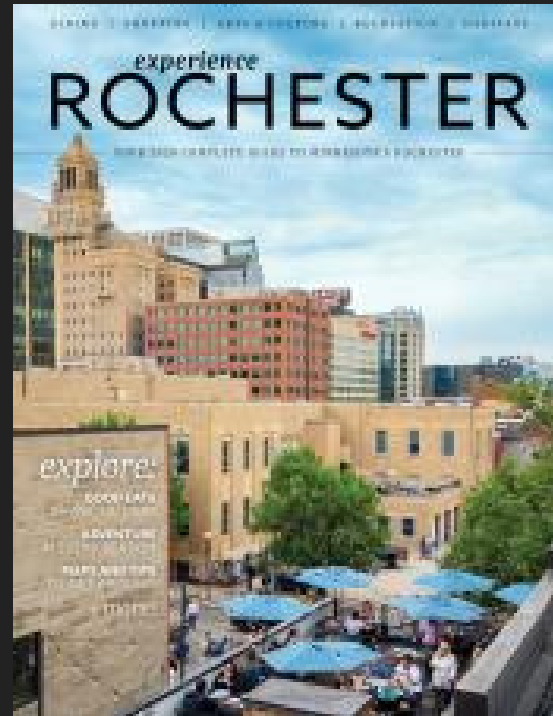




**NICK MEZACAPA**  
PASQUALE'S  
Guardian Angel Employee

Heart of Hospitality Campaign





Visitor Guide coming in July



Program paused

# Marketing Leadership

Consultant onboard through June to carry programs forward

New hire announced soon and will start in late May



# SALES UPDATE





# New Experience Rochester team members



**Jeremiah Cook**

Senior National Sales  
Manager

State and regional association  
markets



**Beth Sola**

National Sales Manager

Medical Market



**Kasmara Whittaker**

National Sales Manager

Social, Military, Education,  
Religious, Fraternal



**Monika Kopet**

Director of Community  
Engagement

Manages civic mission, groups &  
events geared towards local  
consumers

Information Tech. Educators of MN	2021	115 room nights
Partnership for Youth	2021	1,140 room nights
American Soc. of Healthcare Engineering	2022	350 room nights
We are Strong Gymnastics	2022-2026	2,350 room nights
MN Narcotics Anonymous	2022 & 2023	1,364 room nights
Minnesota DFL	2022	930 room nights
US Tumbling and Trampoline Assoc.	2021	2,000 room nights
Just for Kix	2021	1,500 room nights

CCJW

- Should be reaching out for 2022 hotel blocks
- Cancelled all conventions through June of 2022



