

Saint Paul RiverCentre Convention & Visitor Authority

2024 BUDGET

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RIVERCENTRE™

Visit Saint Paul

Our mission is to 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

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

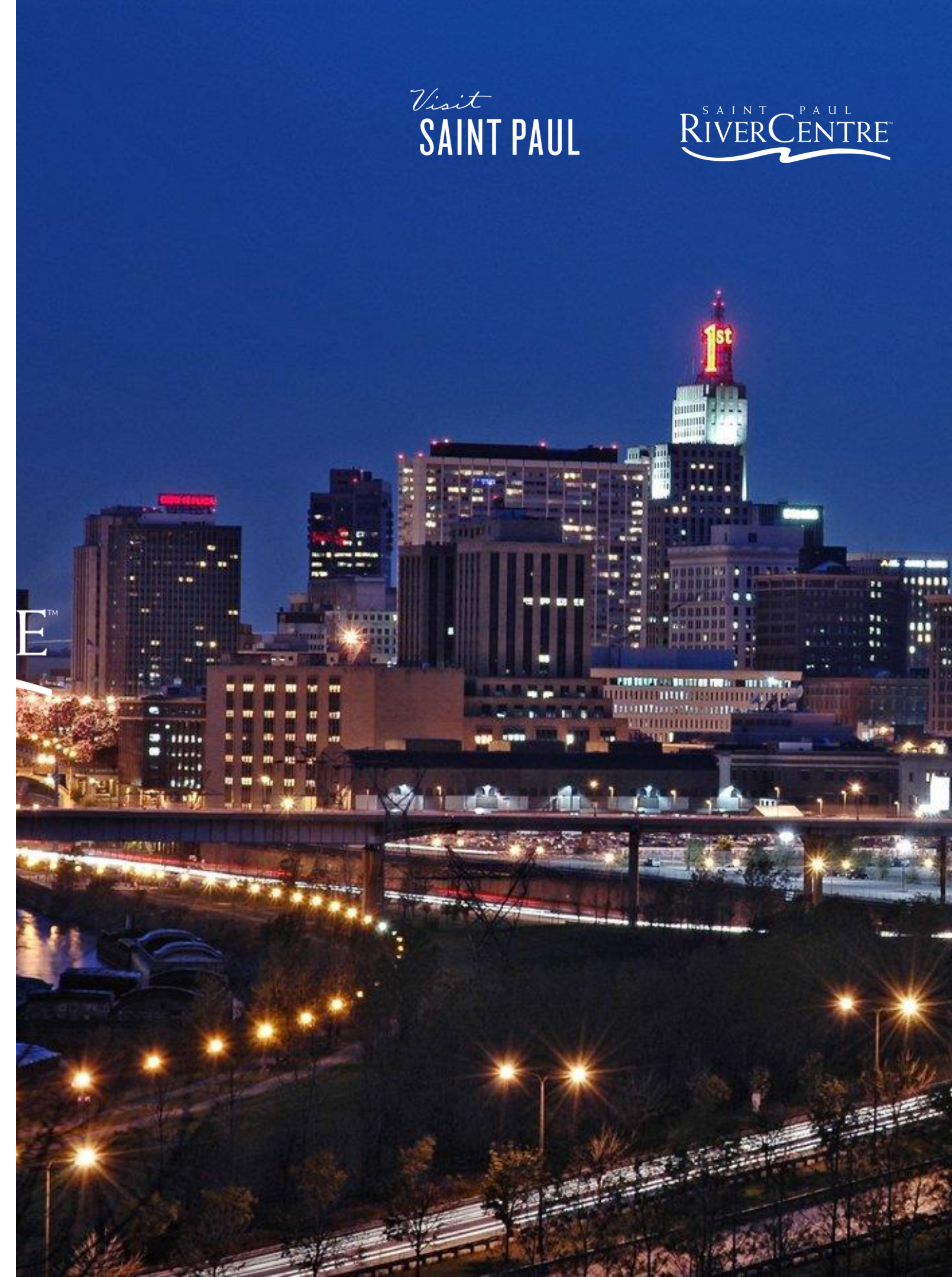
WHO WE ARE

Our Impact:

- Drive VITALITY and ECONOMIC IMPACT to the City
- Create OPPORTUNITIES for organizations to experience SUCCESS
- Support local BUSINESSES
- Create hospitality JOBS

