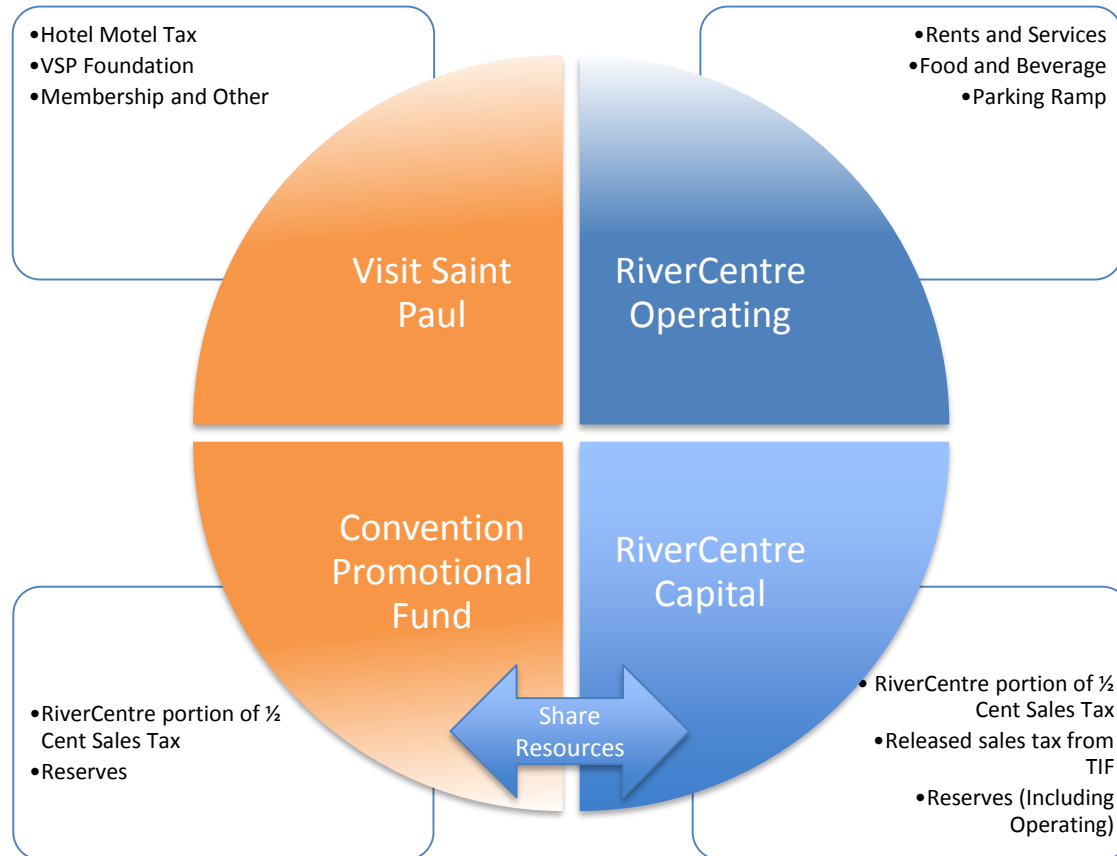


# RiverCentre 2019 Capital Funding Summary

## Overview

- Saint Paul RiverCentre, Roy Wilkins Auditorium and the RiverCentre Parking Ramps are city facilities
- Unlike many convention centers across the region and the country, the current expectations are that the RiverCentre covers its operating costs.
- In order to do this, we believe we need to offer a higher level of quality service and facilities so that a strong value proposition exists and that groups that may get a better “deal” elsewhere will elect to “pay” for the RiverCentre. The RiverCentre parking ramp net revenue currently provides the operating subsidy for the convention center where other cities use taxes for their facilities.
- Keeping the facility, now 20 years old, at a premium level is paramount to this plan.
- Sustainability in operations is also our focus. We have recently renewed our Green Globes certification and our Apex/ASTM certification. We are currently in the process of renewing our LEED certification and hope to have this secured sometime late in 2019.