## HIGHLIGHTS

January & February  
Weekend business

Annual repeat

2,350 room nights

Potential to grow

Civic mission



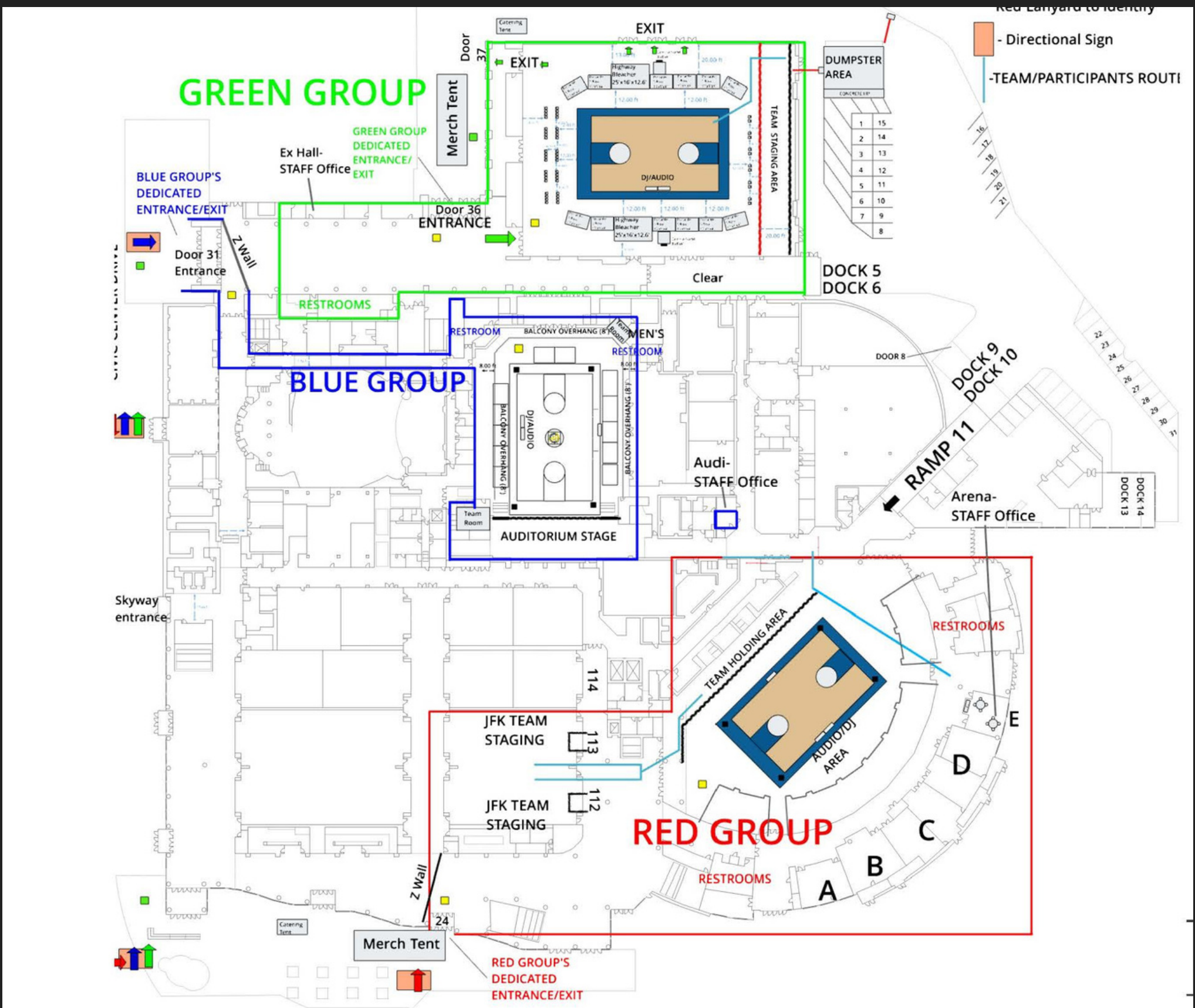
"The Maggie Nichols Foundation's goal is to offer assistance to charities that help heal victims and survivors of all types of abuse. Maggie's mission is to make a positive difference, continue the healing process and empower survivors"



HIGHLIGHTS



Event saved from moving  
out of state





# Sales Next Steps

Resume tradeshow travel

Hire support staff

Attend in person industry events

Continue collaborating

Focus on Fall

# MCC Conference Forecast

22

## 2nd Quarter

Just for Kix  
Talent on Parade  
USTA

## 3rd Quarter

- Partnership for Youth
- Medical conferences  
virtual or hybrid
- Several cancellations

## 4th Quarter

- MNAOG Youth
- Towards Zero Death
- MN ITEM
- Additional leads in the  
funnel

## 2022

- Anticipating conferences  
returning to "normal"





# LIVE ENTERTAINMENT UPDATE



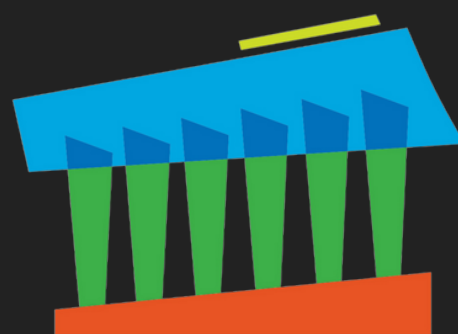
# 2021 Schedule

August 2021 TBD	Blues	Awaiting on sale 1500
August 2021 TBD	Country	Awaiting on sale 2500
09/16/2021	Beatles V. Stones	On sale now 750
September 2021	Comedy	Hold 750
September 2021	Theatrical	Hold 2500
10/02/2021	Theatrical/Entertainment	Awaiting on sale 1000
October 2021	Theatrical/Broadway	Hold 1500
October 2021	Comedy	Hold 750
10/19/2021	Home Free	On sale now 1000
10/22 - 10/24/2021	Nerdin Out Con	On sale now 4000
11/5/2021	Theatrical	Awaiting on sale 850
November 2021	Classic Pop/Rock	Hold 3000
November 2021	Country	Hold 1500
November 2021	Comedy	Hold 1500
11/11/2021	Jim Gaffigan	On sale now 4000
11/12/2021	Jim Gaffigan	On sale now 3000
November 2021	Christian	Hold 4000
11/20/2021	Country	Awaiting on sale 1000
12/2/2021	Holiday Pop/Rock	Awaiting on sale 750
12/4/2021	Theatrical	Awaiting on sale 750
12/18/2021	Country Christmas	Awaiting on sale 1000

Total anticipated tickets sold: 37,600



**EXPERIENCE**  
MINNESOTA'S  
**ROCHESTER**



MINNESOTA'S **ROCHESTER**  
**MAYO CIVIC**  
**CENTER** CONVENTIONS  
& EVENTS

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