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WHO WE ARE

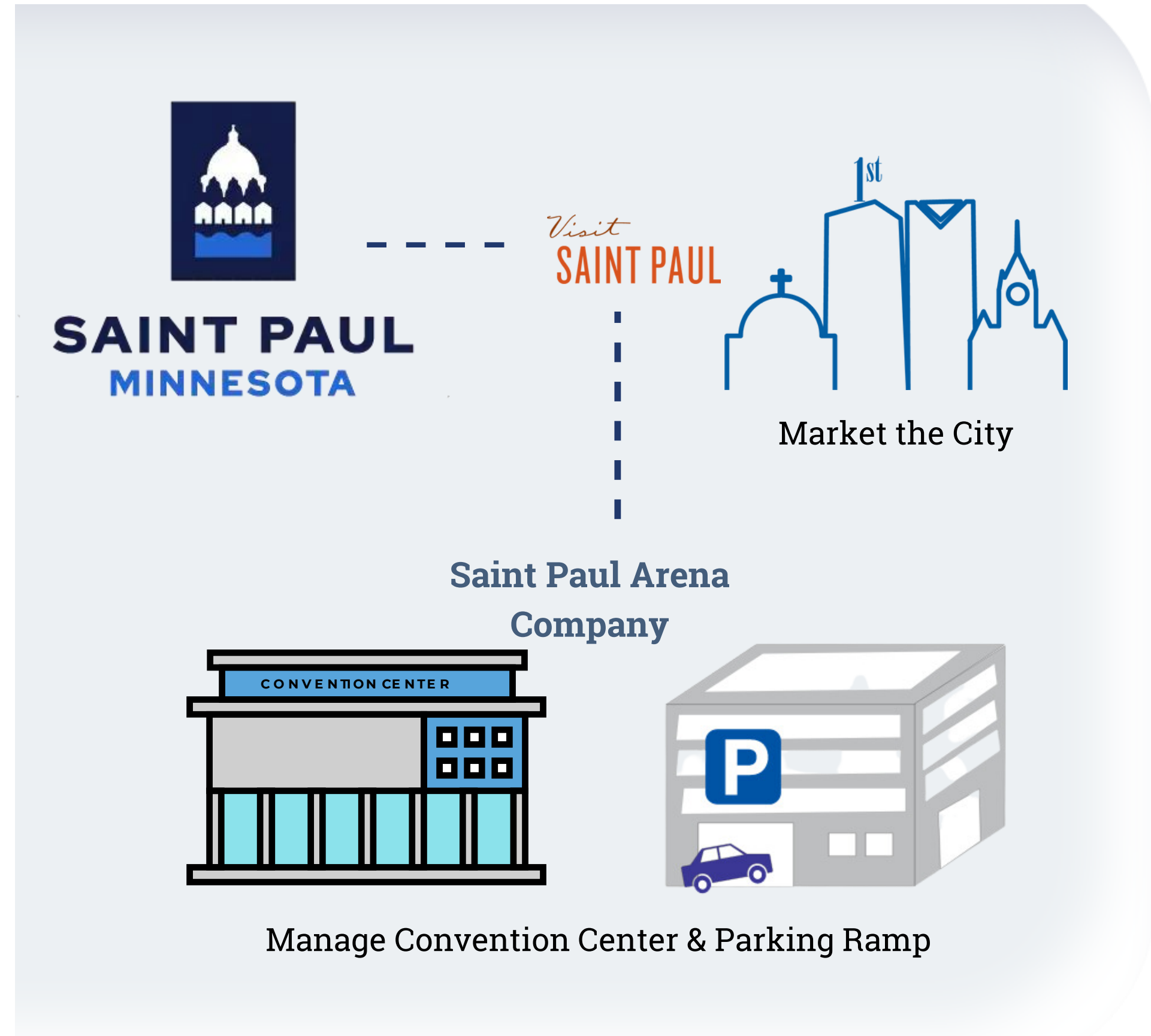


Visit Saint Paul

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

Saint Paul Arena Company

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





Saint Paul RiverCentre, Roy Wilkins Auditorium & RiverCentre Parking Ramp

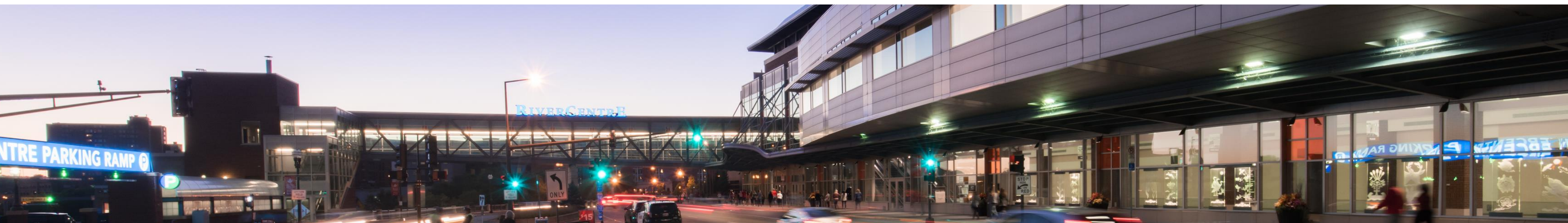
- Operating budget of \$11.2M
- City investments of \$5M applied to debt/capital expenses, and any operational losses.
- Historically, RiverCentre has been expected to cover its operating expenses.
- The net revenue from the RiverCentre Parking Ramp is the largest line item contributor to RiverCentre's operating budget.



