



Overview - New Annual Membership Investment Model for Operators

Investing in Hospitality Minnesota Through Your 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. As we set out to design our new member dues investment model for our operators, we talked with our board and members like you. We came up with three key organizing principles:

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

What does this mean for you?

The new investment model means a simplified 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 new investment model is revenue-based and encompasses your entire hospitality business portfolio in Minnesota. That means the investment for lodging properties is no longer based on a per key calculation and for our resorts and campgrounds, the annual membership is no longer be calculated using a flat rate plus a per bedroom/campsite fee. For our restaurants and foodservice businesses, this new model will be most familiar though the revenue ranges have been broadened. 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**, with access to a wide array of cross-sector benefits to help them be successful in their jobs and for your business to grow and thrive. We know this is increasingly important to support your organization with professional development and training opportunities, along with helpful connections and industry insights.

We also believe this approach makes the most sense in light of the impact the pandemic has likely had on your business. 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.

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, and your association will get stronger.

For current business operator members, please see the next page outlining next steps for renewing your investment in your association.

If you wish to join the association, you may do so immediately by clicking [Join Now](#).

You can complete your investment renewal in four easy steps:

<p>Step 1: Determine your total annual revenue for the businesses in your MN hospitality portfolio.</p>	<p>Keep in mind:</p> <ul style="list-style-type: none"> ▪ You can use either your most recent fiscal year or the calendar year; it's up to you. ▪ No documentation is needed; we're relying on the honor system. 																																							
<p>Step 2: Identify the Category that reflects your annual revenue in Minnesota for your entire hospitality enterprise and communicate the category letter (e.g. Category F) to us.</p> <p>If you wish to support the association with an additional one-time contribution, please tell us that amount too.</p>	<table border="1"> <thead> <tr> <th colspan="2"><u>Annual Gross Revenue for Entire MN Portfolio</u></th> <th><u>Annual Investment</u></th> </tr> </thead> <tbody> <tr> <td>Category A</td> <td>Institutional, Under Construction and Start-Up Organizations <u>Only</u></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 (651) 925-4020</td> </tr> </tbody> </table> <p>You can also help us extend our reach and impact by contributing an amount over and above your annual investment renewal level. (See box at left).</p>	<u>Annual Gross Revenue for Entire MN Portfolio</u>		<u>Annual Investment</u>	Category A	Institutional, Under Construction and Start-Up Organizations <u>Only</u>	\$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 (651) 925-4020
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<p>Step 3: 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'll receive the usual email containing a link to pay your invoice online via the password-protected member portal or print the invoice and mail it with your payment. 																																							
<p>Step 4: Help us update your contact information.</p>	<p>Provide us with the contact information for your employees, so they can directly access our resources that help them in their roles and 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 ▪ Location/Address (if multiple operations under your umbrella) <p>Note: this information is safe-guarded and not shared with outside parties.</p>																																							

Rest assured your Hospitality Minnesota team remains committed to building a strong, integrated association that serves hospitality businesses like yours all across Minnesota. Our resources are deeper, our voice is stronger and our impact more powerful when our members stand as one. Your continued investment in your industry association will make that possible.

Thank you!

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