
- 177,220 People in the Labor Force
  - 47% are in the Service Industry
  - 10% of the Service Industry are in Hospitality/Lodging
Lodging and Food & Beverage Overview

• Rochester has over 5,000 hotel rooms
• Rochester area has over 370 restaurants
• There are 10 Convention Hotels and a number of Limited service properties
• All hotels include a mixture of branded and independents
Service Industry in Rochester

Lodging Tax
The Service Industry is the “Silent Partner” within the City of Rochester.

• In 2005 the lodging tax will bring in over 3.3 million dollars of real estate tax values, hotels are on the higher end of tax rolls
Service Industry in Rochester

Tourism and Event Coordination will be an educational focus in order to stimulate the tourism economy in the region. It is a passive industry that needs to be organized into a measurable and coordinated product. A structured and educational program will drive the economy in this discipline and ensure employment growth.
Service Industry in Rochester

Rochester is now the third largest city in the state. As we continue to grow, we need to provide a continuous stream of educated individuals to manage this growth in the years and decades ahead.

In addition to the hospitality segment, there is also a significant retail and business segment which needs a trained and educated workforce in management areas. Much of this expertise is currently being imported.
Service Industry in Rochester

Why the need for a Hotel, Restaurant and Tourism School?
In addition to the afore mentioned statistics:

• We are currently importing trained employees and skills
• Provide continuing education for those who wish to develop in the industry.
• Internships ~ the selection of higher caliber candidate will increase. By employing the students, we will increase our levels of service and potentially generate higher revenue.

We have the facilities for the practical application of learned skills. What we need is the educational facility.
Service Industry in Rochester

Potential Courses for Hotel, Restaurant & Tourism Management

Front Desk
Purchasing
Customer Relations
Marketing
Maintenance
Conflict Management

Housekeeping
Nutrition
Restaurant Ops
Tourism
Operations

Revenue Management
Human Resources
Wines and Spirits
Accounting
International Culture

Foods
Sanitation
Sales
Law
Etiquette
Economic Impact

The Regional Average per person spent is $250 per day.

Rochester brings in around 2,062,500 guests per year leading to $515 million in Economic Impact per year.

These revenues validate the lodging, food and retail service industries as significant factors in Rochester’s overall economy.

I pose a question....
How do we address the needs of an Agricultural education?

Service Industry in Rochester

We sell 1,375,000 room nights per year. The convention Visitors Bureau looks to book 75,000 in 2005
There is room for growth which results in increased revenue and stronger employment. Additional facilities will offer more venue options and provide a revenue source for the University and Rochester.

Service Industry in Rochester

The University would bring additional events to the city:

- Collegiate Athletics
- Parents Weekend
- Graduation
- Vikings Training Camp
- Homecoming
- Minor League Affiliate
Fraternity and Sorority Reunions

Some events, such as national and regional sports, are already a significant revenue generator for our city. A four-year university would increase these events and increase the potential for additional revenue.

Service Industry in Rochester

Rochester has a need for a College of Business with a focus on several disciplines. These include:

- Economics
- Marketing
- Finance
- Accounting
- Sales
- Business Administration
Again, students will provide a workforce through internships and educated employees for the disciplines upon graduation.

Service Industry in Rochester

Other necessary fields of study:

An Engineering School to supply a workforce for the local service and manufacturing industry.
Mechanical, electrical, packaging, structural and civil engineering are all areas of expertise that will be in greater demand as Rochester grows.

Service Industry in Rochester

Convention Sales are a significant revenue generator to our city. Typical lodging business for Rochester entails the medical patient and their family or the corporate market. Both
utilize our lodging facilities Monday – Thursday. There is a significant vacancy for Friday – Sunday.
Conventions/Groups fill with void

Service Industry in Rochester

The ““Silent Partner””