

Saint Paul RiverCentre Convention & Visitor Authority

2025 BUDGET

Visit
SAINT PAUL

SAINT PAUL
RIVERCENTRE[™]

Visit Saint Paul

To get you to Saint Paul. Because we know you're going to love it.

We generate economic growth for Saint Paul by effectively marketing the RiverCentre campus, Saint Paul, and the region as a preferred convention and tourism destination for all cultures and groups.

Saint Paul RiverCentre

A dynamic hub where ideas collide and connections thrive.

Supports the mission of Visit Saint Paul by attracting events and guests to Saint Paul RiverCentre and Roy Wilkins Auditorium.



OUR IMPACT



- Drive **vitality** and **economic impact**
- Create **opportunities** for organizations to experience **success**
- Support **local businesses**
- Create hospitality **jobs**



destination marketing

1. VISIT

If you built a place people want to visit, then you have built a place where people want to live.

2. LIVE

If you built a place where people want to live, then you have built a place where people want to work.



3. WORK

If you have built a place where people want to work, then you have built a place where business and residents will invest.

4. INVEST

If you have built a place where business and residents will invest, then you have built a place where people will want to visit.

Visit Saint Paul

- Destination Management
- Contract management of the city-owned facilities

Saint Paul Arena Company

- Manages Saint Paul RiverCentre, Roy Wilkins Auditorium & RiverCentre Parking Ramp



Our Approach

- A higher level customer service experience
- A premium food and beverage experience
- Emphasis on efficiency and sustainability in operations

Keeping these aging facilities at a premium level is paramount to this plan.



RiverCentre Operating Budget

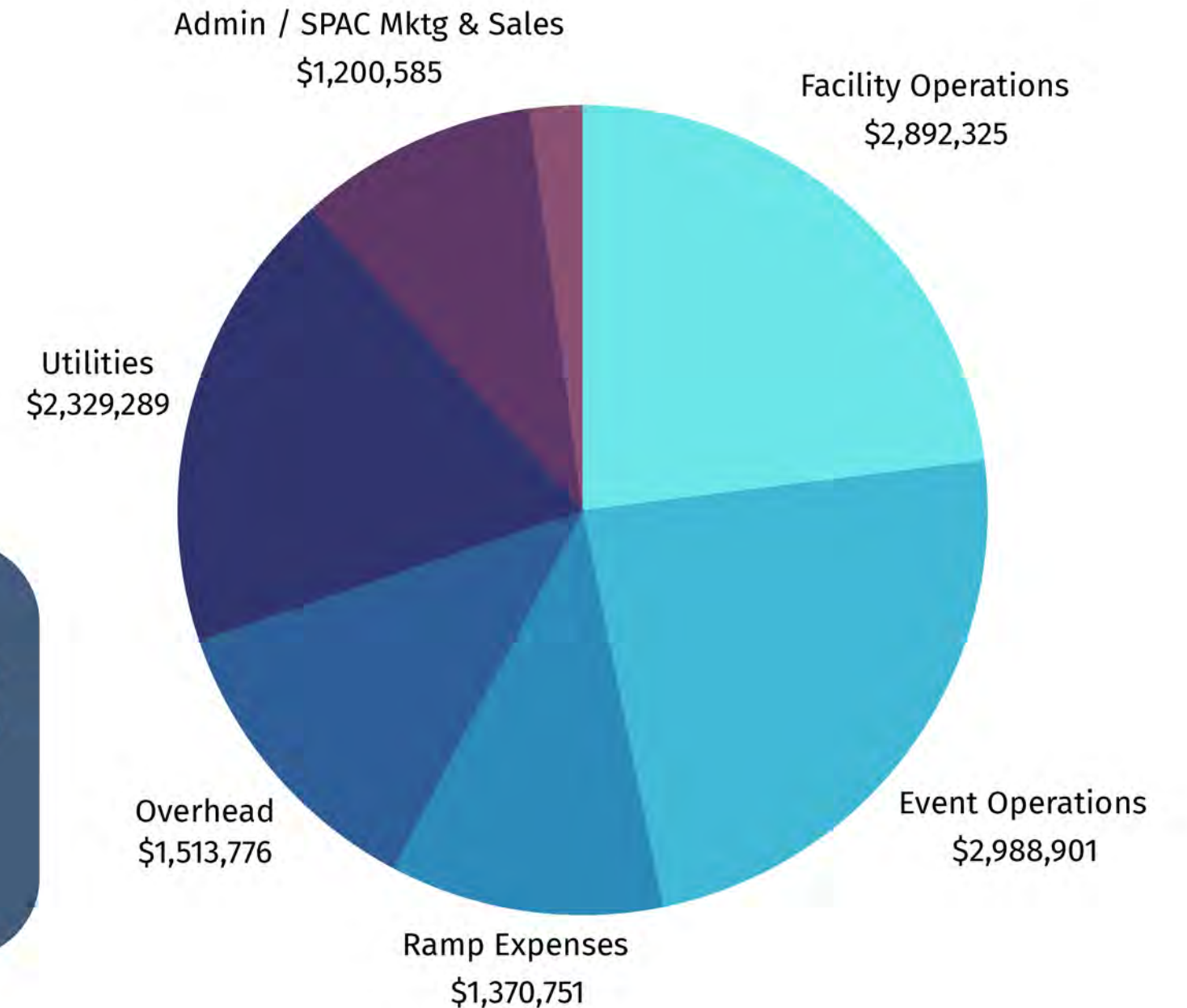
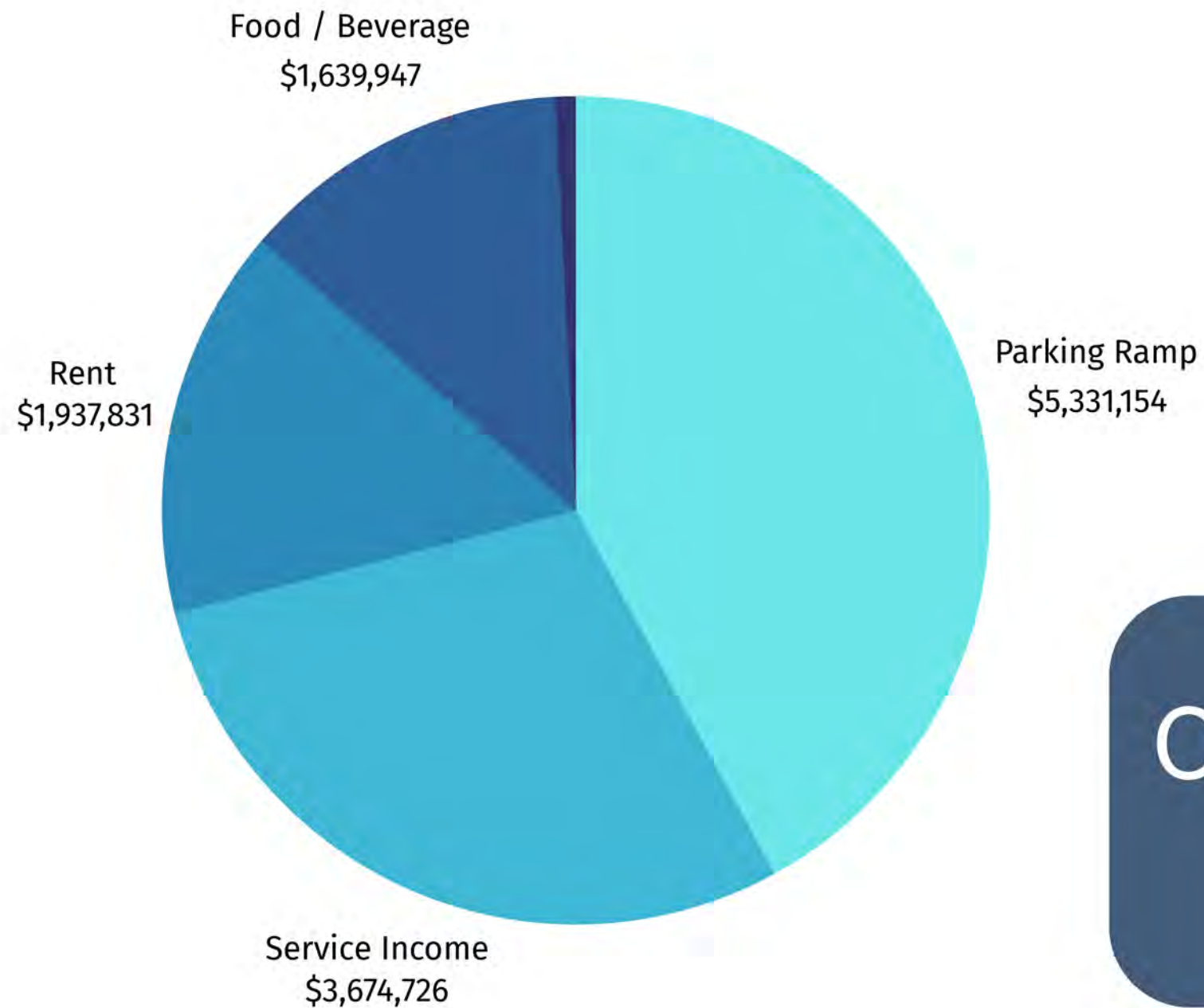
- Being an event based organization, we build the budget around anticipated bookings and performance of events. This can vary greatly from year to year.
- Event revenue is primarily comprised of rent, service income, parking, and food & beverage.
- Event expenses are primarily comprised of labor, cost of goods, utilities, repairs and maintenance, and administrative costs.