## Funding Mechanisms





## **EDI 2019 Initiatives**

# Diversity & Inclusion Efforts

- 5<sup>th</sup> Annual Insider's Guide
- Marketing Efforts – Video & Imagery
- Sales Efforts in targeting diverse meetings groups
- Building relationships that foster memberships





- The Saint Paul Insider's Guide is a tool to share the story of Saint Paul and why it should be the city of choice for a day trip, weekend stay, conference or event – and now, with the 4 pages created in partnership with our economic development partners – even to live, work or start a business.
- This is our 4<sup>th</sup> issue of the Guide, and the 4<sup>th</sup> year that we've told Saint Paul's story through local 'insiders'. In 2015 we launched the first issue of the Guide, and that's when we began using #MYSAINTPAUL, which has continued to grow.
- One of the first things we focus on each year is "whose MYSAINTPAUL does the Guide feature"? We put a lot of consideration and energy into who is telling the story.

## Previous Images & Video

In the marketing department, we've really focused not only on images that reflect diversity and inclusion but also images that show people of different ethnicities actively participating in Saint Paul's tourism industry. These images from our video three years ago portray African Americans in a passive manner rather than experiencing and enjoying what Saint Paul has as a visitor.





## Forward Images & Video

We've focused more on actively featuring people of different ethnicities in our work including video, blog posts and social media content.



Retail Insider: Justin Sutherland




Hai's Guide to Pho






# HAI'S GUIDE TO *Pho*

# This Pho video reached nearly 80,000


**Visit Saint Paul**

Published by Caroline Ponessa [?] · May 17 · 🌐

Pho has become a staple dish in the Twin Cities—especially on Saint Paul's University Avenue. Though delicious, it can be a little overwhelming for first-timers. We enlisted the help of [Ngon Bistro](#) to show us the ropes.



**Hai's Guide to Pho**  
03:44




 **79,174 people** reached 📊

[Boost Again](#)


**Recent Activity**


**Boosted on May 18**  
Audience: United States: Minnesota, 18 - 65+  
By Nick Cusick · Completed


[View Results](#)


   **499**

**75 Comments** **242 Shares**

 **Like**

 **Comment**

 **Share**








**Performance for Your Post**

**79,174** People Reached

**35,727** Video Views

**1,909** Reactions, Comments & Shares 📊

<b>1,081</b>  <b>Like</b>	<b>0</b> On Post	<b>1,081</b> On Shares
<b>152</b>  <b>Love</b>	<b>0</b> On Post	<b>152</b> On Shares
<b>5</b>  <b>Haha</b>	<b>0</b> On Post	<b>5</b> On Shares
<b>7</b>  <b>Wow</b>	<b>0</b> On Post	<b>7</b> On Shares
<b>1</b>  <b>Angry</b>	<b>0</b> On Post	<b>1</b> On Shares
<b>422</b> Comments	<b>114</b> On Post	<b>308</b> On Shares
<b>245</b> Shares	<b>242</b> On Post	<b>3</b> On Shares

**7,688** Post Clicks

<b>2,401</b> Clicks to Play 📊	<b>0</b> Link Clicks	<b>5,287</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

**10** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

## **Meetings & Conferences**

**Connect Diversity is a conference where more than 400 meeting professions and destination representatives will meet one on one in a setting conducive to building relationships and focus on multicultural and LGBTQ business in the meetings, sports and events industry.**

### **Current groups in the bid process:**

**Blacks in Tech Conference-2018**

**Latino Peace Officers-2019**

**Norwegian Developers Conference-2019**

**National Indian Council of Aging-2020**

**Latvian Song & Dance Festival-2022**

**Tekakwitha Conference-Indigenous Catholics of North America-2022**

## Building Relationships in Diverse Communities

As we developed the first issue of the Insider's Guide, we talked about that a big part of Saint Paul's story is that it's a city of neighborhoods. We're focusing on inclusion – on who is part of the story - this slide shows you the neighborhoods the guide talked about in the first issue of the Guide (2015), alongside a list of the neighborhoods that we've worked with on the current issue of the Guide – the list has more than doubled, and there are 15 pages dedicated to them!

