**City Council Agenda**
**City Council - Study Session**
**January 12, 2026**
**3:30 p.m.**

**Attending and Viewing the Meeting:**
**Attend the Meeting in Person:** Government Center Council Chamber, 151 4th Street SE
**View Meeting:** Cable TV on Channels 180 or 188
**Watch & Listen via YouTube:** City of Rochester, MN - YouTube

If you require a reasonable accommodation to fully participate in the City Council meeting, please complete our reasonable accommodations form at least 2 business days prior to the Council meeting. You can also reach the City Clerk's Office via email (cityclerk@rochestermn.gov), telephone (507-328-2900), or TTY/TDD (507-328-2900) to discuss your accessibility needs.

***A. Presentation Items***

**A.1.** **Chateau Theatre Operating Model and Investment Direction**

**A.2.** **Rochester Public Transit Sustainability**

**A.3.** **Study Session Schedule**

A.1

# REQUEST FOR ACTION

**Chateau Theatre Operating Model and Investment Direction**

**MEETING DATE:**
**January 12, 2026**

**ORIGINATING DEPT:**
**City Administration**

**AGENDA SECTION:**
**Presentation Items**

**PRESENTER:**
**Josh Johnsen**

## Report Narrative:

The Chateau Theatre is one of Rochester's iconic cultural assets, with nearly a century of history as a place for entertainment, gathering, and shared community experience. As the Chateau approaches its 100th year, the City is at an important decision point on how to preserve this historic venue while positioning it for sustainable, year-round activation and long-term community benefit.

To inform these decisions, the City, in partnership with Destination Medical Center, commissioned a comprehensive operating study of the Chateau Theatre. The purpose of the study was to evaluate the facility's current condition, market position, and upgrades needed for enhanced functionality. The study also identified key gaps and constraints and established three potential investment and operating options that align varying levels of capital investment with different financial, operational, and community outcomes.

The consultant who completed the assessment recommended the most capital-intensive option, which emphasizes private-sector operation and revenue generation. In reviewing the findings, the City Team has further evaluated how each option aligns with the City's guiding principles for preservation, public access, community use, and long-term sustainability. Based on that analysis, the City Team is recommending a localized version of the mid-level investment option that balances needed facility improvements and activation potential while remaining less focused on private-sector profit and more focused on public and community benefit.

This presentation summarizes the key findings of the study and considerations for City Council. It outlines potential guiding principles for reimagining the Chateau, identifies baseline facility needs, walks through the three investment and operating options, and presents the City Team's recommended path forward focused on preservation, activation, downtown vitality, and long-term sustainability.

The City Team is seeking feedback and direction from Council on the guiding principles for operation and activation, the preferred operating and capital investment model, and the approach to operating partnerships. This direction will allow the City Team to proceed with capital planning, funding strategies, and next steps for implementation.

## Priorities & Foundational Principles:

Economic Resilience

## Prepared By:

Joshua Johnsen

## Attachments:

Presentation - Chateau Operating Analysis Overview

Exhibit - Chateau Full Report

CITY OF ROCHESTER MINNESOTA

# CHATEAU THEATER OPERATING ANALYSIS UPDATE

## January 12, 2026

# Introduction

- The Chateau Theatre is a recognized cultural landmark Downtown.
- Approaching a century of history, architecture and community celebration.
- Originally constructed in 1927, evolving through multiple areas of entertainment and adaptive reuse.
- The Chateau continues to retain its distinctive, atmospheric historic character.
- Today, the Chateau Theater faces a pivotal moment: How to position the Chateau to begin its next century of community impact.

# Current Request

## The City of Rochester seeks:

1. **Feedback on Guiding Principles –** Provide input on operation and activation goals for the Chateau.
2. **Operating Model & Capital Funding Support -** Identify which operating model to proceed with for capital planning.
3. **Provide Direction on Operating Partnerships –** Confirm strategy outlined in presentation or issue a new RFP?



# Reimagining the Chateau Theater

**The vision for the Chateau centers on preservation, activation, and community value:**

1. **Preserve & celebrate a historic landmark**: Maintain and celebrate the Chateau as a valued cultural asset through ongoing preservation and public access.

2. **Activate the venue year-round:** Deliver consistent, diverse programming that serves a broad audience.

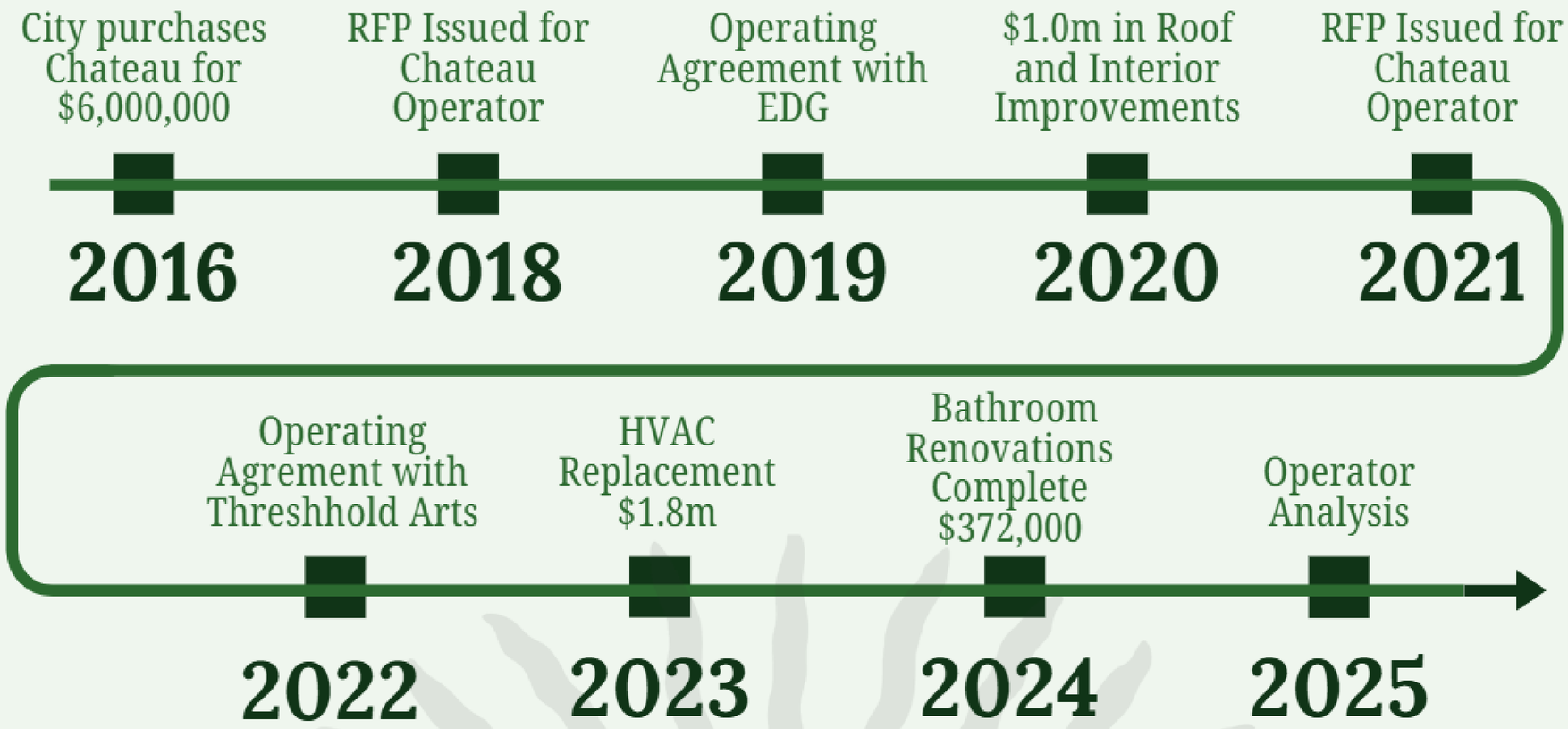
3. **Support downtown vitality**: Draw residents and visitors downtown, increasing activity and supporting businesses.

4. **Serve as a community gathering place:** Provide inclusive, accessible opportunities for community use, partnerships, and local participation.

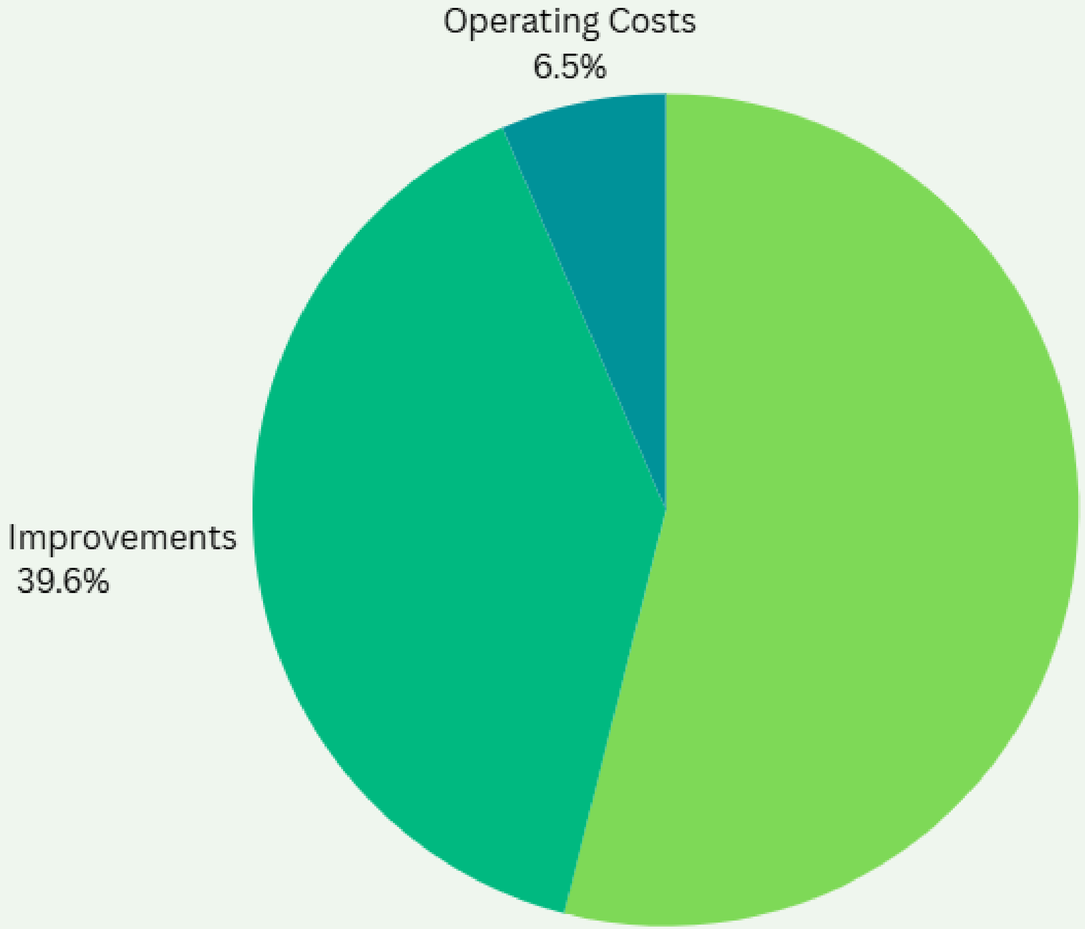
5. **Create a flexible, sustainable venue:** Support multiple users and evolve programming over time to respond to community needs and market conditions.