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

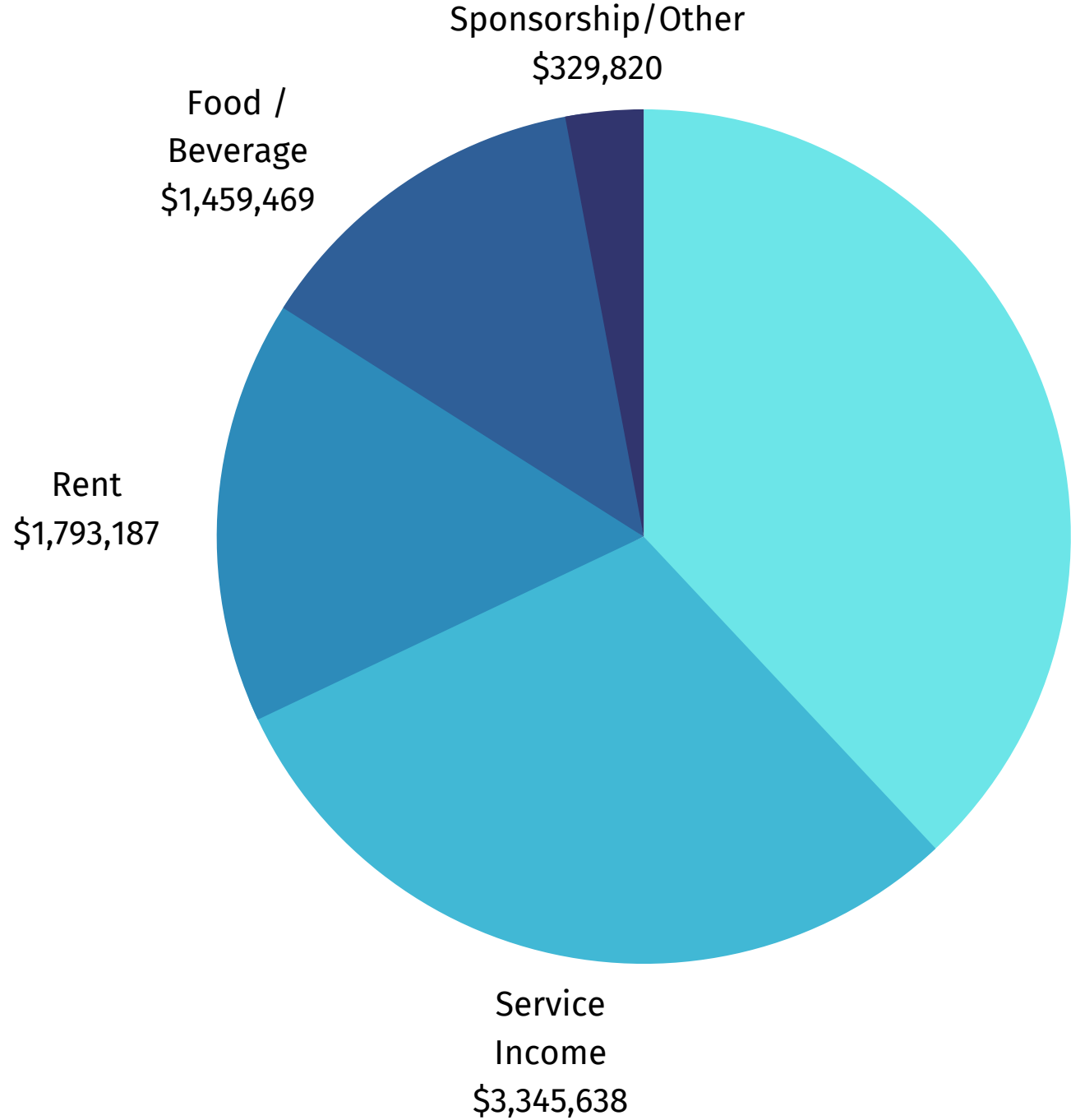
- Event budget includes P & Ls for each event
- Event budget is broken into
 - Firm
 - Tentative
 - Pick Up
- From the event budget, we know anticipated
 - Rent
 - Service Income
 - Food & Beverage Revenue
 - Event Operation Expenses
 - A Portion of Facility Operation Expenses