### **2015 – 2 pages**

- Lowertown
- Selby
- District del Sol
- West 7<sup>th</sup>
- Grand Ave
- Highland Park
- Downtown
- Como

### **2018 – 15 pages**

- Lowertown
- Selby at Snelling
- Cathedral Hill
- East Side
- Creative Enterprise Zone
- Little Mekong
- Little Africa
- District del Sol
- Rondo
- Frogtown
- West 7<sup>th</sup>
- Grand
- Highland
- Downtown
- Como
- Como North End





## Parking Ramp Repair Status

- Parking Ramp Repair Time Line
  - 5-17-2018--May 2018-Ramp Closed
  - 6-28-2018--Top Level of Ramp Re-opened
  - 7-9-2018--1<sup>st</sup> Bids Rejected
  - 8-2-2018--2<sup>nd</sup> Bids Accepted
  - 8-20-2018--Ramp Repairs Begin
  - 10-01-2018-- Protective Netting Arrives
  - 10-13-2018-- Level 2, Pedestrian Ramps and 2 Helixes open
  - 10-19-2018-- Level 3 Opens
  - 10-24-2018-- Level 4 Opens
  - 10-29-2018-- Level 5 and 3<sup>rd</sup> Helix Opens
  - 11-2-2018-- Level 6 Opens
  - End of November -- Expect Ramp to be Fully Open

# Capital Budget

## 2019 Capital Building and Equipment

Capital needs are many however the 2019 priorities that fit our funding capacity (\$1,600,000) are:

Ramp Repair \$840K (\$940K)

Includes two annual full ramp testing and repairs

Preventative maintenance

Wilkins Life Safety \$150K

Safety cables and equipment improvements for Stagehand Riggers

Operations Equip \$25K

Vacuums, Cleaning Machines, etc.

Event Equip \$30K

Tables, Table Covers, Pipe and Drape, etc.

Security Access Control Wiring \$55K

Moving to new access control system (existing is 20 years old)

Roof \$200K-400K

Skyway or Ballroom



# Capital/Promotional Fund Sources

## 2019 RiverCentre Budget

### RC Sources

CITY BUDGETED RC SALES TAX	\$1,300,000
CITY BUDGETED SALES TAX FROM TIF	\$1,100,000
RIVERCENTRE CAPITAL RESERVE	\$ 203,495
<u>CITY ALLOCATION FROM PARKING TRANSIT FUND</u>	<u>\$ 500,000</u>
TOTAL SOURCES	\$3,103,495

### RC Uses

RC DEBT AND OBLIGATIONS	-\$1,003,495
CAPITAL AND EQUIPMENT EXPENSE	-\$1,600,000
<u>CONVENTION PROMOTIONAL FUND</u>	<u>-\$ 500,000</u>
TOTAL USES	-\$3,103,495

- 2019 Operating Budget is expected to have a slight positive bottom line after a challenging year in 2018
- The RiverCentre ramp subsidizes the RC convention center operations – if not city would have to cover over \$1.9 million/year in operating losses
- Parking and Transit Fund benefits from Complex events (conventions, festivals, concerts, etc.) so it is logical to help pay for some RC ramp repairs and keep RC healthy and competitive until a long term solution can be found.