# Chateau Timeline



# Chateau Investement to date




## Aquisition Cost:

City Purchased the Chateau on Dec. 31, 2015 for **$6,000,000** using DMC funds.

- Mayo contributed $500,000

## Capital Improvements:

City has spent around **$4,400,000** in capital upgrades using DMC funds:

- Roof Replacement
- Interior renovations
- HVAC Replacement
- Restroom additions & remodel

## Operating Costs:

Annual opperating and holding costs are around **$80,000** annually for:

- Electricty
- Heating & Cooling
- Misc Repairs

**TOTAL INVESTMENT ~ $11,120,000**

# Proof of Concept – 3-years of Strong Activation

WELCOME TO YOUR
## HISTORIC CHATEAU THEATRE

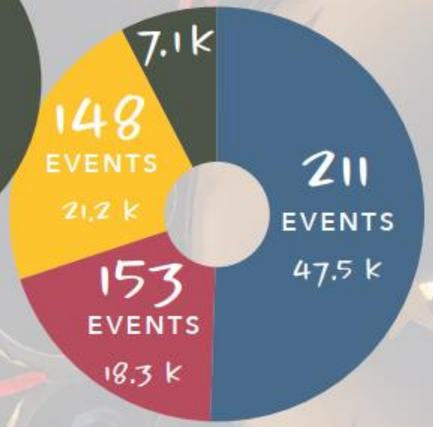
**113,184 VISITORS IN 3.5 YEARS**










- FREE (50%)
- TICKETED (23%)
- PRIVATE RENTALS (19%)
- WALK-IN TRAFFIC (8%)

876 DAYS OF ACTIVITY IN 178 OPEN WEEKS







CHATEAU



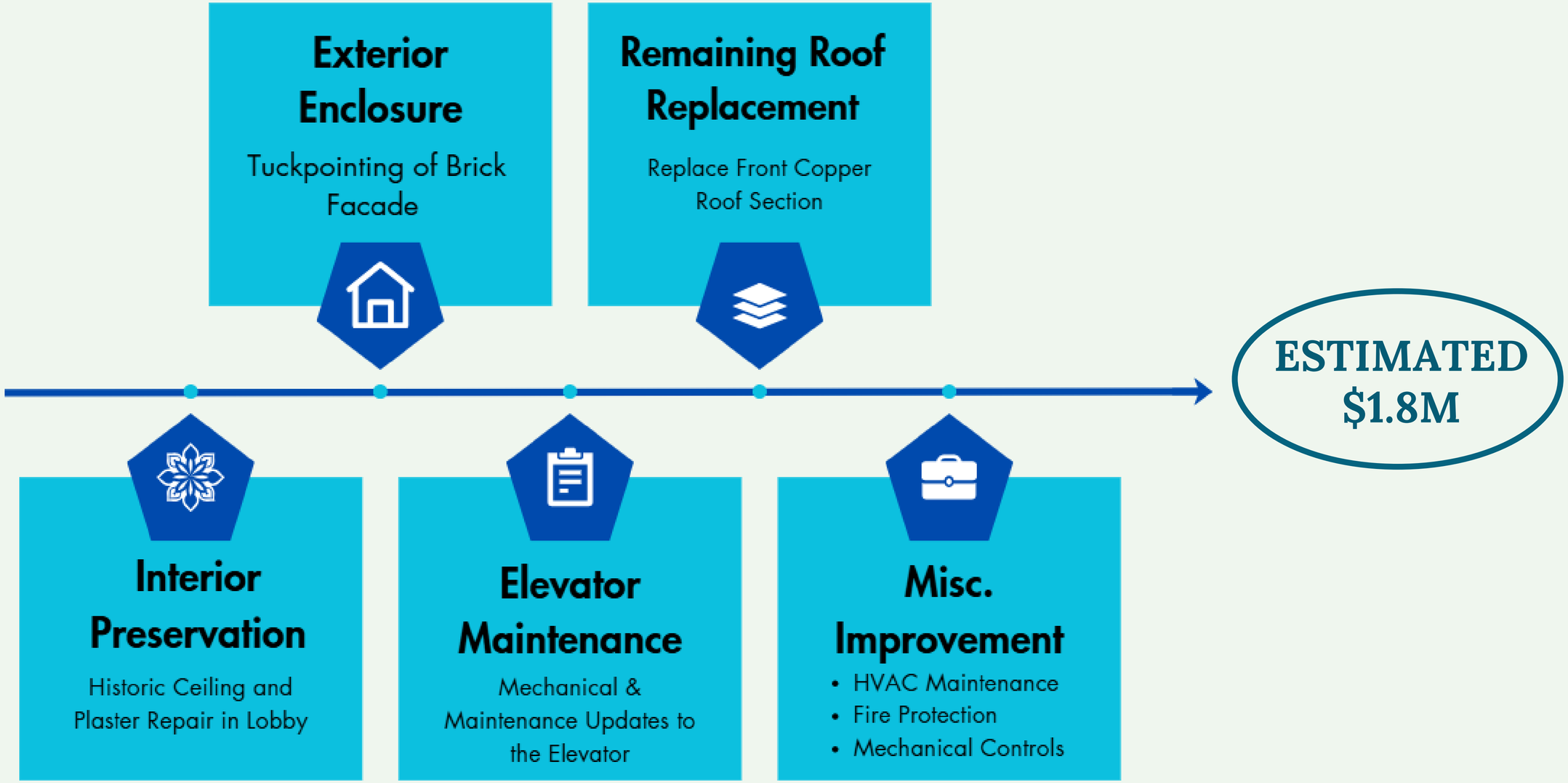

## PARTNERSHIPS MAKE IT POSSIBLE

DIVERSE PROGRAMMING
VERSATILE USE
COMMUNITY ACCESS
INCOMPRABABLE SPACE
SHARING HISTORY




YOURCHATEAU.ORG

# Baseline Facility Needs (2024 Facilities Report) Necessary for any Operating Concept



# Context of Study - Purpose & Scope

To secure the Chateau's future, the City of Rochester and DMC commissioned an Operational Assessment to evaluate its current state, identify opportunities for improvement, and recommend strategies for long-term success.

The assessment included:

- **Financial and Operational Review** to establish baseline performance and identify revenue and cost drivers.
- **Facility and Technical Evaluation** of infrastructure, staging, and technology to determine modernization needs.
- **Market Research** including benchmarking, stakeholder engagement, and analysis of competitive venues.
- **Business Plan Development** for three operational scenarios— each with increasing capital cost investment with supported financial benefit projections.
- **Renovation and Implementation Planning** to prioritize capital improvements and align investments with operational objectives.

# Operational Report: Identified Operational Gaps

## Facility Gaps

- Insufficient accessibility features (ADA compliance needed)
- Restroom fixtures & exit count limiting occupancy potential
- No current food service infrastructure (other than a small catering area)
- Missing F&B infrastructure (plan calls for fixed F&B stations)

## Infrastructure Deficiencies

- The historic venue requires acoustic, lighting, and stage upgrades
- Need for facility restorations while preserving historic character
- Unable to utilize skyway mezzanine due to access limitations
- Lack of professional-grade sound and AV capabilities essential for performances

## Operational Readiness

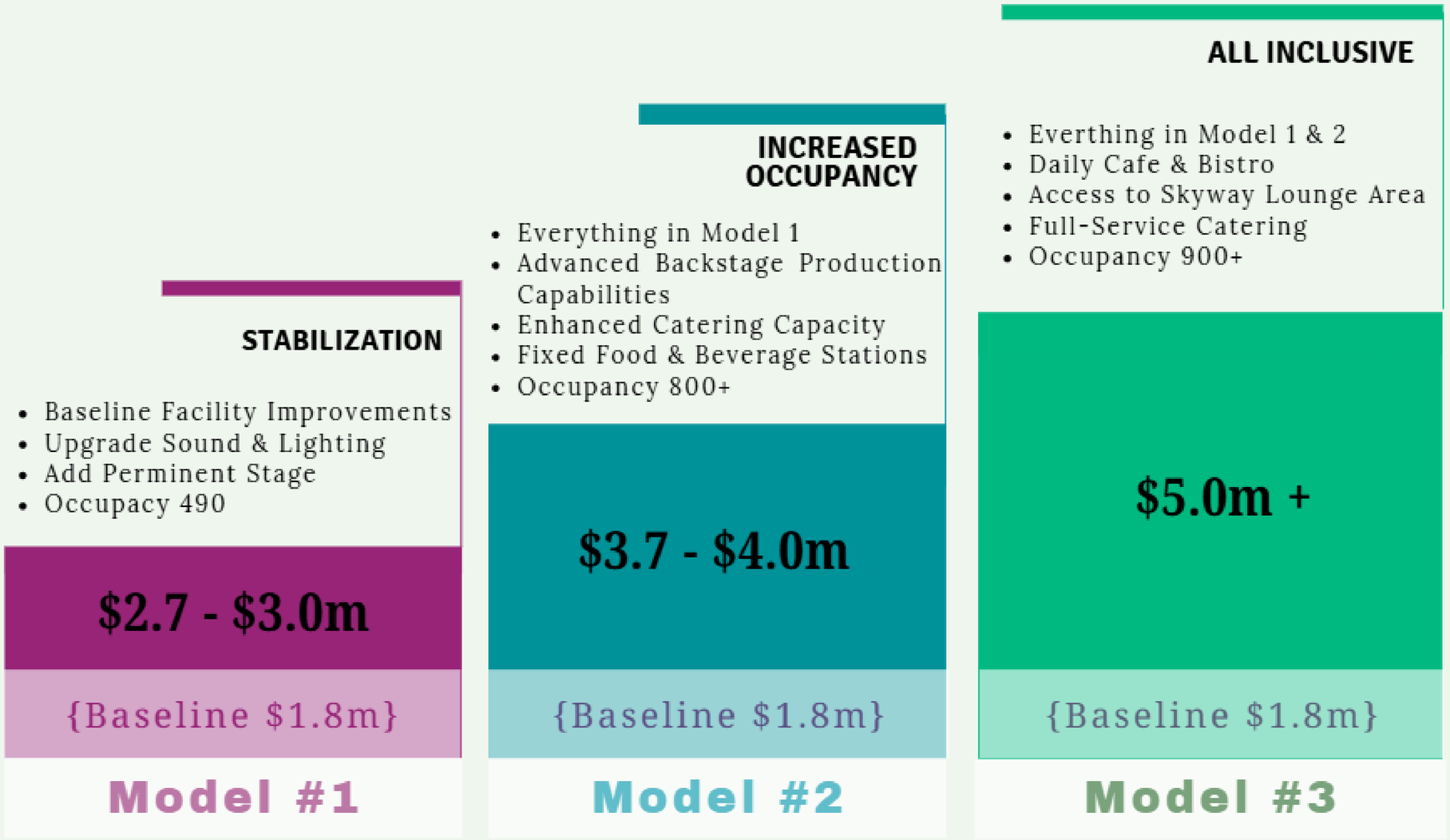
- Lack of full production equipment and furniture for different event needs, including permanent stage
- Absence of liquor license limiting income potential
- Need for comprehensive and flexible event space (kitchen, F&B stations, sound systems, lighting)