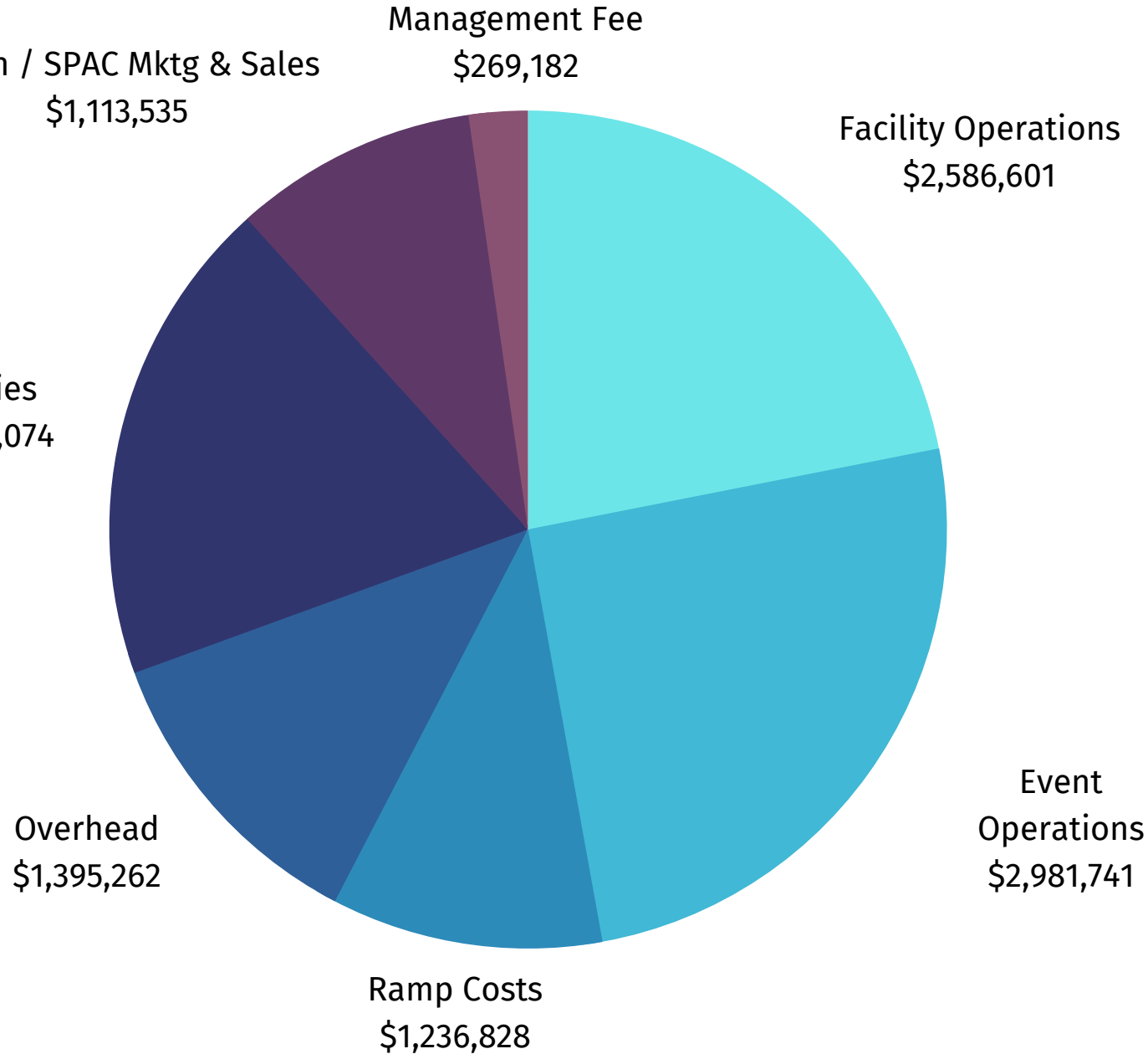
RiverCentre Operating Budget

Revenue: \$11,179,254

Expenses: \$11,809,225



**Overall Net:
-\$629,969**



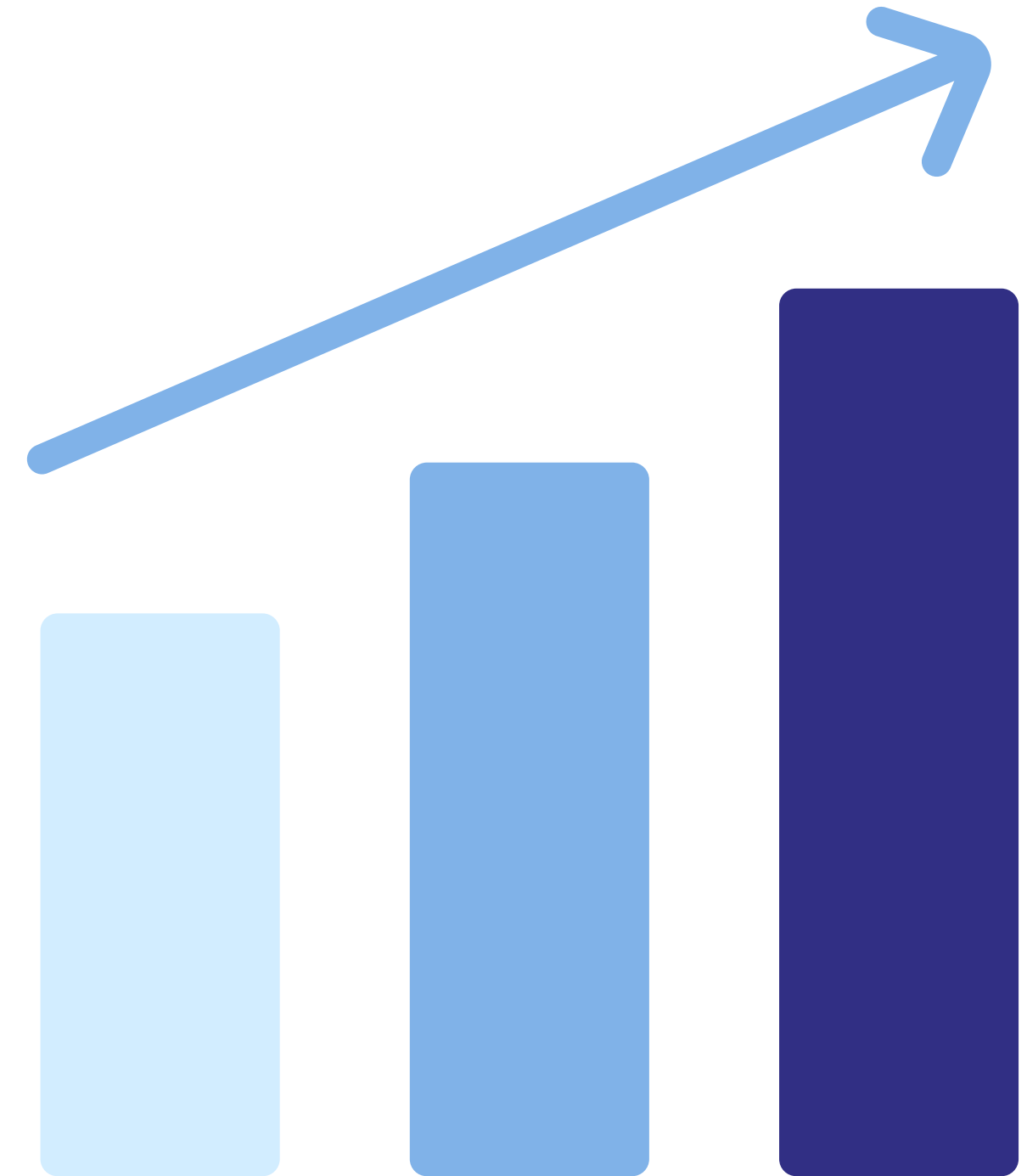
Recovery

While we aren't in full recovery yet, RiverCentre's bottom line is improving steadily with each year.

Post Covid Net Operating Profit (Loss)

- 2021: (-\$1,987,040)
- 2022: (-\$1,574,524)
- 2023: (-\$937,660)
- 2024: (-\$629,969)

**Based on budgeted numbers*



State of Events

- Eight new conventions booked for 2024
- Uptick in youth sports
- Business to business tradeshow performing well
- Decrease in large scale catered events



BUDGET CONSIDERATIONS



RiverCentre Challenges & Solutions

Staffing

Solutions: Service First training, recruitment, leadership, engagement



Increased Costs / Inflation

Solutions: Tiered pricing, equipment and labor rates, revenue generation approach



RiverCentre Challenges & Solutions

Sustainability Progress

Solutions: Technology, education, partner collaboration, purchasing re-evaluation, continued community activations