RiverCentre Convention & Visitors Authority 2019 Operating Budget									
RiverCentre Confidential OPERATING RIVERCENTRE	VS FORECAST			VS BUDGET					
	(a)	(b)	(c)	(d)	(e)	(f)			
	2019 Budget	(9+3) YTD + 2018 Forecast	Variance	2019 Budget	2018 Budget	Variance			
REVENUES									
Building Rent	1 1,830,668	1,889,584	(58,916)	1 1,830,668	1,937,954	(107,286)	1		
Service Income	2 3,450,374	3,351,775	98,599	2 3,450,374	3,398,093	52,281	2		
Parking Ramp	3 3,175,183	2,540,701	634,482	3 3,175,183	3,037,099	138,084	3		
Food & Beverage (Net)	4 2,238,581	2,177,403	61,178	4 2,238,581	2,065,043	173,538	4		
Sponsorship	5 78,583	61,755	16,828	5 78,583	98,087	(19,504)	5		
Other Income	6 214,227	256,628	(42,401)	6 214,227	246,956	(32,728)	6		
TOTAL REVENUE	7 10,987,617	10,277,846	709,771	7 10,987,617	10,783,232	204,385	7		
EXPENSES									
Facility Operations	8 2,602,225	2,506,374	95,851	8 2,602,225	2,449,191	153,034	8		
Event Operations	9 2,787,211	2,746,323	40,888	9 2,787,211	2,761,047	26,163	9		
Parking Ramp Costs	10 982,422	1,556,584	(574,162)	10 982,422	962,312	20,110	10		
Overhead	11 1,231,671	1,141,750	89,921	11 1,231,671	1,193,767	37,904	11		
Utilities	12 1,951,774	1,880,029	71,745	12 1,951,774	1,957,091	(5,317)	12		
Administration/SPAC Marketing-Sales	13 940,549	853,603	86,946	13 940,549	911,246	29,303	13		
Management Fee	14 281,354	274,547	6,807	14 281,354	289,547	(8,193)	14		
TOTAL EXPENSES	15 10,777,206	10,959,210	(182,004)	15 10,777,206	10,524,201	253,005	15		
RC NET OPERATING PROFIT (LOSS)	16 210,411	(681,364)	891,775	16 210,411	259,030	(48,619)	16		
AUTHORITY									
REVENUES									
Administration-Hotel Motel Tax from City	17 2,223,583	2,132,522	91,061	17 2,223,583	2,047,289	176,294	17		
Convention Sales	18 -	-	0	18 -	-	0	18		
Membership	19 362,900	420,203	(57,303)	19 362,900	350,764	12,136	19		
Tourism/Marketing	20 67,000	80,708	(13,708)	20 67,000	123,000	(56,000)	20		
Overhead	21 8,280	11,120	(2,840)	21 8,280	8,280	0	21		
Convention Services	22 -	-	0	22 -	-	0	22		
TOTAL REVENUE	23 2,661,763	2,644,554	17,209	23 2,661,763	2,529,333	132,430	23		
EXPENSES									
Administration	24 741,573	654,164	87,409	24 741,573	670,604	70,969	24		
Convention Sales	25 768,643	718,360	50,283	25 768,643	758,737	9,906	25		
Membership	26 420,780	417,592	3,188	26 420,780	379,410	41,370	26		
Tourism/Marketing	27 594,281	603,463	(9,182)	27 594,281	585,573	8,708	27		
Overhead	28 50,976	61,371	(10,395)	28 50,976	50,976	0	28		
Convention Services	29 85,510	70,593	14,917	29 85,510	84,034	1,476	29		
TOTAL EXPENSES	30 2,661,763	2,525,543	136,220	30 2,661,763	2,529,334	132,429	30		
AUTHORITY NET PROFIT (LOSS)	31 -	119,010	(119,010)	31 (1)	1		31		
COMBINED NET INCOME FROM OP (LOSS)	32 210,411	(562,353)	772,764	32 210,411	259,029	(48,618)	32		
RCVA Amortization/Depreciation	33 38,016	39,480	(1,464)	33 38,016	39,480	(1,464)	33		
Net Income (Loss) after Depreciation	34 172,395	(601,833)	774,229	34 172,395	219,549	(47,154)	34		
FOUNDATION									
REVENUES	34 277,000	251,078	25,922	34 277,000	333,067	(56,067)	34		
EXPENSES	36 277,000	283,668	(6,668)	36 277,000	333,067	(56,067)	36		

## ***Convention Promotional Fund Economic Impact***

<b>2015</b>								
<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Room Nights</u></b>	<b><u># of Attendees</u></b>	<b><u>Direct Impact</u></b>	<b><u>Total Impact</u></b>	<b><u>Jobs Supported</u></b>	<b><u>Direct Local Tax Receipts</u></b>	<b><u>Outcome</u></b>
Red Bull	Jan 2015	3200	100,000	\$5,78,545	\$8,074,985	3909	\$60,254	Booked
Aging Services of MN/Leading Age MN	Feb 2015	1,300	1,100	\$540,902	\$871,898	277	\$39,500	Booked
Minnesota Petroleum	April 2015	985	1,500	\$656,248	\$1,570,579	257	\$49,833	Booked
WCHA (Western Collegiate Hockey Assn. Tournament)	Mar 2015	1,935	42,000	\$2,881,231	\$3,775,085	2,247	\$272,620	Booked
Natl Congress of American Indians	May 2015	1,030	600	\$465,793	\$748,962	104	\$34,242	Booked
Minnesota Power Systems	Nov. 2015	600	800	\$320,743	\$518,069	79	\$17,713	Booked
2015 USA Triathlon Duathlon	July 2015	1,000	1,500	\$514,919	\$835,577	341	\$40,749	Booked
Midwest Poultry Federation	March 2015	1,870	1,600	\$821,624	\$1,320,000	261	\$56,297	Booked
SuperValu	August 2015	3,800	4,000	\$2,036,884	\$3,272,753	684	\$146,502	Booked
Women's Flat Track	Nov, 2015	2,000	2,500	\$863,142	\$1,409,967	814	\$69,253	Booked