## Market Position Gap

- Currently unable to compete with operational venues like Mayo Civic Center and other Rochester venues
- Limited promotional reach without integrated marketing strategy to reach regional tourism
- Lack of event production expertise to attract mid-to-large scale professional performances

# Operational Report: Investment Comparison

CHART SHOWS INCREMENTAL IMPROVEMENTS FOR EACH MODEL



# Operational Report: Investment Concept Options

| METRIC | MODEL 1 | MODEL 2 | MODEL 3 |
|---|---|---|---|
| **INVESTMENT** | $2.5-3.0M | $3.7-4.0M | $4.5-5.0M |
| **OCCUPANCY** | 490 | 800+ | 900+ |
| **YEAR 3-4 REVENUE (EST.)** | $1.0M | $3.6-4.3M | $4.6-4.8M |
| **YEAR 3 NET PROFIT (EST.)** | $229K | $1.2-1.5M | $1.0-1.1M |
| **5-YR CUMULATIVE PROFIT (EST.)** | $900K | $2.3M+ | $2.2M+ |
| **FTE JOBS (EST.)** | 6-8 | 18-22 | 45-55 |
| **DAILY OPERATIONS** | EVENTS ONLY | EVENTS +CATERING | EVENTS + DAILY CAFÉ |
| **FOOD SERVICE** | 3RD PARTY PREP | 3RD PARTY PREP | FULL IN-HOUSE |
| **OPERATOR APPEAL** | LOW | MODERATE | HIGH |
| **LONG-TERM VIABILITY** | POOR | GOOD | EXCELLENT (HIGHER RISK) |

# Operational Report:
# Model 2: Increased Occupancy - Key Advantages

## Risk Mitigation vs. Model 1

- **Avoids Underutilization**: 490 capacity feels empty and limits bookings; 800+ creates desired atmosphere
- **Reduces Ongoing Subsidies**: Self-sustaining revenue vs. requiring continued financial support
- **Minimizes Barriers**: Comprehensive approach vs. piecemeal improvements with repeated disruptions
- **Future-Proofs Investment**: One-time comprehensive renovation vs. repeated costly upgrades

## Similar Benefits to Model 3 with Lower Complexity

- **Capital Costs Comparable**: Lower upfront investment to Model 3 while still increasing occupancy level
- **Reduced Operational Complexity**: Catering prep kitchen vs. full culinary operation
- **Lower Staffing Requirements**: No full kitchen reduces staffing needs
- **Easier Operator Recruitment**: Less specialized expertise required than full F&B operation (less risk)
- **Complimentary not Competition:** Does not compete with other downtown restaurants and bars.



# Operational Report: Model #2 Outcomes

**Venue Restoration:** Preserve theater's architectural integrity while upgrading infrastructure and capacity with advanced lighting, sound, and AV systems.

**Catering :** Launch full-service catering capabilities to generate more in-house revenue and less reliance on third-parties to increase quality control.

**Operational Capability:** Lay the groundwork to work with an experienced operator to market, book events, and manage every aspect of the venue.

**Event Flexibility:** Configurable spaces to host weddings, corporate functions, concerts, theater, and festivals.

**Balanced Experience:** Blend heritage with modern guest comforts, technology, and a daily experience center to welcome folks to Downtown Rochester.

# City Team Recommendation: “One Roof” Model Consideration

**After reviewing the operating concepts provided by the Consultant, the City Team recommends exploring a more localized concept with a “One Roof” model approach. Under a One Roof model, Experience Rochester would serve as the centralized operator – integrating the Chateau into the City’s broader portfolio of venues and aligning management, marketing, programming and customer experience across facilities.**




## Keys to Success:

- Collaborate with Experience Rochester as the unified operator for the Chateau Theater
- Coordinate booking, marketing, and programming across the full City portfolio
- Leverage shared staff, City resources, and customer service standards
- Maintain high-quality facility operations and seamless event execution
- Strengthen cross-promotion, tourism alignment, and regional market visibility

# One Roof Model Advantages

**Eliminate Operator Risk:**

- No RFP process or operator recruitment uncertainty
- Experience Rochester already proven entity operating within City portfolio
- Immediate operational alignment with downtown activation goals.

**Portfolio Synergy Creates Value:**

- Coordinated booking prevents internal competition and maximizes utilization across all City venues.
- Shared equipment, facility and technical staff reduces per-venue operating costs.
- Cross-promotional opportunities drive attendance and awareness.



# Chateau Next Steps:

1. Select Preferred Operating & Investment Concept
2. Confirm Program & Use Priorities
3. Define Capital Investment & Funding Strategy
5. Establish Project Timeline

# QUESTIONS?

## The City of Rochester seeks:

1. **Feedback on Guiding Principles –** Provide input on operation and activation goals for the Chateau.
2. **Operating Model & Capital Funding Support -** Identify which operating model to proceed with for capital planning.
3. **Provide Direction on Operating Partnerships –** Proceed with further discussions under One Roof model or issue a new RFP?

# Business Plan

## 'Chateau Dodge Theater' Operational Analysis

Prepared by Amy Reher

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# INTRODUCTION: All Inclusive Scope With Options

The Chateau Theatre stands as one of Rochester's most iconic cultural landmarks, reflecting nearly a century of history, architecture, and community engagement. Built in 1927, with an impressive occupancy of 1500 seats, the theater has experienced multiple entertainment eras and adaptive reuses while preserving its unique character.

Today, the City of Rochester faces a critical decision: how to secure the Chateau's long-term operational sustainability and strengthen its community impact. This Operational Assessment offers a comprehensive review of the theater's current condition, operational challenges, and market opportunities, along with strategic recommendations to ensure its ongoing relevance and financial health.

The city's consultant brings over 30 years of experience in production, events and hospitality, extensive expertise in historic property construction and redevelopment, and is the current owner-operator of the Granada Theater—a 1927 Churrigueresque-style atmospheric venue that the consultant fully remodeled, designed, and managed as general contractor, reopening in August 2020 after 14 years of vacancy and is the current operator.

**OBJECTIVE**

It is the intent of this document to provide stake holders with options and probable outcomes from the lens of an experienced operator who was the general contractor and designer on a similar atmospheric theater redevelopment. The document will provide a operational assessment featuring three-business models for the historic Chateau Dodge Theater, highlighting the need for substantial improvements. This assessment is designed to inform decision-makers about three investment scenarios and their likely outcomes.

The consultant strongly recommends developing a robust, holistic plan for whichever path is chosen, one that considers future use or sale to enable seamless upgrades and optimal use of funds.

After thorough research and leveraging industry expertise and operational experience, it is concluded that a comprehensive restoration—incorporating modern amenities and diverse revenue streams—provides the best path to securing the iconic landmark's long-term viability and financial sustainability for generations to come.

**This document in full is comprised of 3 models. Beginning with Model 3 Recommended to Model 1 least likely to succedd without numerous costs and barriers.**

- Model 3: All Inclusive: full service catering, daily cafe operations, with full kitchen, enhanced production capabilities and offerings, with Premium VIP Balcony lounge and membership **(Recommended)**

- Model 2: increased occupancy, with 3rd party catering **(Recommended - with concessions and culinary offerings provided b y 3rd parties)** *Similar costs and build to Model 3. Catering prep kitchen vs full kitchen and culinary operation needs, reflected in revenues and costs.*
- Model 1: Upgraded productions capabilities with focus on repairing and maintaining structural integrity **This model is considered the least likely to achieve long-term sustainable success.**

Promoters, producers, and talent all aim for a sold-out room that feels full, energetic, and vibrant. A large venue with low occupancy relative to its size fails to create this atmosphere. When occupancy falls short of what the space was designed to hold, the environment feels flat and uninspired. Beyond the clear financial benefits and long-term sustainability, increasing occupancy as proposed in Models 2 and 3 is essential.

**Phased redevelopment timeline (12–24 months)-** *varies by models, complexities and decision makers timing*

- Phase 1 (0–3 months): Detailed condition assessment, code review, finalized targeted business plan & pro forma, fundraising strategy for any gaps.
- Phase 2 (3–9 months): Permitting, design (architect/consultant), preservation approvals, initial marketing/brand development. Pre sale events, bookings and marketing based on concept renderings and planned layouts.
- Phase 3 (9–18 months): Construction/renovation, systems installation, staff hiring/training.
- Phase 4 (18–24 months): Soft opening, community events, full programming launch.

## Problem

The current condition of the Chateau Theater undermines its financial viability, largely due to an inefficient layout, outdated equipment, poor acoustical treatment, and extensive underutilized space. Low occupancy rates and a disjointed flow likely hinder the attraction of large-scale events, renowned artists, and producers, limiting the appeal to experienced operators who could guide the Chateau into the future. Furthermore, enhancing essential amenities—such as improving the green room design, optimizing the backstage area, expanding the load-in zone, increasing natural occupancy for a entertainment venue of size (natural to the historic venue build), and adding a catering kitchen—would strengthen marketing efforts and simplify hosting full-service private events. These improvements have the potential to generate positive word-of-mouth and attract consistent future and return bookings.

Currently in Rochester, there is a lack of versatile, large-capacity event venues that offer both historic ambiance and advanced production technologies. Event organizers and clients face limitations due to outdated facilities with restricted capacity and insufficient amenities, hindering the potential for large-scale or multi-format events.

# 'Chateau Dodge Theater' Operational Analysis

In 2015, the City of Rochester purchased the Chateau Theatre for $6 million with support from Destination Medical Center (DMC) funding and a $500,000 contribution from Mayo Clinic.

Today, under the management of Threshold Arts, the theater serves as a community gathering space hosting cultural programming, art events, poetry readings, and celebrations. Despite these efforts, the building requires significant investment to address infrastructure issues, enhance programming capabilities, and ensure financial sustainability.