Decrease in Large Scale Catered Events

Solutions: Engagement with planners, long term design plans

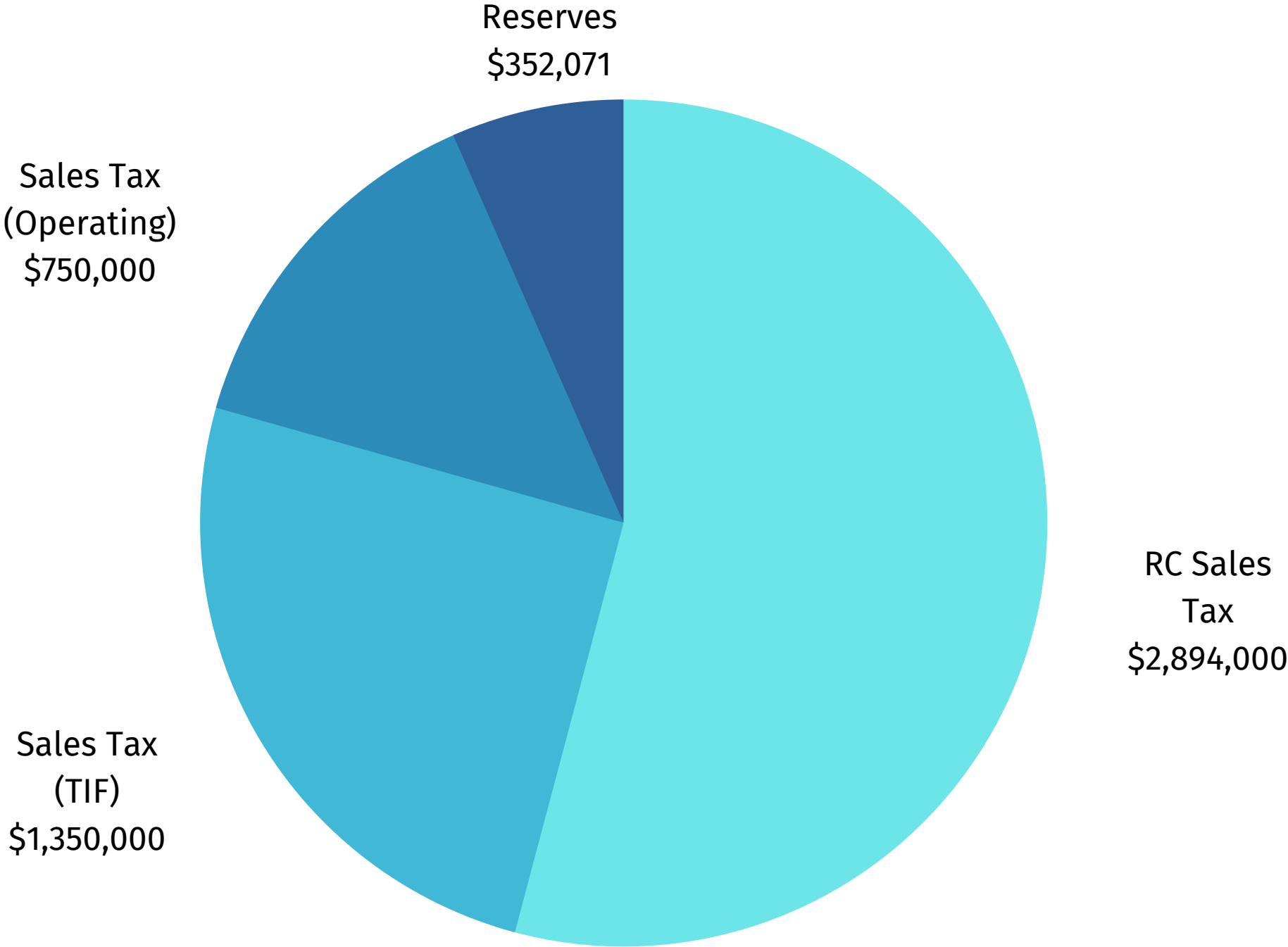


RiverCentre Debt & Capital Funding

- City Budgeted RC Sales Tax
- City Budgeted Sales tax from TIF
- City Budgeted RC for Operations
- Building reserves
(roll-over from 2023 capital)

Uses:

- Debt & obligations
- Capital & equipment expenses



RiverCentre Capital Projects

- Parking Ramp Repair - Maintenance
- Roof (skylight over rotunda)
- Ballroom Carpeting
- Atmos Air Phase 1
- Food & Beverage Equipment
(kitchen equip, serving, retail)
- IT Networking
- Closing Room
- Security Equipment
(cameras, intercoms, replacements)