2025 RiverCentre Operating Budget

Revenue: \$12,684,663

Expenses: \$12,561,474

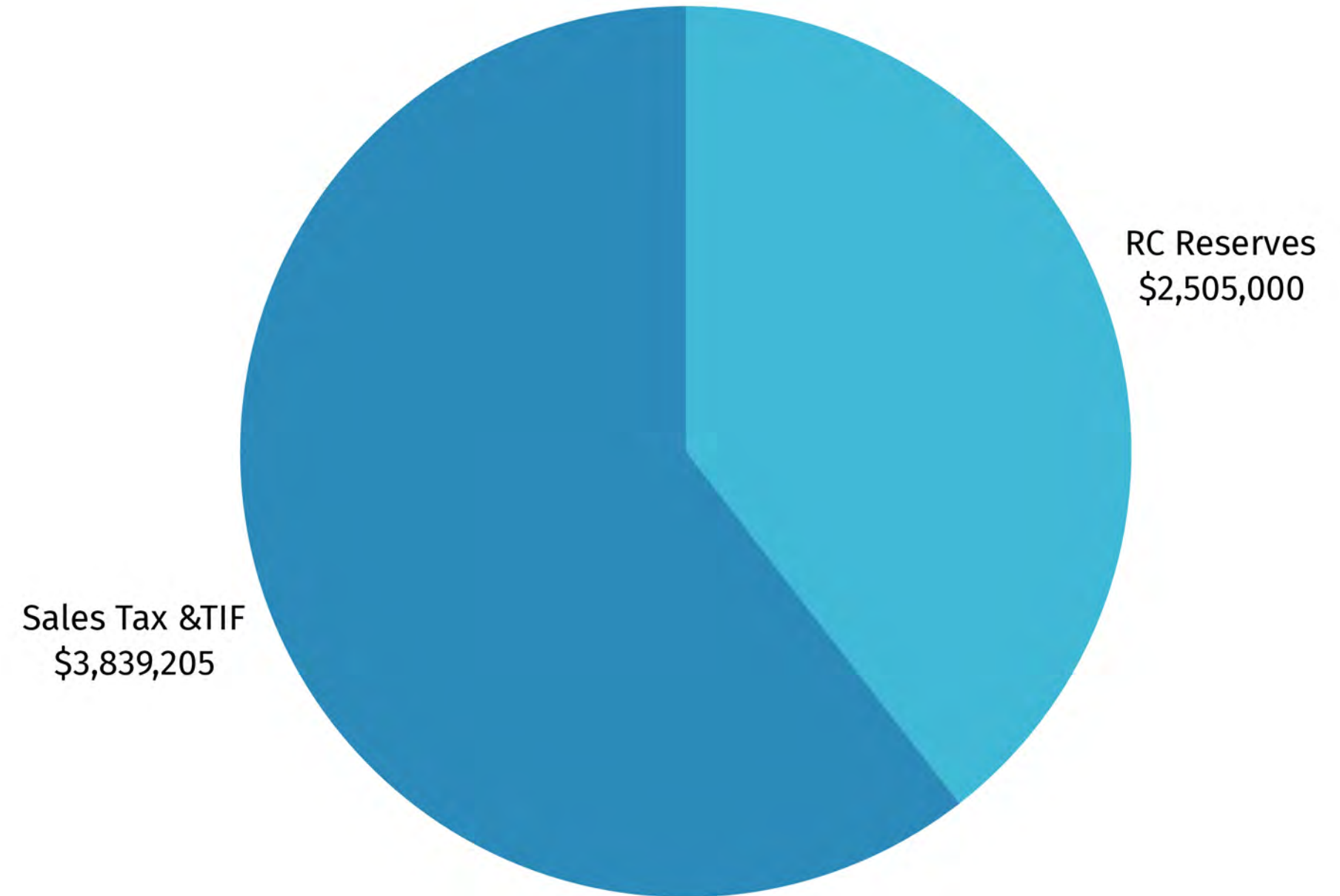


Overall Net:
\$123,189

2025 RiverCentre Non-Operating Budget

\$6.3 million

- Offsets debt, capital improvements and any operating losses.
- City sales tax and TIF allocations of \$3.8M
- One-time use of \$2.5M of RiverCentre reserves for critical infrastructure