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**Previous RFP Process and Current Operator**

The City's most recent operator selection process began in August 2021, following the departure of the previous operator, Exhibits Development Group (EDG), which ceased operations at the Chateau in 2020 due to the pandemic. To reactivate the venue and advance cultural priorities, the City issued a Request for Proposals (RFP) and convened a multidisciplinary review team, including representatives from the City and Destination Medical Center Economic Development Agency (DMC EDA). Three proposals were presented to the City Council in October 2021, and Threshold Arts was recommended as the preferred operator. On January 19, 2022, the Council authorized negotiations for a three-year agreement with an option to renew.

Threshold Arts was selected for its strong community activation plan, commitment to diversity, equity, and inclusion, no request for operational funding, and proven record of working with local partners using a successful collaborative model. It also agreed to include representatives from the Community Enrichment Team (CET)—comprised of Parks, Library, and Civic Music—on its advisory board to strengthen community partnerships.

Despite these efforts, activation has been limited noting issues related to building constraints, aging infrastructure, and deferred capital investment. This reality underscores the urgent need for a comprehensive operational and investment strategy to fully realize the Chateau's role as a cultural anchor in downtown Rochester.

## Solutions

Several options are available to elevate the Chateau to the next level. It is strongly believed that financial viability and long-term success cannot be achieved through minor improvements or enhanced production capability alone, especially given the limited occupancy and lack of amenities.

Originally designed to comfortably accommodate up to 1,500 guests, the space now feels noticeably vacant and awkward when hosting only around 490 people For a maximum General Admission. This significant

underutilization not only diminishes the atmosphere but also impacts the overall functionality and appeal of the venue. Given these challenges, it is strongly recommended to develop a comprehensive and up-to-date fit plan that thoroughly addresses current needs and anticipates future demands. Adopting an informed, holistic approach will ensure that the space is optimized effectively, enhancing both user experience and operational efficiency while positioning the venue for long-term success and adaptability in a changing environment.

Below is four options to consider with the strongest longterm option with financial stability being the 3rd  or 4th all inclusive model.

*This document encompasses the recommended all inclusive mode*l while offering introduction highlights to the best-case scenario for Option 3 or 4, featuring increased occupancy that aligns more naturally with higher desirability and enhanced amenities. With included detailed models and predicted outcomes for Model 2 (option 3) and Model 3 (option 4).

The limited financials within combine the assumed operator expenses with the city's capital costs and general building operating expenses. A full financial picture is best assumed from a close to complete working blue print. Various sample projection PDF's have been created outside this document.

Considering that the Chateau will be celebrating its 100th anniversary in the year 2027, it is widely believed that undertaking a thorough and comprehensive remodel of the property, accompanied by careful pre-planning and strategic sales efforts, could create an exceptional opportunity. This extensive renovation would not only preserve the historic charm and significance of the Chateau but also modernize its facilities to meet contemporary standards and expectations. By aligning the completion of the remodel with a grand re-opening event in 2027, the Chateau could capitalize on the milestone anniversary to generate significant public interest, media attention, and customer excitement. This carefully orchestrated launch has the potential to revitalize the Chateau's reputation, attract new visitors and clientele, and establish a strong foundation for continued success in the years to come.

**Option 1.** Suggestion:

Repair and maintain the immediate needs of existing infrastructure, and pursue a strategic redevelopment and operating partnership with an experienced operator knowledgable in similar facilities or consider disposing of the property through a new RFP sale while including  the city's and public's desire to preserve the historic structure as a dedicated entertainment and event venue.

**Option 2**. Minimum Investment Model 1.  Estimated Projected completion winter 2026/2027

*Model 1 Business plan and analysis included within.*

Secure additional funding to repair existing infrastructure and address existing known needs, prioritizing upgrades to structural, Fire Life Safety and ADA compliance. Enhance production capabilities with a custom-designed stage, improved acoustical treatments, and upgraded sound and lighting systems to elevate the

experience for both artists and guests. Implement minor Green Room improvements, including private dressing rooms and a drywalled, acoustically treated terrace featuring a setback for light truss and rigging to properly backlight the stage and minimal fly system. Additionally, install a large, fitted retractable screen at the back of the original proscenium and invest in a modern long-throw projector. Repair and restore damaged plaster finishes to preserve aesthetic integrity.

- *This model is considered the least likely to succeed and will likely require ongoing financial support while yielding low returns, regardless of whether a liquor license is obtained.*
- *This model is also considered a disservice to the community, the architectural intent of the historic property and is believed will encounter numerous barriers and financial challenges.*

**Option 3.** Moderate Investment Model 2. Estimated Projected Opening late  early Spring/Summer 2027
**RECOMMENDED with considerations** for including 3rd party culinary offerings and concessions light cafe program.

*Model 2 Business plan and analysis included within.*

Restore the Chateau Dodge Theater to its original 1927 atmospheric grandeur through a complete and thorough redevelopment, transforming it into a state-of-the-art, multifunctional event venue. This revitalization will secure the theater's financial stability while enriching and supporting the surrounding community. By blending classic architectural features with modern theatrical technologies, the venue will accommodate a wide range of cultural, entertainment, and private events for both local residents and visitors. With a seating capacity exceeding 900, the theater will boast a retrofitted stage, upgraded backstage and green room facilities, a VIP balcony, fixed bars, and integrated food service options—broadening its appeal and revenue potential. Additionally, the theater offers a unique indoor-outdoor experience by connecting to the adjacent city-owned Peace Plaza, ideal for public and private gatherings. This comprehensive approach aims to boost occupancy and attract diverse clientele, productions, and audiences. Leveraging Rochester's robust hospitality and tourism sectors, the Chateau Theater will emerge as a premier destination for the southwest region and beyond, hosting corporate events, life celebrations, musical performances, and a wide variety of entertainment. Thoughtfully upgraded amenities and design will naturally expand programming, strengthen community ties, and foster greater cultural engagement.

**Option 4.** Moderate investment Model 3: All Inclusive model Projected opening Spring/Summer 2027
**RECOMMENDED**

Business plan and analysis included at close of this document

Building on the Option 3: Model 2 scenario, the fourth option -  Model 3 has the greatest impact on the community's economy and the long-term sustainability of the Chateau Theater. By adopting an all-inclusive approach, the venue can broaden its event offerings, attract a wider variety of private functions, and increase daily foot traffic. This steady flow of visitors acts as organic marketing for upcoming events and rentals, creating a self-

sustaining cycle of visibility and engagement. Additionally, this model provides greater resilience and flexibility during economic downturns, pandemic like events, or other disruptions by supporting multiple revenue streams that can be adjusted as required. It enables the theater to adapt quickly during slow periods, ensuring consistent income regardless of market fluctuations. The proposed upgrades in Model 3 further enhance this strategy by encouraging higher spending and improving the guest and client experience, reinforcing the theater's role as a vital historic community asset.

To achieve this model there are several strategies to incorporate full food and beverage if a singular operator is not found.

ie.

- Find experienced operator capable of running a multi-faceted venue with Culinary operations.
- Subcontract/sub-lease catering and Cafe operations to licensed operator. Keeping control under primary operator and a fully controlled calendar.
- Offer short term pop up contracts of 6 months to a year to start up operators, while keeping outside caterers as an option for larger scale events.

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**Primary Products & Services**

Chateau Dodge Theater has the potential to provide a wide range of flexible and comprehensive event solutions by offering any or all of the combined scenarios outlined below. These services would encompass full event venue rental options specifically tailored to accommodate a diverse array of occasions, including public events, private functions, and live entertainment performances.

Key features of the venue could include, multiple rental space opportunities operating in full or part, state-of-the-art audio-visual production capabilities designed to meet the technical demands of modern events and m ore sophisticated productions, ensuring crystal-clear sound and stunning visual presentations. Additionally, guests could enjoy exclusive VIP balcony rental options or individual access and seating that offers premium views of the stage, complemented by access to a sophisticated lounge area where they can relax and socialize in an elegant atmosphere.

To enhance the overall experience, Chateau Dodge Theater should consider providing an on-site café or restaurant services, offering a variety of refreshments and fare during events and on non-event days. Furthermore, comprehensive catering options are suggested that can be tailored to the specific needs and preferences of each event, from casual receptions to formal dinners, this would greatly increase desirability and revenue. Having one operator to handle all would be the ideal scenario.

# 'Chateau Dodge Theater' Operational Analysis

A commitment to a comprehensive operating model means every aspect of event management is handled by an experienced team—from initial planning and coordination to execution and post-event support. This approach guarantees exceptional customer service and a seamless experience for both organizers and attendees, making Chateau Dodge Theater the perfect venue for hosting memorable and successful events of any size or style.

## Primary Business Model(s)

All business models center on venue rental fees, service charges for third party vendors or catering and cafe operations, and premium VIP experiences. Keeping an open room format and pursuing outside partnerships with event organizers and entertainment producers will maximize venue utilization and diversify revenue streams while removing the bulk of risk to the operator. *Costs to complete are pulled from separate budget and analysis, combining Kraus Anderson numbers and estimates for costs to complete from the operator.*

**High-Level Financial Targets**

The redevelopment project should aim to increase annual event bookings by over 150%, resulting in significant revenue growth within the first three years post-renovation. Financial targets include achieving operational breakeven within 18 - 24 months of opening, growing catering and VIP services revenue by 40% annually, and establishing Chateau Dodge Theater as a financially sustainable cultural landmark in Rochester. The specific break-even point is influenced by numerous factors that remain unresolved and depend on pending city decisions and the chosen course of action.

Press '/' for commands

# SWOT Analysis Potential For Suggested All Inclusive Option

# 'Chateau Dodge Theater' Operational Analysis

## Strengths

1. Historic and iconic venue with unique architectural charm attracting a diverse clientele.
2. Increased General Admission capacity from 490 to over 900+, accommodating larger audiences and events, both seated and standing room.
3. State-of-the-art production capabilities enhancing event quality and versatility.
4. Inclusion of elevated VIP balcony and exclusive lounge providing premium guest experiences.
5. Comprehensive amenities including on-site cafe and full-service catering supporting an all-inclusive operating model.
6. Location: While a secondary city, Rochester's tourism and existing infrastructure could greatly extend the Chateaus reach well beyond the local community.

## Weaknesses

1. High redevelopment and renovation costs potentially impacting financial resources.
2. Possible operational challenges during redevelopment phase causing temporary closure or reduced bookings.
3. Limited brand recognition in the expanded market segment due to historic positioning.
4. Dependence on event bookings which can be seasonal or fluctuate with economic conditions.
5. Need for skilled staff to manage new technologies and enhanced services increasing training requirements.
6. Location: As a venue in a secondary city with a traditionally hyper-local focus, the Chateau will require a strong emphasis on brand identity and expanding awareness to a broader market to realize full potential.

# 'Chateau Dodge Theater' Operational Analysis

## Opportunities

1. Growing demand for versatile event spaces that can host a variety of event types including private, public, and live entertainment.
2. Potential partnerships with local and national businesses and entertainment producers to increase bookings.
3. Expansion into new markets such as professional touring productions and theater, corporate events, weddings, and conferences.
4. Leveraging unique historic status to attract tourism and cultural events.
5. Increasing trend toward premium immersive experiences creating demand for VIP and lounge services.