- Event Equipment (easels, A/V, etc.)
- Facility Equipment (tables, chairs,
cleaning)



VSP 2024 Budget

Funding \$3,247,657

- Lodging Tax 83.1%
- Partnerships 7.4%
- Grant
- Interest

Expenses \$3,547,657

Net loss (\$300,000)

- Will be funded with reserves made possible by the City's Tourism Grant and will allow us to sustain the Convention Promotion Fund

Visit Saint Paul

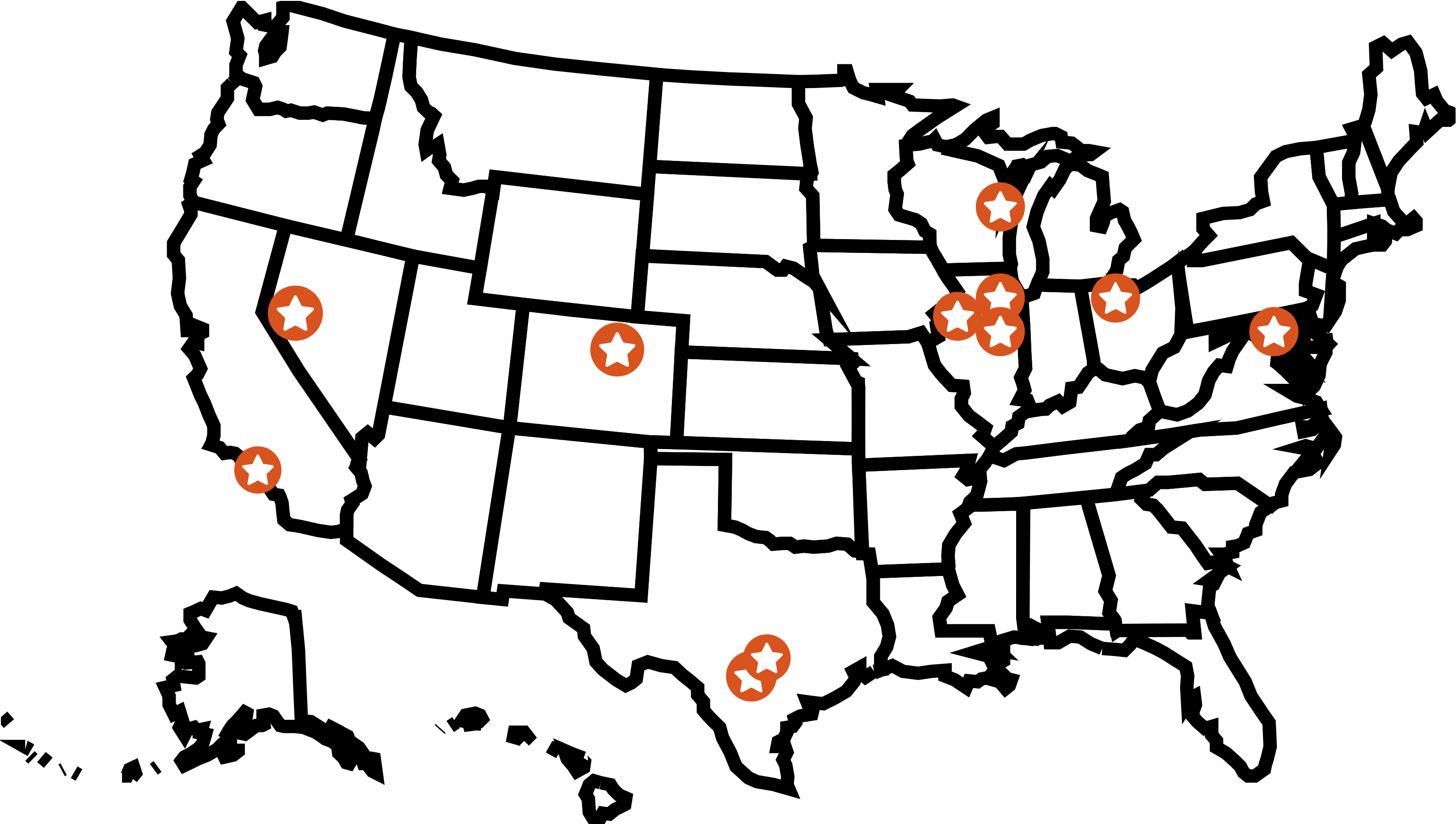
- Sales efforts to attract events to Saint Paul venues
- Marketing programs to drive visitors to the city
- Resources to connect visitors with local businesses
- Partner programming to support and connect the industry