## ***Convention Promotional Fund Economic Impact***

<b>2016</b>								
<b>Event</b>	<b>Date</b>	<b>Room Nights</b>	<b># of Attendees</b>	<b>Direct Impact</b>	<b>Total Impact</b>	<b>Jobs Supported</b>	<b>Direct Local Tax Receipts</b>	<b>Outcome</b>
US Figure Skating	Jan 2016	4,100	100,700	\$2,841,101	\$4,542,210	431	\$184,468	Booked
Minnesota Power Systems	Nov. 2016	600	800	\$320,743	\$518,069	79	\$17,713	Booked
Aging Services of MN/Leading Age MN	Feb 2016	1,300	1,100	\$549,695	\$886,187	272	\$39,974	Booked
Men's College Ice Hockey Big 10 Championships	Mar 2016	2,411	15,000	\$1,910,310	\$3,063,061	470	\$122,799	Booked
Children and Nature Network	May 2016	550	900	\$413,000	\$665,178	204	\$32,570	Booked
League of MN Cities & Transforming Local Govt.	Jun 2016	1,540	900	\$753,535	\$1,214,086	213	\$55,909	Booked
National Wellness Institute	June 2016	1,505	900	\$1,074,152	\$1,731,415	322	\$75,290	Booked
SuperValu	August 2016	4,300	4,000	\$2,036,884	\$3,272,753	684	\$146,502	Booked
Midwest Poultry Federation	March 2016	1,870	1,600	\$821,624	\$1,320,098	261	\$56,297	Booked
Minnesota Petroleum Marketers	April 2016	985	1,500	\$656,248	\$1,570,579	257	\$49,833	Booked
Int'l District Energy Assn	June 2016	1230	1700	\$726,453	\$1,166,191	171	\$50,036	Booked

## Convention Promotional Fund Economic Impact

**2017**

<u>Event</u>	<u>Date</u>	<u>Room Nights</u>	<u># of Attendees</u>	<u>Direct Impact</u>	<u>Total Impact</u>	<u>Jobs Supported</u>	<u>Direct Local Tax Receipts</u>	<u>Outcome</u>
Aging Services of MN/Leading Age MN	Feb 2017	1,300	1,100	\$558,883	\$901,056	269	\$40,470	Booked
Midwest Poultry Federation	March 2017	1,870	1,600	\$821,624	\$1,320,098	261	\$56,297	Booked
EcoAdapt	May 2017	1,586	1,000	\$552,356	\$898,814	246	\$47,520	Booked
Urban Parks Conference	Jul 2017	2,039	975	\$808,898	\$1,311,529	228	\$66,101	Booked
National Wellness Conference	June 2017	1,500	900	\$855,181	\$1,381,504	309	\$60,639	Booked
Nat Assn of Campus Activities	April 2017	800	900	\$701,477	\$1,133,336	251	\$47,101	Booked
PERVALU	July 2017	4,300	4,000	\$2,036,884	\$3,272,753	684	\$146,502	Booked
ctic Cat	Feb 2017	3,000	1,600	\$1,491,756	\$2,399,831	431	\$112,020	Booked
N Petroleum Marketers	April 2017	1,400	1,000	\$651,001	\$1,049,034	262	\$49,693	Booked
Citizen Science Assn	May 2017	1,622	700	\$570,444	\$927,935	204	\$48,717	Booked

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## ***Convention Promotional Fund Economic Impact***