## Threats

1. Competition from other modern venues in the Rochester and regional market.
2. Economic downturns reducing discretionary spending on entertainment and events.
3. Potential delays or cost overruns in the redevelopment process impacting launch timelines.
4. Changes in public health regulations affecting event capacities and operations.
5. Technological obsolescence requiring ongoing investment to maintain state-of-the-art capabilities.

# Business Models

Chateau Dodge Theater can leverage several business models to maximize its potential as a historic and versatile event venue. Each model offers distinct ways to generate revenue while enhancing the venue's appeal to different customer segments. Below are six business model avenues tailored to the unique features and capabilities of the redeveloped Chateau Dodge Theater.

The business model can effectively target any combination of the opportunities below, with the flexibility to activate or deactivate each function based on calendar bookings and demand. The consultant's current operations are fully integrated, encompassing all of these functions. This adaptability has been instrumental in growing the business even during the most challenging times.

## Venue For Hire

The theater operates primarily as a rentable space for public, private, and live entertainment events. Clients book the venue for concerts, corporate events, weddings, and other gatherings, paying fees based on time and space utilized.

### Advantages

- Generates steady revenue through consistent bookings
- Flexible event space and event types attract diverse clientele generating additional bookings.
- Low operational complexity for Venue For Hire productions as clients manage many elements of their events
- Revenue is guaranteed versus based on ticket sales or attendance.

### Challenges

- Revenue is limited to rental fees and food and beverage without ancillary  ticket sales
- Requires effective marketing and outreach to maintain high occupancy
- Dependent on external event organizers for success

## All-Inclusive Event Hosting

Chateau Dodge offers comprehensive event packages that include venue rental, catering, production services, and VIP experiences, providing clients a seamless and premium event solution.

### Advantages

- Higher revenue per event through bundled services
- Enhanced client experience increases repeat business and visibility.
- Control over event quality and brand reputation

### Challenges

- Higher operational complexity requiring skilled staff
- Increased upfront costs for catering and production
- Managing diverse client expectations can be demanding

# 'Chateau Dodge Theater' Operational Analysis

## Subscription Memberships

The theater introduces membership programs where clients, performers, or frequent event organizers pay a recurring fee for benefits such as discounted rentals, exclusive access to VIP spaces, and early event bookings.

### Advantages

- Creates predictable revenue streams
- Builds loyal customer base and community
- Encourages frequent use and brand advocacy

### Challenges

- Requires continuous value delivery to retain members
- Initial membership uptake may be slow
- Balancing member benefits with profitability can be complex

## Partnership and Sponsorships

Chateau Dodge collaborates with local, national and international businesses, sponsors, and cultural organizations to co-host events, share marketing efforts, and secure sponsorship deals that help subsidize operational costs.

### Advantages

- Access to additional funding and resources
- Increased marketing reach through partners
- Enhances community engagement and credibility

### Challenges

- Potential conflicts over branding and event control
- Reliance on partner stability and commitment
- Negotiation and coordination efforts can be time-consuming

## Food and Beverage Operations

In addition to event hosting, the theater operates an on-site cafe and full-service catering, generating revenue through food and beverage sales during events and daily operations.

### Advantages

- Provides additional revenue streams beyond venue rental increases event style possibilities.
- Enhances guest experience with quality amenities
- Opportunity for high-margin sales during events
- Increases marketing outreach.

### Challenges

- Requires expertise in food service management
- Inventory and staffing challenges
- Food safety and regulatory compliance must be maintained

## Live Entertainment Production

Chateau Dodge develops and produces its own live entertainment shows and performances, leveraging state-of-the-art production capabilities to attract audiences and generate ticket sales revenue.

## 'Chateau Dodge Theater' Operational Analysis

### Advantages

- Captures full revenue from ticket sales
- Builds theater’s brand as a premier entertainment venue
- Control over programming and production quality

### Challenges

- High upfront investment and financial risk
- Requires talent booking and production expertise
- Success dependent on audience demand and marketing effectiveness

# Viability Analysis

The redevelopment of Chateau Dodge Theater presents a strong business viability outlook, supported by several critical factors. Firstly, the theater's historic significance and unique architecture provide a distinctive appeal that can attract a wide variety of clientele, from public entertainment events to private functions. The potential increase in occupancy from 490 to over 900+ seats significantly boosts revenue potential, especially when combined with new amenities such as an elevated production capabilities, VIP balcony and lounge, an on-site cafe, and a full-service catering operation.

The flexible venue setup caters to diverse event needs, enhancing market reach to event organizers, entertainment producers, and private clients. Rochester, MN, with its growing population and active cultural scene, offers a promising market for such an advanced and versatile venue. Furthermore, the inclusion of state-of-the-art production capabilities ensures competitiveness with modern facilities, addressing a key demand from event producers. Attracting guests from beyond the immediate 30-minute to 1-hour radius.

While redevelopment projects carry inherent risks such as construction delays and cost overruns, the comprehensive approach to upgrading the theater's infrastructure and services minimizes these risks by enhancing the venue's overall attractiveness and operational efficiency. By adopting an all-inclusive operating model and focusing on customer experience, Chateau Dodge Theater would be positioned to achieve sustainable occupancy rates and profitability.

## Key Supporting Points

- **Historic and Architectural Appeal:** Leverages unique venue characteristics to attract diverse events.
- **Increased Capacity and Amenities:** Expanded occupancy and VIP areas increase revenue streams.
- **Advanced Production Facilities:** Meets modern event production requirements, enhancing market competitiveness.
- **Flexible Event Hosting:** Adaptable space supports a wide range of events, expanding target markets.
- **Strategic Location:** Rochester's demographic and economic trends support demand for upscale event venues. One advantage of the stigma surrounding the larger Twin Cities market is that many people who avoid the Twin Cities might be more willing to visit a city with a stronger reputation for safety, such as Rochester.
- **Comprehensive Service Offering:** On-site cafe, dining and catering improve customer satisfaction and revenue opportunities.

Overall, the Chateau Dodge Theater redevelopment project is poised for success with a strong market fit and strategic enhancements that address both capacity and quality, making it a viable business venture.

# Industry Overview

**$895M**
Minnesota Concert & Event Promotion Market Size

**$29**
Number of Event Venues in Rochester, MN

**$151**
Average Wedding Size in Minnesota

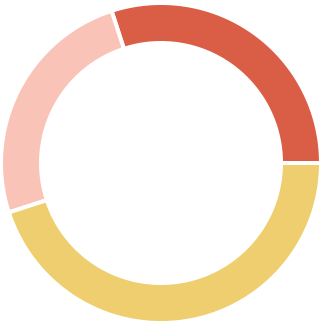
The event promotion industry in Minnesota is experiencing significant growth, with the Concert & Event Promotion sector projected to reach a market size of $895.1 million by 2025. (ibisworld.com) This expansion reflects a broader trend in the state's vibrant cultural and entertainment landscape.

Rochester, Minnesota, with a population of approximately 123,000, with the Rochester MSA Population for 2025 estimated around ***232,290*** and hosts more than 29 event venues, indicating a competitive market for event spaces. (rentechdigital.com) Notable venues include the Mayo Civic Center, a multi-purpose convention center offering over 200,000 square feet of flexible meeting and exhibit space, and the Rochester International Event Center, recognized as one of Minnesota's largest wedding and event centers. (en.wikipedia.org)

Rochester, Minnesota, boasts a vibrant year-round cultural scene that enriches the community spirit. The Rochester Public Music organization plays a key role by offering a wide range of concerts and musical events that appeal to all ages and tastes. 🎉 Meanwhile, the Rochester Downtown Alliance elevates the city's cultural life through festivals, art walks, and community gatherings that promote local involvement and celebrate the arts. These efforts have paved the way for adding versatile event spaces, including a reimagined Chateau Theater. These events underscore the demand for versatile and well-equipped venues capable of hosting large-scale gatherings.

In this dynamic environment, Chateau Dodge Theater's redevelopment should aim to meet the growing demand for high-capacity, flexible event spaces in Rochester. By enhancing its facilities to accommodate over 900+ guests and offering state-of-the-art production capabilities, the theater is well-positioned to serve a diverse clientele seeking unique and versatile venues for public, private, and live entertainment events.

# Target Audience



**30% - Corporate Clients**
Businesses seeking venues for meetings, conferences, and corporate events.

**25% - Private Clients**
Individuals hosting personal events like weddings, parties, and celebrations.

**45% - Public Event Organizers**
Organizations arranging public events such as theatrical productions,festivals, concerts, and exhibitions.

Chateau Dodge Theater aims to serve a diverse clientele by offering a versatile and historic venue equipped with state-of-the-art production capabilities, flexible event spaces, and full-service catering. Understanding the distinct needs and preferences of each target audience is crucial for tailoring services and marketing strategies effectively.

## Corporate Clients

Businesses seeking venues for meetings, conferences, and corporate events.

### Profile

- Professionals in sectors such as real estate, healthcare, technology, finance, and government.
- Typically aged 28-50, actively organizing conferences and networking events.
- Require venues with large-capacity conference rooms and hybrid event spaces equipped with advanced audiovisual infrastructure.

### Frustrations

- Limited availability of venues that offer both in-person and remote participation options.
- Difficulty in finding venues that provide instant booking and transparent pricing.
- Challenges in securing venues that offer comprehensive event planning services.

### Goals

- To host professional events in environments that foster networking and knowledge sharing.
- To find venues that can accommodate both in-person and virtual attendees seamlessly.

### Preferences

- Venues with state-of-the-art audiovisual equipment and customizable meeting spaces.
- On-site catering options tailored to corporate events.

- To streamline the event planning process with venues offering comprehensive services.
- Venues that offer networking opportunities and business seminars.

### Behavioural Considerations

- Preference for venues that can accommodate both in-person and virtual attendees seamlessly.
- Interest in venues that offer comprehensive event planning services, including catering and decor.
- Value venues that provide instant booking and transparent pricing.

### Where to Find

- Corporate event planners and organizers.
- Business networking events and seminars.
- Online platforms specializing in corporate event venues.

## Private Clients

Individuals hosting personal events like weddings, parties, and celebrations.

### Profile

- Individuals seeking venues for personal milestones such as weddings, anniversaries, and significant birthdays.
- Typically aged 25-45, with a focus on creating memorable experiences for themselves and their guests.
- Interested in venues that offer a unique ambiance and comprehensive event services.

### Frustrations

- Difficulty in finding venues that offer both indoor and outdoor spaces for events.
- Challenges in securing venues that provide comprehensive event planning services, including catering and decor.
- Limited availability of venues that offer customizable packages to suit different budgets.

