

Visit Saint Paul Authority

Visit Saint Paul's budgeted revenue for 2024 is \$3,247,657, assuming a 23% increase compared to the 2023 budget. This is based on the continued recovery of lodging tax performance, the realization of the 1 percent lodging tax and securing several new groups in addition to the clients returning in 2024.

The hotel motel tax is budgeted for an increase of 28% over the 2023 budget. Partnership dues and advertising revenue are budgeted at the same level as 2023.

Visit Saint Paul's budgeted expense for 2024 is \$3,547,657, which is an increase of 2% over the 2023 budget.

We will be maintaining our budget for our Convention Promotional Fund at \$300,000 for 2024.

Sales has increased team engagement events in 2024 to eleven events, which includes seven tradeshow and four client events. We will also continue our sales incentive program in 2024. This initiative is directed toward new business in conjunction with the hotels. To date, this program has helped bring in 22 new groups, which equals over 5,000 hotel rooms nights. The estimated economic impact of those groups is \$2,654,598, which is a \$53 return for every \$1 Visit Saint Paul invested.

We will continue our member programming with member networking events, annual membership meeting and the star tour to elevate service training. We will be producing our annual Insider's Guide, which brings in over \$100,000 in advertising.

Marketing will continue support for our festivals / event marketing promotion program that was launched in 2023 as a pilot. The program supported local festivals through expanded marketing highlighting the festivals, running digital billboards, website ads, email ads, boosted social media and event photography. We will also be dedicating \$200,000 to a digital marketing campaign.

We will be beginning a new data analytics intelligence process with Tourism Economics to help us identify visitor intelligence, predictive analytics, visitor behavior, lodging performance, traveler sentiment and recovery indicators.

Saint Paul RiverCentre

Budgeted revenue for RiverCentre is \$11,179,254, which is an increase of 12% over 2023. We have seventeen conventions, which is seven higher than 2023. We are also seeing an increase in youth sporting events. The corporate market is slow to return as planners and companies embrace the idea of desktop meetings to save on expenses.

Saint Paul RiverCentre's budgeted expense for 2024 is \$11,809,223, assuming a 9% increase compared to the 2023 budget. When you think of the expenses for the facility many of them correlate with the level of business in the building. As we increase the amount of business, we incur more event and facility operations labor, we require more overhead supplies such as hand soap, paper towels and cleaning supplies, we have increased labor and maintenance expenses in the parking ramp and our consumption of electricity, water and HVAC is higher.

Net operating loss is \$629,969, which is \$230,687 better than the current 9+3 forecast and \$307,691 better than the 2023 budget.

The RiverCentre Parking Ramp is budgeted to net \$3,014,312. We have increased the entry and exit capacity out of the lower level of the ramp and are prepared for the Kellogg Boulevard bridge project when it moves forward.

Morrissey Hospitality Group is budgeting \$1,459,469 in net food and beverage revenue, which is \$398,649 better than the 2023 forecast and \$426,133 better than the 2023 forecast.

The 2024 EVENT budget proposes that:

- 76% of Net EVENT budget revenue is from Confirmed events
- 10% of Net EVENT budget revenue is from Tentative events
- 14% of Net EVENT budget revenue is from Pick-Up events

The 2024 EVENT budget proposes that:

- The variance between the net revenue for the 2023 EVENT Budget and 2024 EVENT Budget is: \$665,930 (Positive).
- The variance between the net revenue of the 2023 EVENT Forecast (9+3) and 2024 EVENT Budget is: \$667,432 (Positive)

Saint Paul RiverCentre is budgeting \$4,994,000 of sales tax, TIF released sales tax and City budgeted contributions for operations as follows:

- \$4,325,000 for capital and equipment purchases (\$2M is related to the parking ramp)
- \$390,154.80 for tunnel debt payments
- \$750,000 for RiverCentre operations