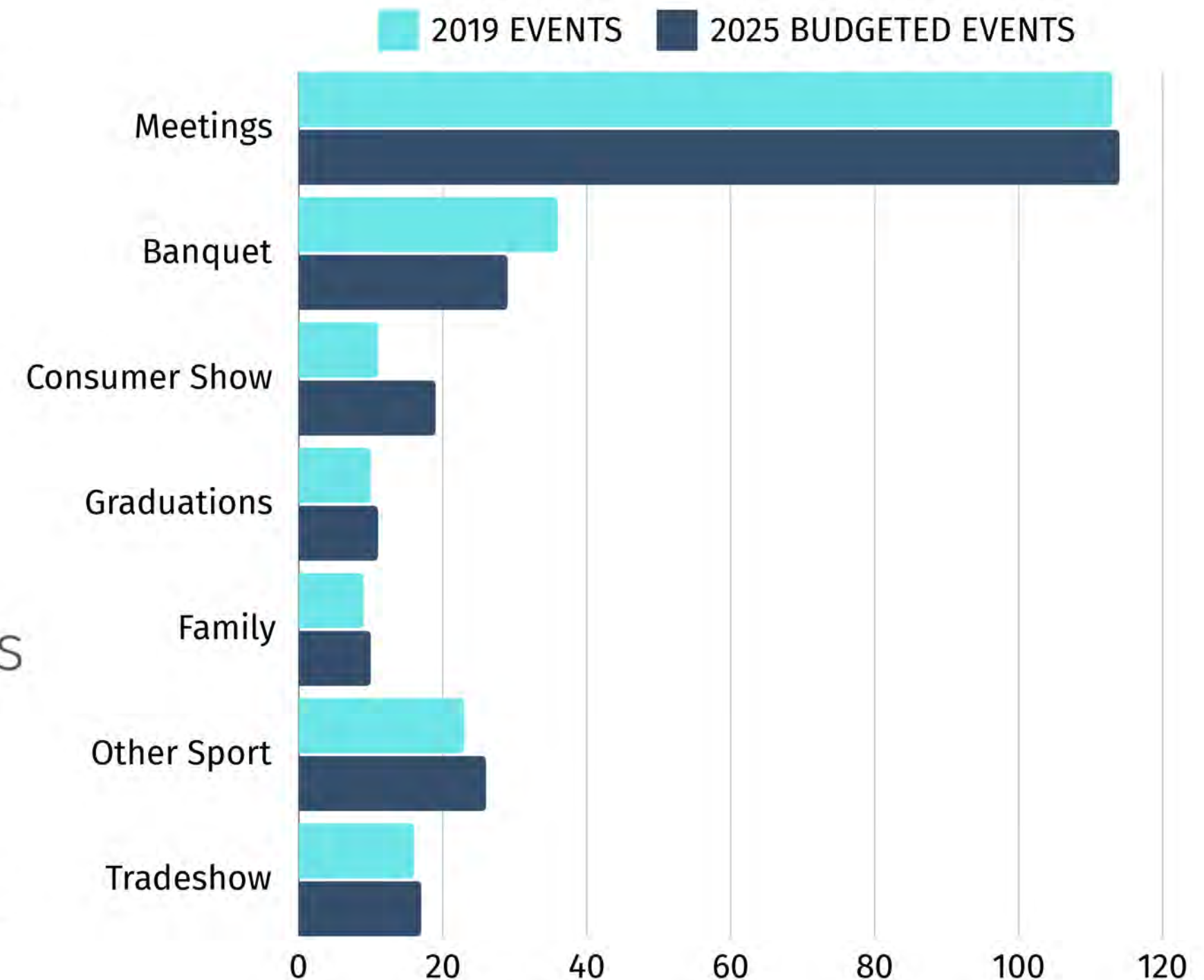
State of Events

- 2024 budget was approached with cautious optimism
- Many of the 2024 events over-performed
- 2024 event forecast guided the 2025 budget cycle



State of Events

- The event industry has stabilized, as evidenced by comparing data to 2019
- Meetings and tradeshow are performing well
- Consumer shows and youth sports continue to rise
- Galas are a bit down, but starting to show more movement



Impact to City of Saint Paul



243
events

396 campus-wide*
*includes Xcel Energy Center



470,000
visitors/year

2.1 Million
campus-wide*
*includes Xcel Energy Center



\$383 Million*
Annual spending
impact
from overall
event campus
*includes Xcel Energy Center



5
labor unions
represented

RiverCentre Challenges & Solutions

Optimizing Revenue with finite dates & space

Tiered pricing, alternative revenue streams

Rising Expectations of Event Organizers

Prioritization of capital projects to meet expectations, employees training

Employee Attraction/ Retention

Culture, service training, recruitment, leadership, engagement



BUDGET CONSIDERATIONS

RiverCentre Challenges & Solutions

Aging Facilities & RiverCentre Parking Ramp

Adjusting capital investment priorities

Sustainability Progress

Technology, education, partner collaboration, invest in time and labor



CAPITAL BUDGET

RiverCentre Capital Projects

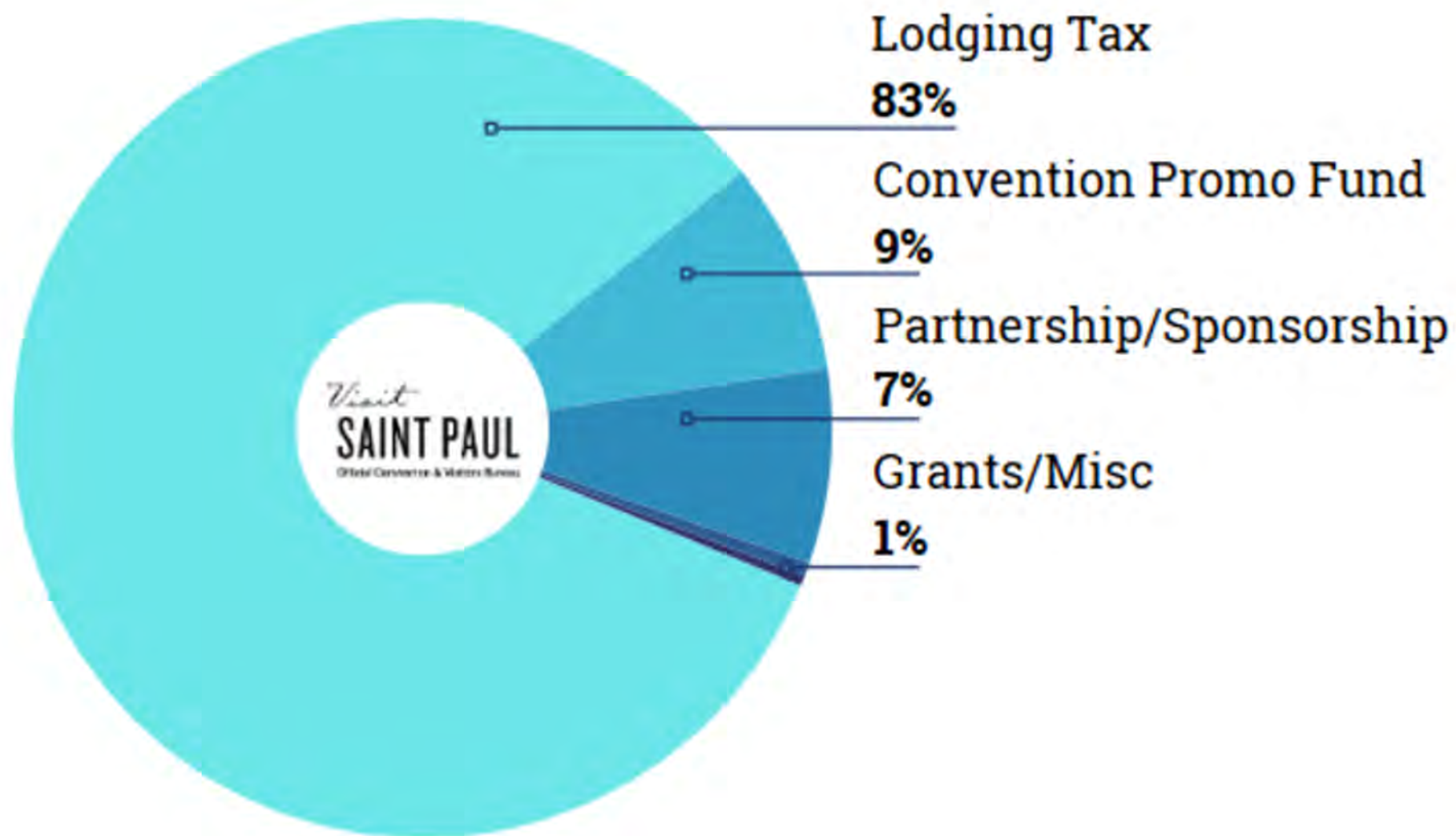
- Parking Ramp - (*repair & maintenance*)
- Elevators / Escalators (*repair / replace*)
- Exterior Door Replacements
- Facility Lighting Upgrades
- Atmos Air Phase 2
- Rice Park Entrance Improvements (*lights, bollards, pavers*)
- Cushman Electric Carts
- Exterior Recycling Bins
- Food & Beverage Equipment (*kitchen equip, serving, retail*)
- Marquee (*Bikeway*)
- Circulation and event furniture
- Security Equipment (*cameras, intercoms, replacements*)
- Event Equipment (*easels, A/V, etc.*)
- Facility Equipment (*tables, chairs, cleaning*)