### Goals

- To host personal events in unique and memorable settings.
- To find venues that offer comprehensive event planning services, including catering and decor.
- To secure venues that provide customizable packages to suit different budgets.

### Preferences

- Venues with unique architecture and historic charm.
- On-site catering and full-service event planning options.
- Flexible event spaces that can be tailored to different themes and sizes.

### Behavioural Considerations

- Preference for venues that offer both indoor and outdoor spaces for events.
- Interest in venues that provide comprehensive event planning services, including catering and decor.

### Where to Find

- Wedding planners and event coordinators.
- Online platforms specializing in event venues for personal celebrations.

- Value venues that offer customizable packages to suit different budgets.
- Social media groups and forums related to event planning.

## Public Event Organizers

Organizations arranging public events such as festivals, concerts, and exhibitions.

### Profile

- Organizations and groups responsible for planning and executing public events.
- Typically have experience in organizing large-scale events and require venues that can accommodate large audiences.
- Interested in venues that offer both indoor and outdoor spaces and have a unique ambiance. With high level production quality capabilities.

### Frustrations

- Difficulty in finding venues that can accommodate large audiences.
- Challenges in securing venues that offer both indoor and outdoor spaces for events.
- Limited availability of venues that offer comprehensive event planning services, including catering and decor.

### Goals

- To host public events in venues that can accommodate large audiences.
- To find venues that offer both indoor and outdoor spaces for events.
- To secure venues that offer comprehensive audio-video inclusions, are equipped to handle additional event equipment and technical needs, and have in-house knowledgeable professionals and planning services.

### Preferences

- Venues with unique architecture and historic charm.
- On-site catering and full-service event planning options.
- Flexible event spaces that can be tailored to different themes and sizes.

### Behavioural Considerations

- Preference for venues that can accommodate large audiences.
- Interest in venues that offer both indoor and outdoor spaces for events.
- Value venues that offer comprehensive event planning services.

### Where to Find

- Event planning organizations and companies.
- Online platforms specializing in public event venues.
- Social media groups and forums related to event planning.

## Cultural Organizations

# 'Chateau Dodge Theater' Operational Analysis

Groups seeking venues for cultural events, performances, and exhibitions.

### Profile

- Organizations dedicated to promoting cultural events, performances, and exhibitions.
- Typically have experience in organizing events that showcase cultural heritage and arts.
- Interested in venues that offer a unique ambiance and can accommodate various event types.

### Frustrations

- Difficulty in finding venues that offer both indoor and outdoor spaces for events.
- Challenges in securing venues that provide comprehensive and state of the art equipment and treatments, event planning services, including catering and decor.
- Limited availability of venues that offer customizable packages to suit different budgets.

### Goals

- To host cultural events in venues that can accommodate various event types.
- To find venues that offer both indoor and outdoor spaces for events.
- To secure venues that provide comprehensive event planning services, including catering and decor.

### Preferences

- Venues with unique architecture and historic charm.
- On-site catering and full-service event planning options.
- Flexible event spaces that can be tailored to different themes and sizes.

### Behavioural Considerations

- Preference for venues that offer both indoor and outdoor spaces for events.
- Interest in venues that provide comprehensive event planning services, including catering and decor.
- Value venues that offer customizable packages to suit different budgets.

### Where to Find

- Cultural organizations and community groups.
- Online platforms specializing in cultural event venues.
- Social media groups and forums related to cultural event planning.

## Non-Profit Organizations

Charities and non-profits hosting fundraising events and galas.

### Profile

- Organizations dedicated to charitable causes seeking venues for fundraising events and galas.
- Typically have experience in organizing events that aim to raise funds and awareness for their causes.

### Frustrations

- Difficulty in finding venues that offer both indoor and outdoor spaces for events.
- Challenges in securing venues that provide comprehensive event planning services, including catering and decor.

- Interested in venues that offer a unique ambiance and can accommodate various event types.
- Limited availability of venues that offer customizable packages to suit different budgets.

### Goals

- To host fundraising events in venues that can accommodate various event types.
- To find venues that offer both indoor and outdoor spaces for events.
- To secure venues that provide comprehensive event planning services, including catering and decor.

### Preferences

- Venues with unique architecture and historic charm.
- On-site catering and full-service event planning options.
- Flexible event spaces that can be tailored to different themes and sizes.

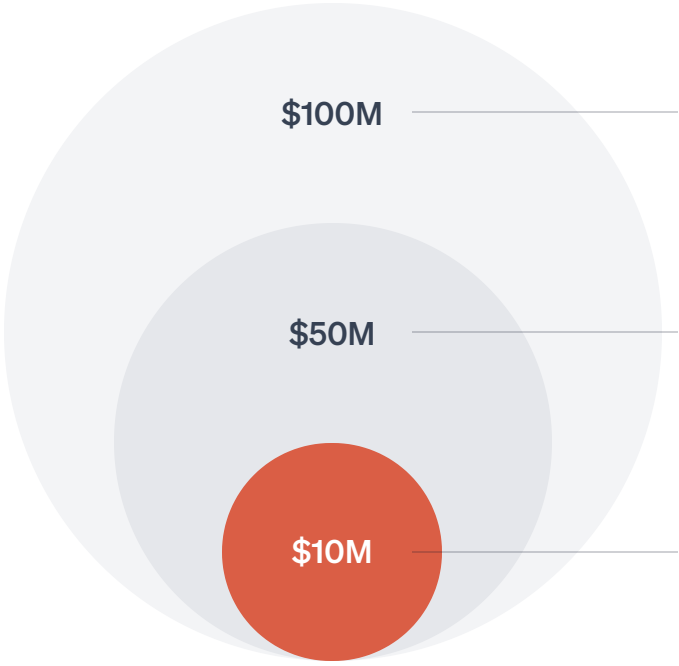
### Behavioural Considerations

- Preference for venues that offer both indoor and outdoor spaces for events.
- Interest in venues that provide comprehensive event planning services, including catering and decor.
- Value venues that offer customizable packages to suit different budgets.

### Where to Find

- Non-profit organizations and charity event planners.
- Online platforms specializing in event venues for non-profit events.
- Social media groups and forums related to charity event planning.

# Market Size & Trends




**TAM**
The total market size for event venues in Rochester, MN, encompassing all types of events and venues.

**SAM**
The serviceable market size for event venues in Rochester, MN, focusing on venues with capacities over 400.

**SOM**
The obtainable market size for Chateau Dodge Theater, considering its unique offerings and capacity expansion.

The event venue industry is experiencing significant transformations influenced by technological advancements, evolving consumer preferences, and a growing emphasis on sustainability. Understanding these trends is crucial for positioning Chateau Dodge Theater as a leading venue in Rochester, MN.

## Rise of Hybrid Events and Digital Integration

The integration of virtual and in-person experiences is reshaping the event landscape, offering broader audience reach and enhanced engagement.

### Key Points

- Hybrid events combine live and virtual participation, expanding audience reach.
- Advanced digital tools like live streaming and interactive apps are enhancing attendee engagement.
- The adoption of hybrid formats supports environmental sustainability by reducing travel-related carbon footprints.

### How to Leverage

- Equip Chateau Dodge Theater with state-of-the-art AV technology to facilitate seamless hybrid events.
- Develop a user-friendly online platform for virtual attendees to interact with live events.
- Promote the venue's capability to host both in-person and virtual events to attract a diverse clientele.

## Demand for Unique and Flexible Event Spaces

## 'Chateau Dodge Theater' Operational Analysis

Event organizers are increasingly seeking distinctive venues that offer flexibility and memorable experiences for attendees.

### Key Points

- 49% of North American planners are turning to unique venues for their events, up from 17% in 2023.
- Flexible venues can accommodate various event types, from corporate functions to private parties.
- Unique venues enhance attendee experience and can lead to cost savings.

### How to Leverage

- Highlight Chateau Dodge Theater's historic charm and versatile architecture in marketing materials.
- Offer customizable event packages to cater to diverse client needs.
- Emphasize the venue's capacity to host a wide range of events, from public performances to private gatherings.

The event venue industry in, Minnesota, is experiencing a significant resurgence as demand for both corporate and social gatherings rebounds post-pandemic. This revitalization is marked by the emergence of new venues and the expansion of existing ones, catering to a diverse range of events.

**Market Size and Trends**

Rochester boasts a population of approximately 123,000 residents with an estimated MSA population of 230,000 , supported by a robust healthcare sector and a growing tourism industry. The city offers a variety of event spaces, including the Mayo Civic Center, which provides over 200,000 square feet of flexible meeting and exhibit space, and the Rochester International Event Center, with a capacity of up to 1,050 guests. (experiencerochestermn.com)

The demand for unique and flexible event spaces is on the rise, with many venues adapting to accommodate a variety of events, from corporate meetings to private parties. This trend is evident in the expansion of venues like Powers Ventures, which operates multiple event spaces in Rochester, including the Mayowood Stone Barn and the Rochester International Event Center. (postbulletin.com)

**Competitive Landscape**

The market is becoming increasingly competitive, with several venues offering diverse amenities to attract clients. For instance, the Rochester International Event Center provides a 13,000-square-foot ballroom suitable for various events, while the Mayo Civic Center offers Minnesota's largest ballroom, accommodating over 4,000 guests. (eventective.com)

**Opportunities for Chateau Dodge Theater**

With the rising demand for versatile event spaces, Chateau Dodge Theater is ideally positioned to capitalize on this trend. The planned work should include an expansion to accommodate over 900 guests and offer a customizable mix of amenities, including an elevated VIP balcony, lounge, café, and full-service catering—features aligned with the market's shift toward unique, flexible venues. Combining state-of-the-art production capabilities

with historic charm, Chateau Dodge Theater can attract a diverse clientele seeking memorable events well beyond the city limits.