**2018**

<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Room Nights</u></b>	<b><u># of Attendees</u></b>	<b><u>Direct Impact</u></b>	<b><u>Total Impact</u></b>	<b><u>Jobs Supported</u></b>	<b><u>Direct Local Tax Receipts</u></b>	<b><u>Outcome</u></b>
Super Bowl	Feb 2018	12,000	20,000	\$8,741,489	\$14,358,268	3,992	\$464,015	Booked
Aging Service of MN/ Leading Age	Feb 2018	1,550	4,000	\$1,119,925	\$1,795,629	365	\$75,774	Booked
NCHC Hockey Tournament	March 15-17	1,100	6,000	\$835,342	\$1,311,418	549	\$18,337	Booked
Hmong Dist/Christian Mission	May, 2018	2,800	5,000	\$2,641,510	\$4,258,400	732	\$164,076	Booked
NCAA Frozen Four	April, 2018	12,000	20,000	\$4,100,908	\$6,711,735	2030	\$257,733	Booked
Society of Arch Historians	April 2018	1,120	400	\$418,748	\$675,485	134	\$33,109	Booked
National Wellness Conference	June 2018	1,500	900	\$965,748	\$1,558,053	301	\$67,136	Booked
Pizza Ranch Annual Meeting	June 2018	1,365	1,000	\$494,502	\$804,758	214	\$42,101	Booked
Natl Assn of Campus Activities	April 2018	800	900	\$701,477	\$1,133,336	251	\$47,101	Booked
MN Petroleum Marketers	April 2018	1,400	1,000	\$656,248	\$1,570,579	257	\$49,833	Booked
Image Trend	July 2018	1,050	700	\$509,231	\$795,780	202	\$14,143	Booked
SUPERVALU	July 2018	4,300	4,000	\$2,036,884	\$3,272,753	684	\$146,502	Booked
CliftonLarsonAllen	Oct.2018	1,235	560	\$522,151	\$813,354	339	\$16,570	Booked



## ***Convention Promotional Fund Economic Impact***

<b>2019</b>								
<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Room Nights</u></b>	<b><u># of Attendees</u></b>	<b><u>Direct Impact</u></b>	<b><u>Total Impact</u></b>	<b><u>Jobs Supported</u></b>	<b><u>Direct Local Tax Receipts</u></b>	<b><u>Outcome</u></b>
Natl Assn of Campus Activities	April 2019	800	900	\$701,477	\$1,133,336	251	\$47,101	Booked
MN Petroleum Marketers	April 2019	1,400	1,000	\$667,001	\$1,075,033	254	\$50,414	Booked
CliftonLarsonAllen-	June 2019	1,575	750	\$522,151	\$815,350	345	\$17,850	Booked
SUPERVALU	July 2019	4,000	4,300	\$1,881,436	\$2,930,567	593	\$60,048	Booked
Aging Service of MN/ Leading Age	Feb 2019	1,550	4,000	\$1,141,179	\$1,829,907	362	\$79,906	Booked
Upper Mid-ACUHO	Nov 2019	775	500	\$313,975	\$490,544	198	\$9,111	Booked
Points of Light Foundation	June 2019	2,385	2000	\$2,275,395	\$3,578,582	745	\$54,724	Booked

## ***Convention Promotional Fund Economic Impact***

### **2020**

<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Room Nights</u></b>	<b><u># of Attendees</u></b>	<b><u>Direct Impact</u></b>	<b><u>Total Impact</u></b>	<b><u>Jobs Supported</u></b>	<b><u>Direct Local Tax Receipts</u></b>	<b><u>Outcome</u></b>
Aging Services of MN/ Lea	Feb. 2020	1,550	4,000	\$1,163,220	\$1,865,428	360	\$78,080	Booked
Daughter of the Nile	June, 2020	3,525	1,600	\$1,728,451	\$2,705,759	528	\$48,423	Booked
SUPERVALU	July 2020	4,000	4,300	\$1,881,436	\$2,930,567	593	\$60,048	Booked
National Rural Electric	Sept 2020	1,580	1,000	\$753,638	\$1,172,081	272	\$23,683	Pending

### **2021**

<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Room Nights</u></b>	<b><u># of Attendees</u></b>	<b><u>Direct Impact</u></b>	<b><u>Total Impact</u></b>	<b><u>Jobs Supported</u></b>	<b><u>Direct Local Tax Receipts</u></b>	<b><u>Outcome</u></b>
Midwest Fish & Wild Life	Jan, 2021	1,005	500	\$498,025	\$778,216	165	\$14,625	Booked

### **2022**

NAE of 4_H Agents	Nov, 2022	2,313	450	\$672,951	\$1,047,644	195	\$21,738	Pending
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