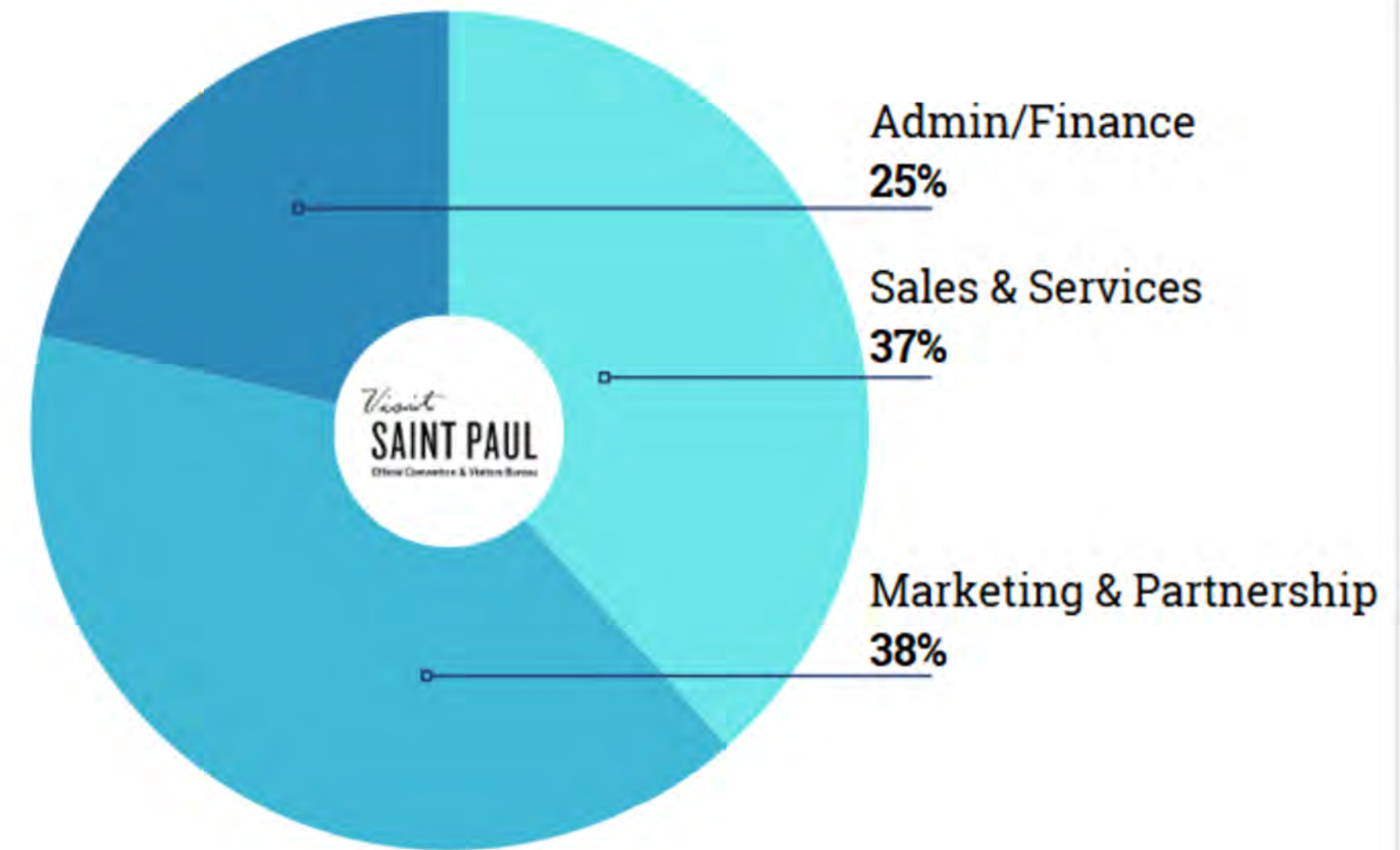
2025 Visit Saint Paul Budget



Revenue: \$3,556,714*



Expenses: \$3,556,714



*includes \$300,000 from reserves for Convention Promotional Fund

WHO WE ARE

Visit
SAINT PAUL

SAINT PAUL
RIVERCENTRE

Visit Saint Paul

- Sales efforts to attract events to Saint Paul venues
- Marketing programs to drive visitors to the city
- Resources to connect visitors with local businesses
- Partner programming to support and connect the industry



STRATEGIC PLAN

Visit
SAINT PAUL

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RIVERCENTRE

BOLD FUTURES

VISIT SAINT PAUL STRATEGIC PLAN

2025-2027

#1

Boldy sharing Saint Paul's story.

Create the most effective, compelling brand message strategy based on market research and data.

#2

Driving tourism and events to Saint Paul.

Market and promote Saint Paul to attract visitors, conventions, and events to the city.

#3

Connecting the industry to deliver on our brand promise.

Engage businesses and organizations to collaborate on driving demand for the city through brand, marketing, promotions, and messages.

#4

Position Saint Paul to maximize the positive impacts for the city.

Ensure Visit Saint Paul is a thriving, competitive, and sustainable organization to maximize the value delivered to the community.

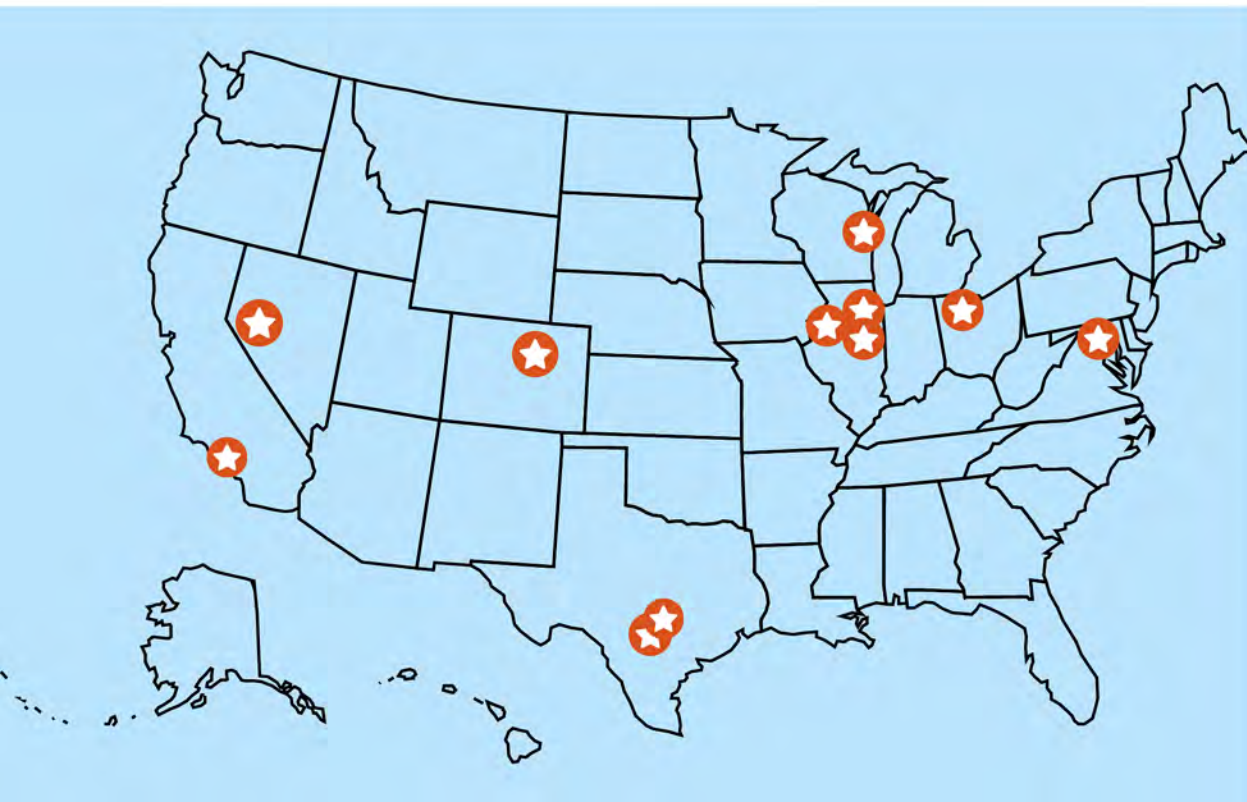
#5

Collaborate with key support organizations to build a stronger Saint Paul.