SALES TRADESHOWS & EVENTS

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Incentive Programs

- Convention Promotional Fund
- Sales Incentive Program

BRAND REFINEMENT

LOCAL
+ global

MEET A CITY
WHERE OVER
100 LANGUAGES
ARE SPOKEN AND
DIVERSITY IS
CELEBRATED — IN
FOOD, FESTIVALS
AND ART.

Source: stpaul.gov

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A city that cares for its local heritage, its local people, its natural places, and for those who come to visit.

Local + global.
Adventurous + laid back.

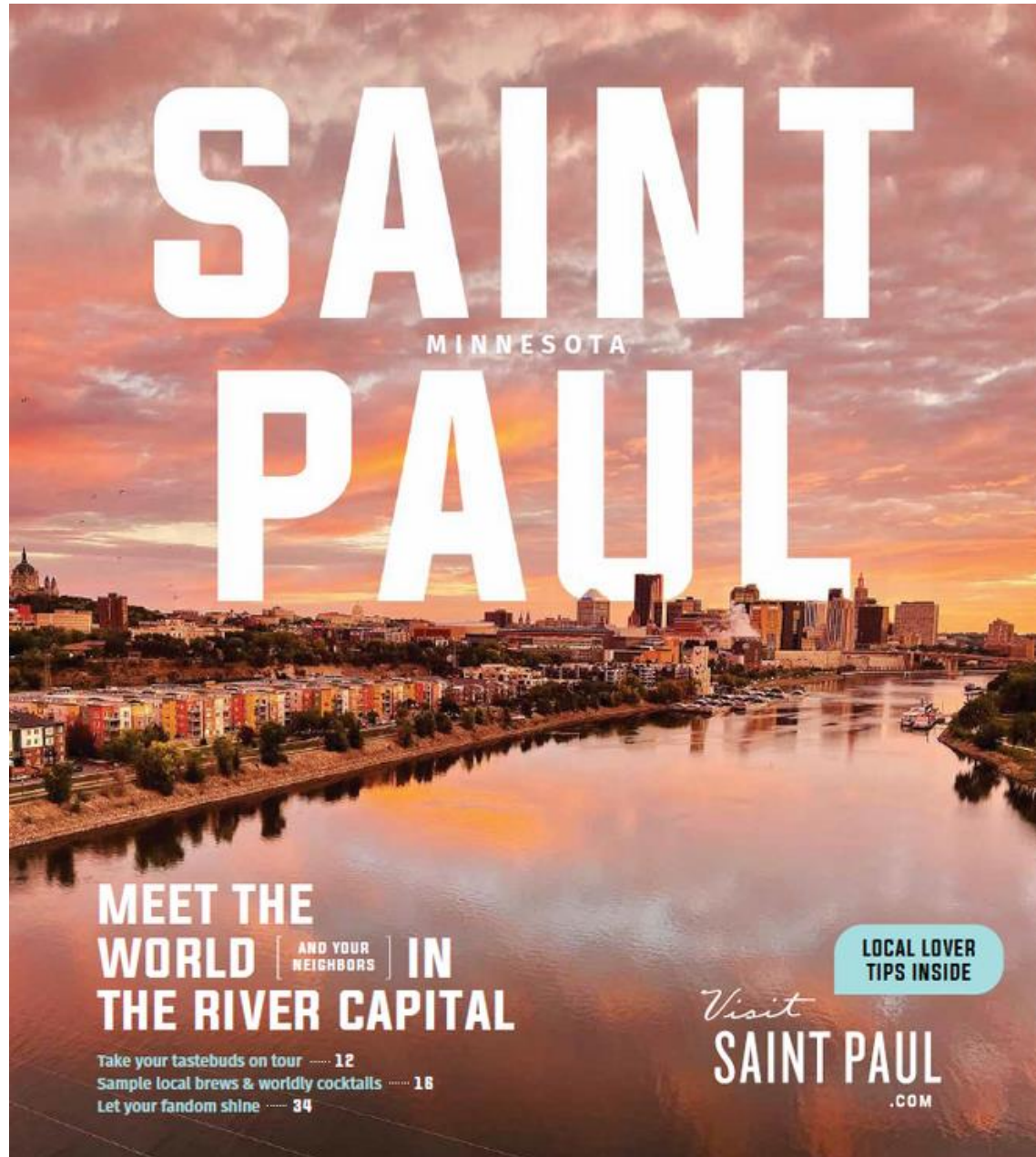
This is a city with more shoreline on the Mississippi River than any other, and it's yours for a few hours, a day or two, a week, or as a place to settle down.