# Competitor Analysis

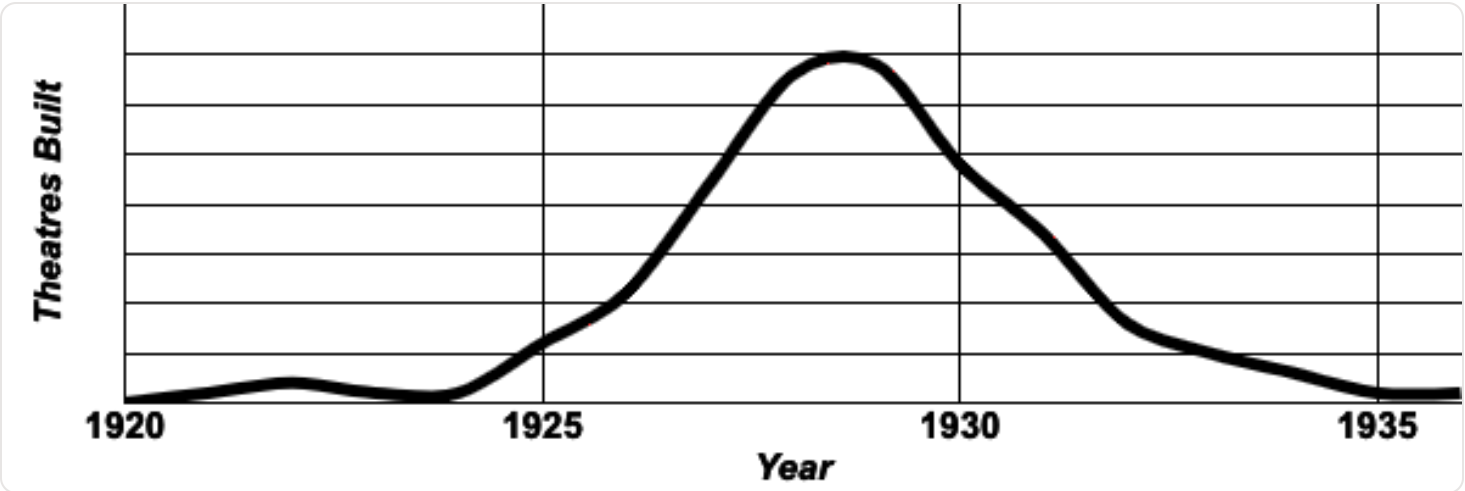
## Comparison table

| | Mayo Civic Center | Rochester Event Center | J.Powers at the Hilton |
|---|---|---|---|
| **Employees** | Not specified | Not specified | Not specified |
| **Valuation** | Not applicable | Not applicable | Not applicable |
| **Company Type** | Government | Private | Private |
| **Founded** | 1938 | Not specified | Not specified |

The event venue landscape in Rochester, Minnesota, is diverse, encompassing historic farms and estates, modern event centers and banquet halls and other smaller unique spaces that cater to a variety of occasions. Few are equipped to host live productions and seamlessly transition to private or community events with a capacity exceeding 900 people.. To effectively position Chateau Dodge Theater in this competitive landscape, the latter two model strategies emphasize leveraging its distinctive architectural charm, enhancing production capabilities, and providing an all-inclusive operating approach.Unique Architectural Charm

Chateau Dodge Theater's historic French chateau design, featuring interior balconies, turrets, and a starry ceiling, provides a distinctive ambiance that sets it apart from other venues in the area. The style of historic architecture is treasured and rare as many similar theaters have gone dark or have since been demolished. The Chateau Dodge Theater is particularly rare in style, being one of the few medieval-themed venues with an even subtler French influence. This architectural uniqueness appeals to clients seeking a venue with character and a memorable aesthetic.

*Based on a sample size of 170 theatres worldwide, built between 1920 and 1936. Data copyright © 2020-2025 Historic Theatre Photos.*




## Enhanced Production Capabilities

By upgrading to state-of-the-art production facilities, Chateau Dodge Theater aims to attract a broader range of events, including large-scale concerts, theatrical performances, and corporate conferences. This enhancement ensures the venue can meet the technical demands of diverse events, positioning it as a versatile and reliable choice for organizers.

## All-Inclusive Operating Model

The introduction of an on-site café and full-service catering operations allows Chateau Dodge Theater to offer a comprehensive event experience. This all-inclusive approach simplifies event planning for clients and ensures a seamless experience from start to finish.

By emphasizing these differentiators, Chateau Dodge Theater is poised to establish itself as a premier venue in Rochester, appealing to clients seeking a blend of historic charm and modern amenities.

# Core Offerings

To achieve maximum potential with a long-term vision, Chateau Dodge Theater should offer a diverse range of products and services designed to leverage its historic charm and create state-of-the-art facilities. These offerings cater to various client needs, from hosting private events to large-scale live entertainment productions. Each service should be crafted to provide flexible, all-inclusive solutions, ensuring a memorable experience for attendees and organizers alike.Venue Rental for Public and Private Events

## Private Event Services

Offer versatile venue space accommodating over 900 guests, perfect for weddings, corporate events, conferences, and social gatherings. Enjoy customizable seating options and access to multiple theater areas, including the main floor and VIP balcony.

### Advantages

- Increased capacity from 490 to 900+ attendees
- Flexible floor plans and seating configurations
- Historic ambiance combined with modern amenities
- An improved floor plan offers breakout spaces and pre-programming options, providing flexibility for a wide range of event styles.

### Challenges

- Managing scheduling conflicts for high-demand dates
- Balancing historic preservation with modern customization
- Ensuring accessibility compliance across all venue areas

### Target Audience

- Corporate event planners
- Private individuals planning weddings and social events
- Community organizations hosting public gatherings and galas

### Pricing Strategy

- Tiered pricing based on event size and duration
- Premium rates for weekend and peak seasons
- Discounts for long-term or repeat bookings

### Marketing & Promotion

- Targeted digital campaigns to businesses and event planners
- Partnerships with wedding and corporate event coordinators
- Open house events showcasing the renovated space

### Execution Strategy

- Streamlined booking system with clear package options
- Dedicated sales and event coordinator support
- Regular maintenance and upgrades to venue facilities

# 'Chateau Dodge Theater' Operational Analysis

## Live Entertainment Production Services

State-of-the-art production capabilities including advanced lighting, sound systems, and stage technology supporting concerts, theater performances, and live shows.

### Advantages

- Cutting-edge audio-visual technology
- Professional technical support team
- Versatile space adaptable to different performance types

### Challenges

- Keeping up with rapid technological advancements
- Coordinating complex production schedules
- Ensuring top-tier sound and lighting quality in historic space

### Target Audience

- Entertainment promoters and producers
- Performing arts companies
- Music and theater event organizers

### Pricing Strategy

- Packages based on production complexity and duration
- Optional add-ons for technical crew and equipment
- Volume discounts for recurring entertainment clients

### Marketing & Promotion

- Collaborations with local, regional and national touring artists and production companies
- Social media promotion of scheduled performances
- Attending entertainment industry trade shows and expos
- Creating in open house activities featuring the improved space and capabilities
- Joining local and national venue and event associations such as NIVA, MNIVA etc

### Execution Strategy

- Employ skilled technical staff and production managers
- Maintain up-to-date equipment and infrastructure
- Develop relationships with entertainment promoters

## VIP Balcony and Lounge Experience

Exclusive elevated VIP balcony seating with enhanced comfort, private lounge access, premium services including dedicated staff, and high-end amenities for a luxurious event experience.

### Advantages

- Elevated VIP balcony seating with enhanced views
- Private lounge with upscale ambiance

### Challenges

- Maintaining exclusivity while maximizing utilization

- Personalized service and amenities
- can be rented independently of other space and or offered as a group sale option for public events
- Balancing costs of premium services with profitability
- Ensuring seamless integration with overall event flow

### Target Audience

- Corporate VIP guests and sponsors
- Private clients seeking luxury event experiences
- High-profile entertainers and guests

### Pricing Strategy

- Premium pricing reflecting exclusivity and additional services
- Membership or package deals for frequent VIP users
- Customizable add-ons such as private catering and personalized services

### Marketing & Promotion

- Targeted outreach to corporate executives and high-net-worth individuals
- Promotion through luxury lifestyle and event publications
- Hosting exclusive preview events and tastings

### Execution Strategy

- Staff training focused on high-level customer service
- Regular upgrades to lounge decor and amenities
- Close coordination with catering and event teams

## On-Site Cafe and Catering Operations

Full-service dining and catering offering a diverse menu suitable for events of all sizes, featuring local cuisine, customizable menus, and seamless integration with event schedules.

### Advantages

- Diverse and customizable menu options
- Integration with venue events and schedules
- Focus on local and sustainable ingredients
- Enhances marketing and visibility to day to day guests highlighting upcoming events
- Enables more immersive dining experiences, such as dinner theater, movie-and-dining events, and ticketed large-scale specialty dinners.

### Challenges

- Managing food quality and consistency at scale
- Coordinating catering with diverse event types
- Adhering to health and safety regulations
- Requires keeping up with trends
- Experienced culinary managers needed to effectively oversee and organize a multi-operational model.

### Target Audience

- Event organizers requiring full-service catering

### Pricing Strategy

- Private parties and corporate functions
- Attendees seeking on-site dining options
- Day to day downtown workforce, residents and visitors

- Menu pricing based on event size and menu selection
- Package deals combining catering with venue rental
- Premium charges for specialty or bespoke menu items

### Marketing & Promotion

- Collaborations with local food influencers and bloggers
- Sampling events and food tastings for event planners
- Highlighting local and sustainable food sourcing in marketing materials
- Collaborations with local farms

### Execution Strategy

- Employ experienced culinary and catering staff
- Develop standardized menu options with customization flexibility
- Coordinate closely with event scheduling for timely service

## All-Inclusive Event Management Services

Comprehensive event planning and management services including coordination of venue setup, technical production, catering, and guest services to deliver seamless event experiences.

### Advantages

- Single point of contact for clients
- Coordination across all event components
- Expertise in managing diverse event types and scales

### Challenges

- Balancing client expectations with operational capabilities
- Managing multiple events simultaneously
- Ensuring consistent quality across all service areas

### Target Audience

- Corporate event planners and agencies
- Private clients seeking turnkey solutions
- Nonprofit and community organizations

### Pricing Strategy

- Fixed fees based on event scope and requirements
- Percentage-based pricing tied to overall event budget
- Tiered service packages offering varying levels of support

### Marketing & Promotion

- Testimonials and case studies published on website and social media

### Execution Strategy

- Build a skilled in-house event management team
- Develop standardized processes and checklists

- Networking with event industry professionals and associations
- Promotional offers for first-time clients and referrals
- Leverage technology tools for event planning and communication

# Expansion Opportunities

Chateau Dodge Theater should explore innovative and unconventional expansion opportunities that capitalize on its unique venue while pushing beyond traditional event hosting. These ideas embrace emerging trends, creative space utilization, and immersive experiences—each aimed at diversifying offerings and attracting new audiences. Below are just a few bold and slightly unconventional product and service expansions for consideration, some of which could complement or enhance current event strategies like those already offered at the Peace Plaza..

## Midnight Silent Disco Cinema

Transform the theater into a silent disco cinema where attendees watch classic and cult films using wireless headphones with customizable audio channels.

### Advantages

- Unique cinema experience
- Enhanced audio personalization
- Attracts younger, social audiences

### Challenges

- Equipment investment and maintenance
- Ensuring audio quality and synchronization
- Managing event logistics and crowd control

### Target Audience

- Young adults and students
- Film lovers and cinephiles
- Nightlife and social event seekers

### Pricing Strategy

- Ticket per event with options for headphone rental or purchase
- VIP packages including lounge access and refreshments
- Group discounts and themed event bundles

### Marketing & Promotion

- Social media teaser campaigns with film trivia
- Collaborate with film clubs and local universities
- Early bird specials and membership perks

### Execution Strategy

- Acquire wireless headphone technology and install transmitter systems
- Curate film lineups and themed event nights
- Hire DJs and hosts to curate audio channels and interactive segments

## Interactive Theater Escape Room

Develop an immersive escape room experience themed around the theater's history and architecture, incorporating puzzles and live actors.