Partner with key support organizations to advocate for improvements to Saint Paul's assets, experiences, and other destination development priorities in the city and region.

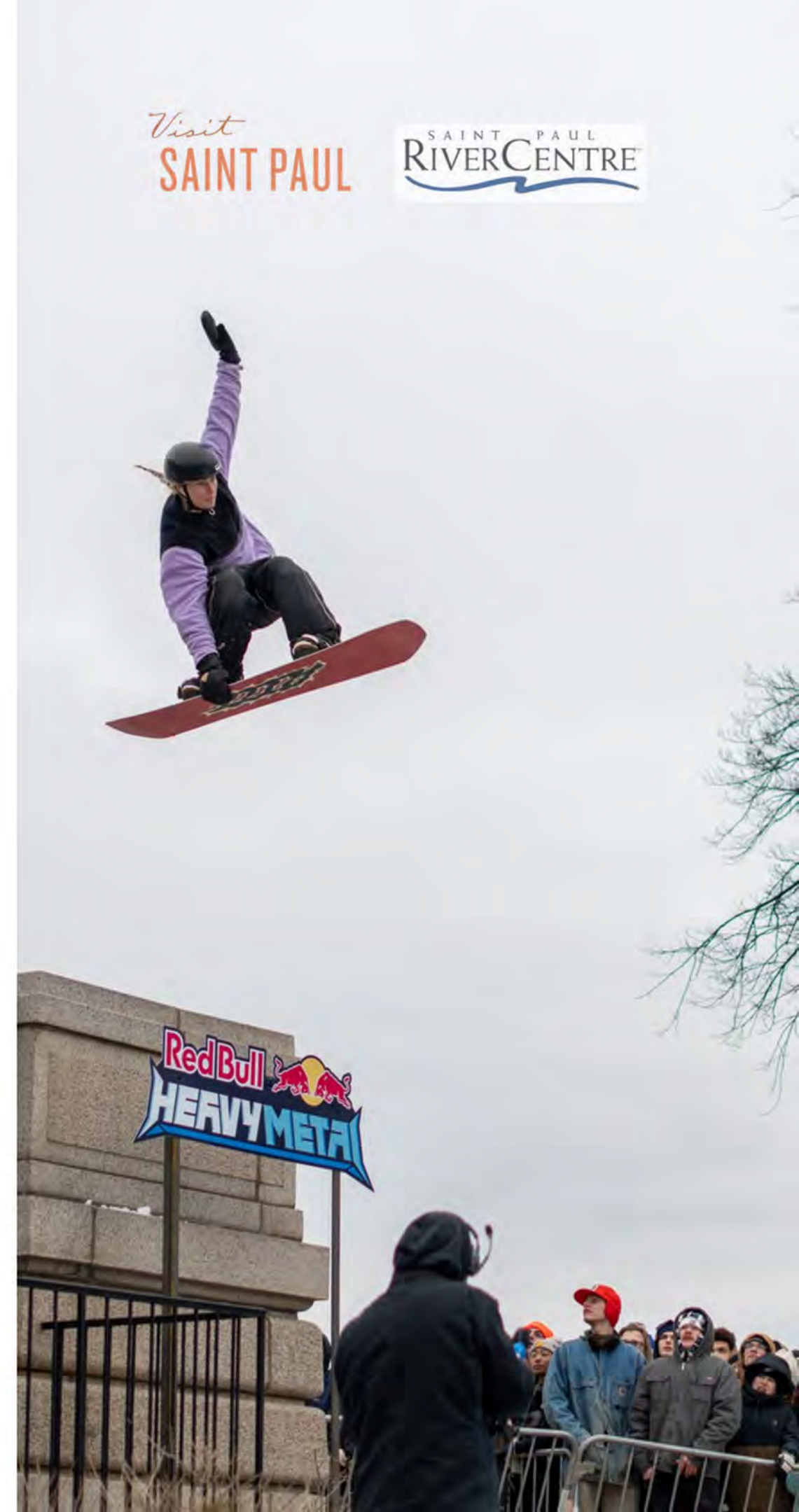
Sales & Services

- Tradeshows and travel
- Incentive programs
- New markets - event promoters
- New digital marketing efforts



2025 Event Highlights

- NCHC Frozen Faceoff - March
- American Association of Woodturners - June
- American Society of Ichthyologists - July
- IIHF World Junior Championship - Dec/Jan



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RIVERCENTRE

MINNESOTA

SAINT PAUL

Feel the pulse of our city's creativity in the beauty of its murals and art 17

Take a bite out of our rich culinary culture 20

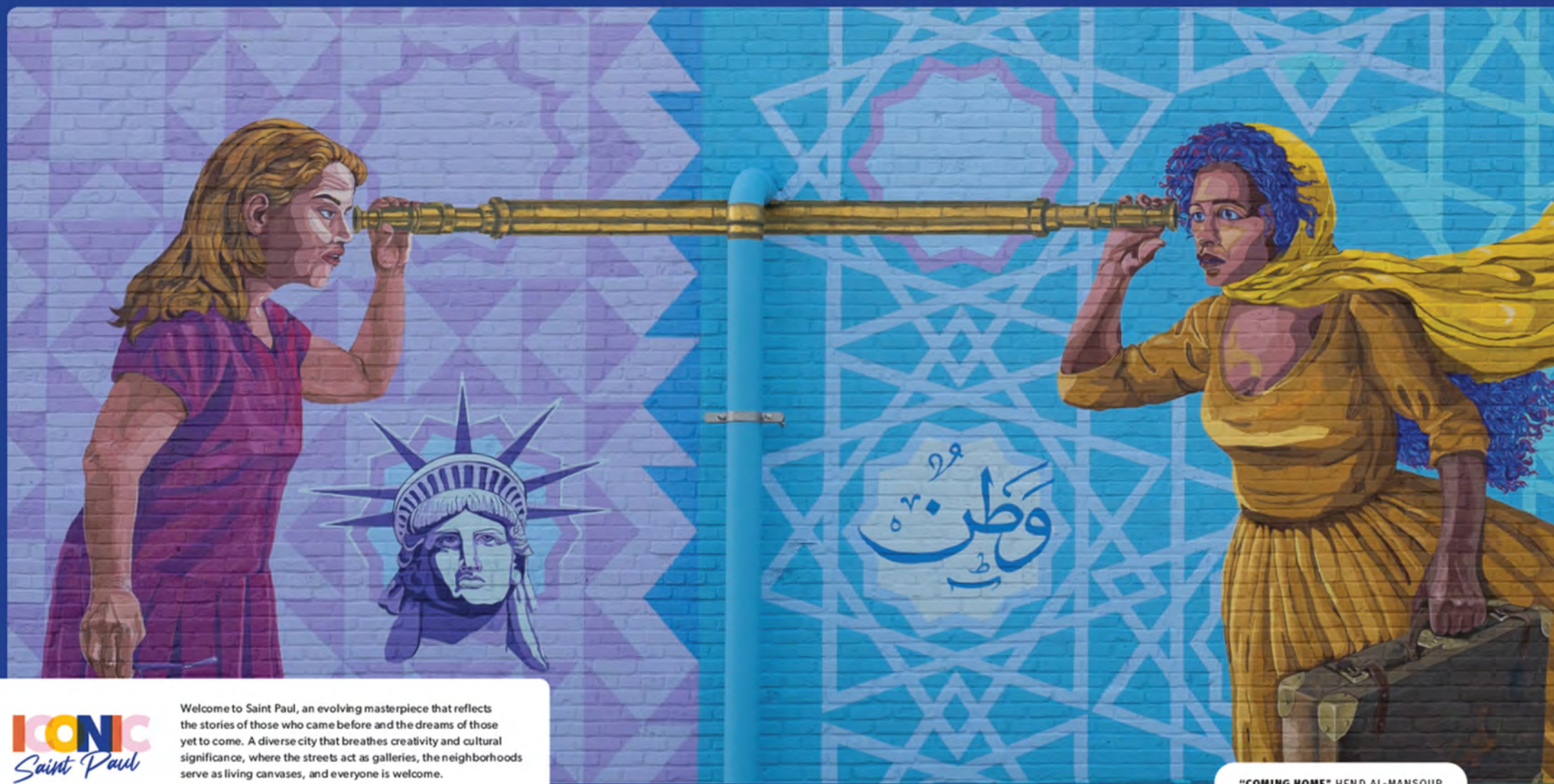
Raise your glass to our thriving craft beer and cocktail scene 24



Visit SAINT PAUL .COM

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SAINT PAUL RIVERCENTRE



ICONIC Saint Paul

Welcome to Saint Paul, an evolving masterpiece that reflects the stories of those who came before and the dreams of those yet to come. A diverse city that breathes creativity and cultural significance, where the streets act as galleries, the neighborhoods serve as living canvases, and everyone is welcome.

