



Investing in Hospitality Minnesota Membership

Hospitality is a dynamic industry, and our members range from single location operations to large mixed property management companies and from multi-generational, family-owned to multi-national corporations. All of our members have at least one very important thing in common, you are welcoming guests and creating distinct experiences at your Minnesota hospitality business.

Our goal is that every hospitality business views membership in Hospitality Minnesota as an essential, affordable investment in a powerful business asset that contributes to your business success. Our member dues investment model is designed around three key organizing principles:

1. Make it simple
2. Make it transparent
3. Make it fair

What does this mean for you?

The investment model provides a simplified way to join and a membership renewal process with a fee structure built on your business results from the prior year's economic environment. It's a real-world approach that right-sizes your annual investment each year, taking your entire enterprise into account.

The investment model is revenue-based and encompasses your entire hospitality business portfolio in Minnesota. We believe this will bring you the greatest value, because you'll pay one amount on one invoice to cover all operations, regardless of the business types under your umbrella. **All your employees are considered members** of the association with access to a wide array of cross-sector benefits to help them and your business grow and thrive. We know that it is increasingly important to support your organization with professional development and training opportunities, along with helpful peer connections and industry insights.

We also believe this approach makes the most sense in light of the impact the pandemic likely had on your business and the industry as a whole. Each year, your annual investment will flex by taking into account your actual operating conditions and sales results. It's a more fair and realistic way to calibrate your investment and provides each person on your team with access to Hospitality Minnesota member benefits.

Here's how it works.

The model is designed on the foundation that all owned, licensed and managed properties across all hospitality sectors will be included in your membership investment calculation. We know that if we do our job well by providing the essential resources and information you need, a strong ROI will follow. Your business will improve, you will be more successful, and your association and industry will get stronger.

Together, we propel the growth and success of Minnesota's hospitality industry.

You can complete your membership investment in four easy steps:

<p>Step 1: Determine your total annual revenue for the businesses in your hospitality portfolio.</p>	<p>Keep in mind:</p> <ul style="list-style-type: none"> ▪ Use either your fiscal year or the calendar year; it's up to you. ▪ No documentation is required; we rely on the honor system. 																																							
<p>Step 2: Select the Category that reflects your annual revenue in Minnesota for your entire hospitality enterprise.</p>	<table border="1"> <thead> <tr> <th></th> <th>Annual Gross Revenue for Entire MN Portfolio</th> <th>Annual Investment</th> </tr> </thead> <tbody> <tr> <td>Category A</td> <td>\$0 (Institutional, Under Construction, Start-Up)</td> <td>\$195</td> </tr> <tr> <td>Category B</td> <td>\$1 - \$499,999</td> <td>\$375</td> </tr> <tr> <td>Category C</td> <td>\$500,000 - \$1.49 million</td> <td>\$485</td> </tr> <tr> <td>Category D</td> <td>\$1.5 - \$2.49 million</td> <td>\$625</td> </tr> <tr> <td>Category E</td> <td>\$2.5 - \$3.49 million</td> <td>\$850</td> </tr> <tr> <td>Category F</td> <td>\$3.5 - \$4.99 million</td> <td>\$1,250</td> </tr> <tr> <td>Category G</td> <td>\$5.0 - \$6.49 million</td> <td>\$1,750</td> </tr> <tr> <td>Category H</td> <td>\$6.5 - \$9.99 million</td> <td>\$2,350</td> </tr> <tr> <td>Category J</td> <td>\$10 - \$24.9 million</td> <td>\$3,950</td> </tr> <tr> <td>Category K</td> <td>\$25 - \$49.9 million</td> <td>\$5,275</td> </tr> <tr> <td>Category L</td> <td>\$50 - \$74.9 million</td> <td>\$7,250</td> </tr> <tr> <td>Category M</td> <td>\$75 million+ or Corporate Rate</td> <td>Call HM</td> </tr> </tbody> </table>		Annual Gross Revenue for Entire MN Portfolio	Annual Investment	Category A	\$0 (Institutional, Under Construction, Start-Up)	\$195	Category B	\$1 - \$499,999	\$375	Category C	\$500,000 - \$1.49 million	\$485	Category D	\$1.5 - \$2.49 million	\$625	Category E	\$2.5 - \$3.49 million	\$850	Category F	\$3.5 - \$4.99 million	\$1,250	Category G	\$5.0 - \$6.49 million	\$1,750	Category H	\$6.5 - \$9.99 million	\$2,350	Category J	\$10 - \$24.9 million	\$3,950	Category K	\$25 - \$49.9 million	\$5,275	Category L	\$50 - \$74.9 million	\$7,250	Category M	\$75 million+ or Corporate Rate	Call HM
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<p>Step 3: If renewing, receive and pay the invoice that reflects the category you've selected.</p>	<p>Within a few days, we'll send your invoice via email:</p> <ul style="list-style-type: none"> ▪ You may print and mail the invoice with your payment or pay via the link included in the invoice email. ▪ You may also join/pay online via credit card on our website. https://hospitalitymnassoc.weblinkconnect.com/atlas/forms/2 																																							
<p>Step 4: Help us update your contact information so you and your team members are regularly receiving Hospitality Minnesota communications and can access information via the Member Portal on our website.</p>	<p>Provide us with the contact information for your employees so they can directly access benefits that help your business grow and thrive. You can add names now, or at any time during the year as people join your team or move into new roles.</p> <p>Here's what we need on each person you want to include:</p> <ul style="list-style-type: none"> ▪ Name ▪ Email address ▪ Position <p>Note: this information is safe-guarded and not shared outside the organization.</p>																																							

Hospitality Minnesota is committed to serving as a resource for hospitality businesses like yours across Minnesota. Our voice is stronger and our impact more powerful when our members stand as one. Your investment in your industry association will make that possible. Please let us know what questions you may have and how we can help. Thank you!