Welcome to Saint Paul.

INSIDER'S GUIDE + CAMPAIGNS

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Published by Tim Halloran · September 29 ·

From cozy bookshops to elegant boutiques, find your hidden gem in Saint Paul. Sign up for event updates!

0:07 / 0:15

VISITSAINTPAUL.COM/ROUNDUP

Experience St. Paul: Get Weekly Event Updates

Sign up

SAINT PAUL DAYS

Sign up for festive fun for everyone >

300x600

HMONG NEW YEAR
(Nov. 25 & 26)

BLACK NATIVITY
(Dec. 1- Dec. 24)

EUROPEAN CHRISTMAS MARKET
(Nov. 24 - Dec. 17)

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728x90

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EVENT MARKETING SUPPORT

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FLINT HILLS
family festival
PRESENTED BY ORDWAY

JUNE 2-3

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OUTFRONT

WAKPA
Triennial Art Festival

JUNE 24 - SEPT 16

PRESENTED BY
PUBLIC ART SAINT PAUL

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LITTLE AFRICA
FESTIVAL & PARADE

AUG 6

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Twin Cities Jazz Festival

JUNE 23-24

AARP Minnesota

JAZZ88
jazz88.fm
88.5FM

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2023 SELBY AVE
JAZZ & FEST
SELBY AT MILTON

SEPT 9

Visit
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GOLDEN THYME COFFEE CAFE

AARP Minnesota

JAZZ88
jazz88.fm
88.5FM

CHROMA ZONE
MURAL & ART FESTIVAL

SEPT 14-16

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EVENT MARKETING SUPPORT

Email Marketing

#MYSAINTPAUL

THE GO LIST

where to be and what to see this week in Saint Paul

Don't let your vacation days go to waste, check out these events!
Here's where to GO this week:



WEST 7TH SUMMERFEST
July 22 - 23 | Keg & Case Market
You won't want to miss the second annual West 7th SUMMERFEST, featuring great local music, artists and makers, delicious food and fun for the whole family!
[Let's Go » West 7th SUMMERFEST](#)

Boosted Social

Visit Saint Paul 3h · 🌐

Get ready to groove at the [Midtown Blues Festival](#) in Saint Paul for soulful music, electrifying performances, and loads of fun. 🎵🎸 #MYSAINTPAUL

📅 Saturday, July 22
📍 [Dual Citizen Brewing](#)

Experience legendary blues and funky rhythms and let the rhythm of the music ignite your soul.



VISITSAINTPAUL.COM
Saint Paul Funk You Up: Midtown Blues and Funk Festival | Visit Saint Paul [Learn more](#)

Website Featured Events

 <p>TASTE OF RONDO BLOCK PARTY JULY 15</p> →	 <p>MIDTOWN BLUES & FUNK FEST JULY 22</p> →	 <p>WEST 7th SUMMERFEST JULY 22-23</p> →	 <p>LITTLE AFRICA FESTIVAL SAVE THE DAY SUNDAY 12PM-9PM AUGUST 6, 2023 PARADE · MUSIC · FOOD · ART · BUSINESS</p> <p>LITTLE AFRICA FEST & PARADE AUGUST 6</p> →
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Event Photography





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BANK

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History
theatre

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RIVER CENTRE

HALLIE Q BROWN
theatre

M. SALES

Taste of Rondo Black
Thank You For Yo

GRATEFUL

GOTTA DANCE

HBC



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JAZZ88 PRESENTS
MIDTOWN
BLUES & FUNK FEST

COSTCO

DUAL-CITIZEN

INTERCONTINENTAL
SAINT PAUL RIVERFRONT

MAHARAJA
21st Century



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THE ANGRY

LINE

COOK

FOOD TRUCK | STP



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BUSINESS & CULTURAL DISTRICT
www.littleafricmn.org

An Initiative

AUG 6
12-9
ONLINE

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IRISH FAIR
OF MINNESOTA



SAVE THE DATE
2ND FULL WEEKEND
IN AUGUST



irishtitan



GUINNESS

IRISH FAIR
OF MINNESOTA

IRISH FAIR
OF MINNESOTA



WEL



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木苗手組

森獅子講中

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To recap:

2000+ new images

1.3 million+ billboard impressions

150k+ boosted social reach & 3k clicks

70,000+ VisitSaintPaul.com clicks

28k referral clicks to festival website

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Thank You!

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