"COMING HOME" HEND AL-MANSOUR

2429 University Ave W., Saint Paul



Visit
SAINT PAUL

SAINT PAUL
RIVER CENTRE

THE fun side SAINT PAUL

head over to the fun side

SaintPaul

this way to the fun side

Saint

SaintPaulTheFunSide.com

welcome to the fun side

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Visit
SAINT PAUL
Official Convention & Visitors Bureau

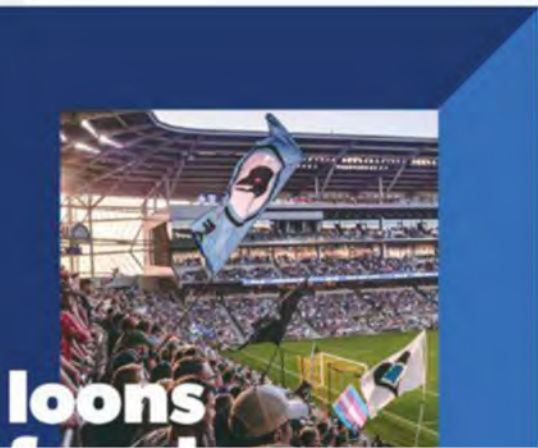
Sports fans, the fun side is calling with game time thrills and tons of Saint Paul style pre- and post-event activities.



get ready for
home fun

Unleash your spirit!
Find your fun side

Learn more



loons

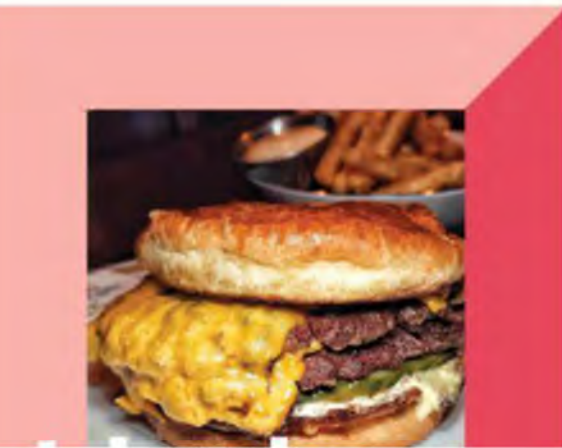
Saint Paul's architecture, theaters, festivals, food, galleries, historic neighborhoods — immerse yourself in the fun side.



friendly
fun times

Stroll lively streets!
Find your fun side

Learn more



Saint Paul's architecture, theaters, festivals, food, galleries, historic neighborhoods — immerse yourself in the fun side.



Jump into family adventures in Saint Paul, where every trip to the fun side is filled with new discoveries and memories.



a roaring
fun time

Play with science!
Find your fun side

Learn more



Saint Paul's architecture, theaters, festivals, food, galleries, historic neighborhoods — immerse yourself in the fun side.



it's all fun
and games

Cheers, chants, spirit!
Find your fun side

Learn more



Saint Paul's architecture, theaters, festivals, food, galleries, historic neighborhoods — immerse yourself in the fun side.



kids just
wanna
have fun

Retro gaming joy!
Find your fun side

Learn more



Welcome to Saint Paul!
Find your fun side

Learn more



Successfully entered new markets, including Chicago, Milwaukee and Iowa

+17 million impressions

+53,000 new, unique visitors to VisitSaintPaul.com

90,000 people clicked on ad content

+3k new email sign ups

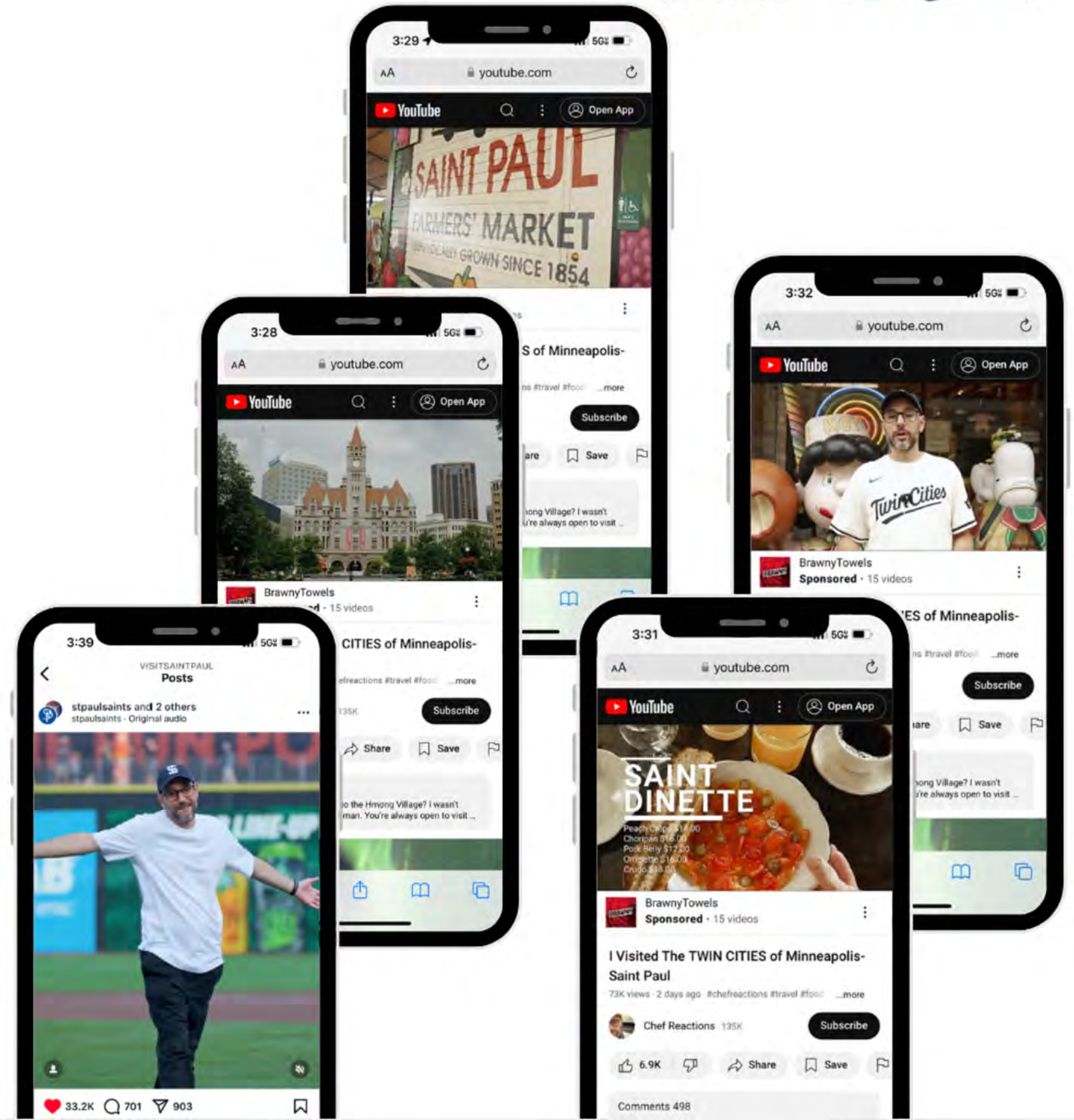
over 5,498 Campaign Attributed Visits



Chef Reactions

- 3.6 M TikTok Followers
- 400K X followers
- 154K YouTube subscribers

○

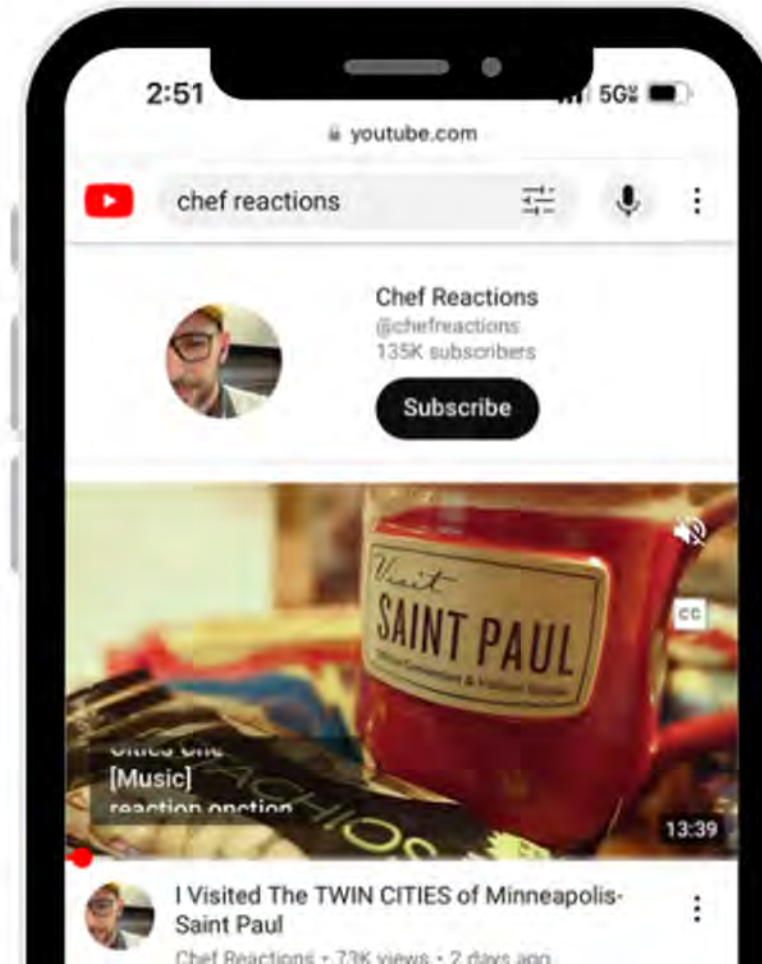



Chef Reactions Videos


Saint Paul Locations:


- Saint Paul Hotel
- Saints / CHS Field
- Lowertown Sounds
- Hmong Village
- F. Scott Fitzgerald's home
- Rice Park
- Peanuts statues
- Cathedral of Saint Paul
- Farmers' Market
- Saint Dinette
- Candyland

140K views
on Twin Cities Video
232K views
on State Fair Video



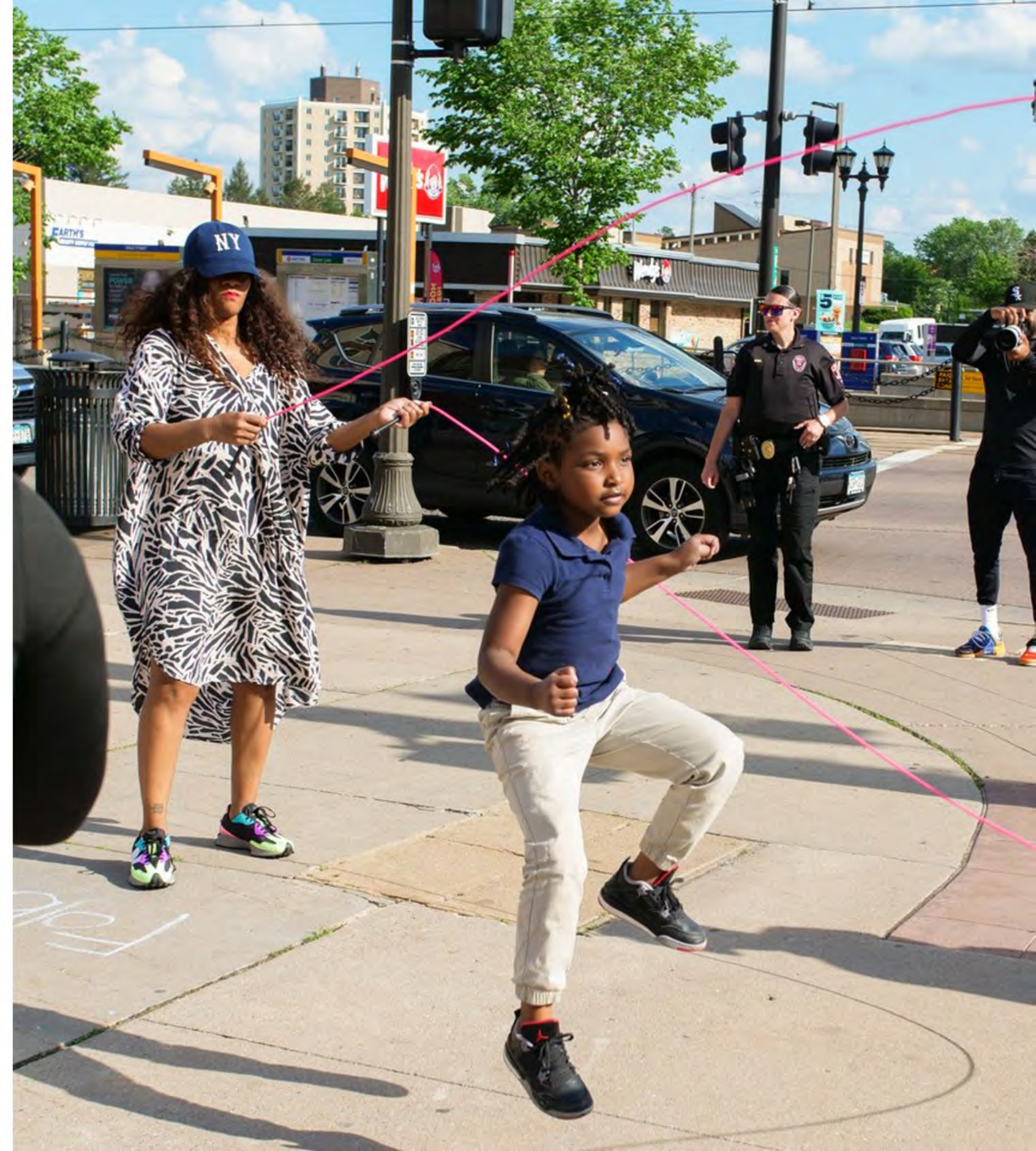
 @pandooju 2 days ago
Holy s***! You went to the Hmong Village? I wasn't expecting that at all man. You're always open to visit here anytime you feel so. We appreciate you!
👍 266 🗨️ 6

 @ahajimo 2 days ago (edited)
I'm just more impressed that a YouTube video about the Twin Cities didn't just show Minneapolis the whole time. A lot of love was also shown to St. Paul!
👍 148 🗨️ 2

 @laurashrodeanderson7283 1 day ago
It was so refreshing for you to highlight a lot of St Paul!! EVERYBODY does Minneapolis, but some of us know St. Paul is also incredible!
👍 4 🗨️

Event Marketing Support

- MPR underwriting
- Billboards
- Billboard Re-targeting
- Photography
- Static Skyway Panels
- Star Tribune Going Out
- FYI Entertainment Newsletter



Billboards

Lowertown Sounds
Live Music Thursdays
SaintPaulTheFunSide.com
Visit SAINT PAUL

IndiaFest
Aug 17
SaintPaulTheFunSide.com
Visit SAINT PAUL

Irish Fair
Aug 9-11
Harriet Island, Saint Paul
SaintPaulTheFunSide.com
Visit SAINT PAUL

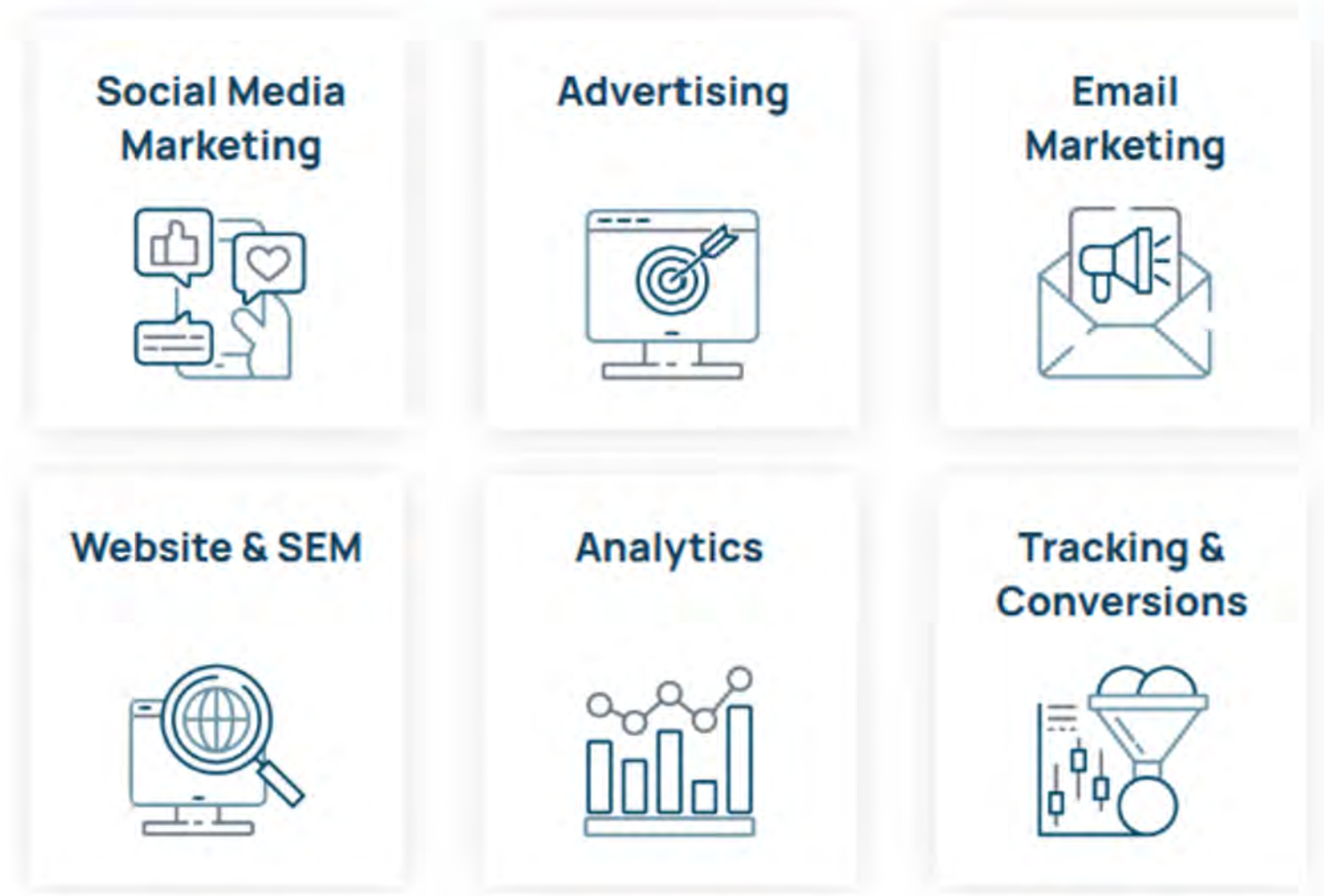
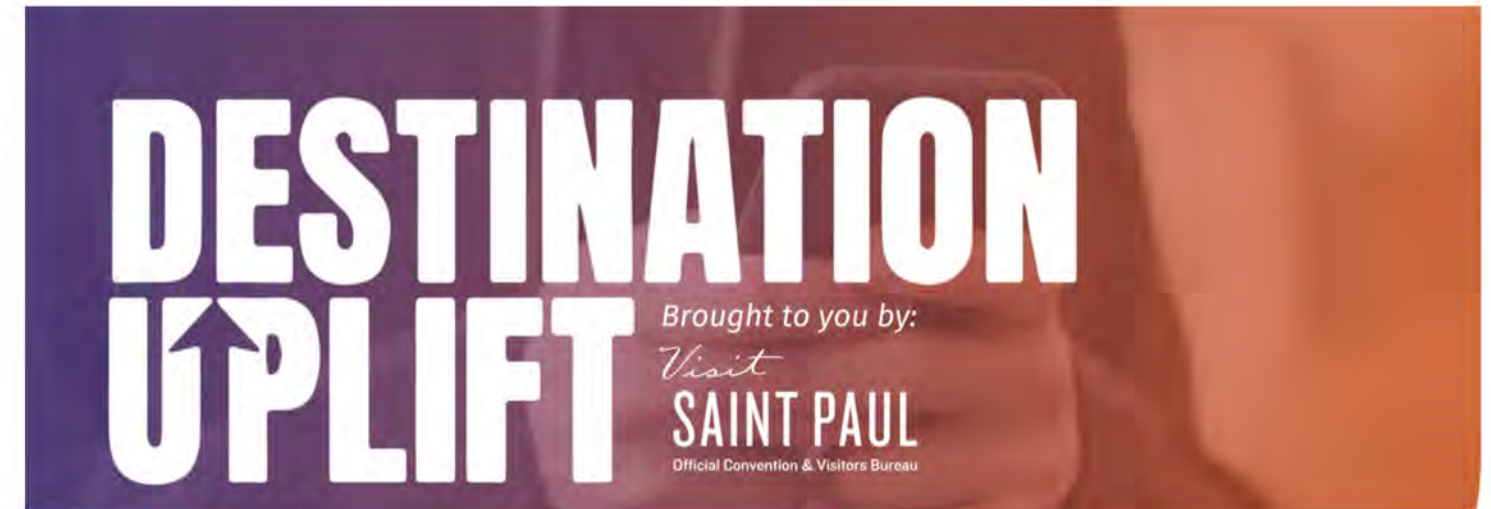
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<p>8.04 sec. MN-MIN15 - 0000156 2024.07.11 1:45:49 PM Contract: PRG_Hivestack_AS_3846575 Minneapolis MIN15 0000156 7/11/2024 1:45:56 pm S: -</p>	<p>7.93 sec. MN-MIN32 - 0000207 2024.07.11 1:44:19 PM Contract: PRG_Hivestack_AS_3846575 Minneapolis MIN32 0000207 7/11/2024 1:44:26 pm S: -</p>	<p>MN-MIN30 - 0000125 2024.07.11 1:44:16 PM Contract: PRG_Hivestack_AS_3846575 7/11/2024 1:44:23 pm</p>

Total impressions:

- +850k drive by impressions
- +110k mobile impressions

Destination Uplift

- Digital marketing education series for businesses, attractions and hotels
- Marketing trends, tactics, and tutorials - to bring more traffic through their doors and realize their full potential as leaders in bringing visitors to Saint Paul.
- FREE for Saint Paul businesses.



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Thank You!