### Advantages

### Challenges

- Engaging and interactive entertainment
- Leverages venue uniqueness
- Appeals to groups and corporate clients

- High setup and maintenance costs
- Coordinating live actors and game flow
- Ensuring safety and accessibility

### Target Audience

- Corporate teams and organizations
- Young adults and puzzle enthusiasts
- Tourists and local residents

### Pricing Strategy

- Fixed pricing per team size
- Premium options with actor participation or extended gameplay
- Corporate team-building packages

### Marketing & Promotion

- Target local businesses for team building
- Social media challenges and puzzle teasers
- Collaborate with escape room platforms and influencers

### Execution Strategy

- Design themed rooms with professional set designers
- Train actors and game masters
- Implement booking and scheduling systems

## Theater-Themed Culinary Workshops

Host cooking classes and workshops inspired by theatrical productions and eras, led by professional chefs, offering a multisensory cultural experience.

### Advantages

- Unique fusion of food and theater
- Hands-on cultural engagement
- Cross-promotes theater events and catering

### Challenges

- Kitchen space and health regulations
- Staffing with qualified chefs
- Coordinating scheduling and participant numbers

### Target Audience

- Food enthusiasts and home cooks
- Theater patrons seeking added value
- Corporate and private groups

### Pricing Strategy

- Per-person workshop fees
- Bundled event packages with theater shows and dining
- Private group bookings and special events

### Marketing & Promotion

- Collaborate with culinary schools and local chefs
- Promote through food and lifestyle bloggers

### Execution Strategy

- Equip kitchen spaces with necessary appliances
- Develop themed menus tied to theater history

- Offer seasonal and themed culinary series
- Schedule classes aligned with event calendar

## Historic Venue Podcast Studio Rental

Convert a portion of the venue into a professional podcast recording studio available for rent with historic ambiance and technical support.

### Advantages

- Leverages unique historic ambiance
- Supports growing podcast market
- Provides revenue diversification

### Challenges

- Initial studio setup cost
- Managing scheduling and technical support
- Competition with established studios

### Target Audience

- Podcasters and content creators
- Media students and hobbyists
- Small businesses and influencers

### Pricing Strategy

- Hourly rental rates
- Monthly subscription plans for frequent users
- Add-on services like editing and production support

### Marketing & Promotion

- Target local creators and media students
- Promote through podcasting communities
- Host podcast launch events and workshops

### Execution Strategy

- Retrofit space with soundproofing and equipment
- Establish booking and support systems
- Partner with local media schools and groups

## Outdoor Movie Peace Plaza Experience

Further utilize outdoor space to create a drive-in (walk up) movie experience with large screens, food trucks, and themed events blending nostalgia and modern entertainment.

### Advantages

- Nostalgic and family-friendly
- Expands venue usage outdoors
- Creates community engagement events

### Challenges

- Weather and seasonal limitations
- Parking logistics and noise control
- Equipment and space rental costs

### Target Audience

- Families and community groups
- Classic film and car enthusiasts
- General public seeking outdoor leisure

### Pricing Strategy

- Per vehicle or per person ticket pricing
- VIP parking and bundled concessions
- Seasonal passes and event series tickets

### Marketing & Promotion

- Local advertising and partnerships with food vendors
- Social media event countdowns and giveaways
- Collaborate with classic car clubs and community groups

### Execution Strategy

- Set up large projection screens and sound systems
- Coordinate with food vendors and staff
- Schedule and market seasonal film lineups

## Pop-Up Art Exhibition Space

Transform part or all of the theater into a gallery or market space for local artists and makers to exhibit work, featuring integrated performance art and interactive installations. (For example, the Granada Theater hosts Pancakes and Booze, showcasing local artists and performers with free pancakes included in the ticket price, a cash bar, and live art performances one night quarterly, featuring 70–100 artists for 1 night, in addition to local makers markets and MN Made tasting affairs Typically lasting 1-2 days.)

### Advantages

- Supports local art community, small businesses and start ups
- Adds cultural dimension to venue
- Engages diverse audiences

### Challenges

- Space adaptation for exhibitions
- Balancing art with theater functions
- Managing curation and event scheduling

### Target Audience

- Local artists and art lovers
- Cultural tourists and patrons
- Community and educational groups

### Pricing Strategy

- Commission from art and product sales
- Rental fees from artists and curators
- Sponsorships and event ticketing for openings

### Marketing & Promotion

- Partnerships with, local distributers and makers, art schools and galleries
- Social media features of artists, makers and events
- Collaborate with art festivals and community programs

### Execution Strategy

- Design flexible display areas
- Curate exhibitions and manage artist relations
- Host launch and artist talk events

## Gourmet Food Truck and Festival Hosting

# 'Chateau Dodge Theater' Operational Analysis

Continue to organize regular gourmet food truck festivals on around Peace Plaza grounds, featuring rotating vendors, live music, and family activities to create a vibrant community hub.

## Advantages

- Activates outdoor space regularly
- Attracts diverse demographics
- Enhances community presence
- Allows theater and neighboring businesses to participate

## Challenges

- Weather dependency
- Vendor quality and variety management
- Crowd control and safety regulations

## Target Audience

- Foodies and families
- Young adults and local residents
- Tourists and event goers

## Pricing Strategy

- Vendor participation fees
- Entry ticket sales or free admission with vendor revenue share
- VIP festival experience packages

## Marketing & Promotion

- Collaborate with food truck associations
- Promote via local lifestyle media
- Use event calendars and community outreach

## Execution Strategy

- Secure permits and coordinate logistics
- Schedule vendors and entertainment acts
- Develop marketing campaigns and onsite management

# Secondary Offerings

Chateau Dodge Theater offers a diverse range of secondary products and services designed to complement its core event hosting capabilities. These offerings enhance the overall experience for clients and attendees, provide additional revenue streams, and leverage the theater's unique historic and versatile environment. Each secondary offering targets specific needs within the event and entertainment sectors, optimizing the venue's appeal and operational flexibility.

## Event Planning and Coordination Services

Professional event planning and coordination to assist clients in organizing and executing their events seamlessly within Chateau Dodge Theater.

### Advantages

- Expert coordination ensures smooth event execution
- Customizable service packages
- Enhances client satisfaction and repeat business

### Challenges

- Managing diverse client expectations
- Coordinating with multiple vendors
- Ensuring availability during peak seasons

### Target Audience

- Corporate event planners
- Wedding organizers
- Private party hosts

### Pricing Strategy

- Tiered pricing based on event complexity
- Package deals for bundled services
- Hourly consulting fees for custom requests

### Marketing & Promotion

- Targeted outreach to corporate clients and event organizers
- Partnerships with businesses and event planners
- Social media showcasing successful events and testimonials

### Execution Strategy

- Employ experienced event coordinators
- Develop standardized event planning packages
- Use client feedback for continuous improvement

## Audio-Visual Equipment Rental

Provision of state-of-the-art audio and visual equipment for events held at the theater or off-site.

### Advantages

- High-quality production capabilities

### Challenges

- Equipment maintenance and upgrades

- Flexible rental options
- Technical support included
- Managing logistics for off-site rentals
- Ensuring staff expertise

### Target Audience

- Event producers
- Conference organizers
- Film and media production teams

### Pricing Strategy

- Daily and hourly rental rates
- Discounts for multi-day rentals
- Premium pricing for specialized equipment

### Marketing & Promotion

- Demonstrations during venue tours
- Collaboration with production companies
- Online advertising targeting event professionals

### Execution Strategy

- Maintain a high-quality equipment inventory
- Train staff on equipment setup and troubleshooting
- Offer technical support during events

## VIP Balcony and Lounge Access Packages

Exclusive access to the elevated VIP balcony and lounge area offering premium seating and personalized services.

### Advantages

- Elevated viewing experiences
- Exclusive amenities and services
- Enhances venue prestige
- Can be rented independently of other spaces offered.

### Challenges

- Maintaining exclusivity while maximizing occupancy
- Managing guest expectations
- Staffing quality service personnel

### Target Audience

- High-net-worth individuals
- Corporate clients
- Entertainment industry professionals

### Pricing Strategy

- Per event VIP ticket pricing
- Membership or subscription models
- Group and corporate package deals

### Marketing & Promotion

- VIP preview events
- Early access promotions
- Collaboration with luxury brands and sponsors

### Execution Strategy

- Curate exclusive experiences for VIP guests
- Staff trained in premium customer service
- Monitor feedback for continuous enhancement

## On-site Cafe and Catering Services

## 'Chateau Dodge Theater' Operational Analysis

A full-service dining, cafe and catering operation providing food and beverage options tailored to event needs and general patrons.

### Advantages

- High-quality food and beverage offerings
- Flexible catering packages
- Supports all-inclusive event model

### Challenges

- Managing food quality and safety
- Balancing menu variety with operational efficiency
- Coordinating timing with event schedules

### Target Audience

- Event attendees
- Private party hosts
- Corporate event organizers

### Pricing Strategy

- Menu pricing based on selections
- Catering packages for different event sizes
- Special pricing for recurring clients

### Marketing & Promotion

- Sample tastings for event planners
- Cross-promotion with event bookings
- Social media featuring menu highlights

### Execution Strategy

- Employ skilled culinary staff
- Develop diverse menus accommodating dietary needs
- Efficient service integration with events

## Historic Venue Tours and Educational Programs

Guided tours and educational sessions highlighting the history and architectural significance of Chateau Dodge Theater.

### Advantages

- Enhances community engagement
- Raises venue profile and appreciation
- Generates additional income streams

### Challenges

- Scheduling tours without disrupting events
- Maintaining engaging content
- Attracting sufficient visitor interest

### Target Audience

- History enthusiasts
- Educational groups
- Tourists and local community

### Pricing Strategy

- Per person tour fees
- Group and school discounts
- Special event pricing for themed tours

### Marketing & Promotion

### Execution Strategy

- Partnerships with local schools and historical societies
- Community event participation
- Advertising in local tourism channels
- Train knowledgeable tour guides
- Develop engaging educational materials
- Schedule regular tour times and special events

## Rehearsal Space Rental

Flexible rental of designated spaces within the theater for rehearsals and practice sessions by performers and groups.

### Advantages

- Affordable, professional rehearsal environment
- Supports performing arts community
- Enhances venue utilization

### Challenges

- Balancing rehearsal and event schedules
- Ensuring space readiness
- Managing wear and tear on facilities

### Target Audience

- Theater companies
- Music groups
- Dance schools

### Pricing Strategy

- Hourly rental rates
- Discounted rates for long-term bookings
- Package deals for recurring clients

### Marketing & Promotion

- Outreach to performing arts groups
- Inclusion in event venue listings
- Promotions through local arts organizations

### Execution Strategy

- Maintain rehearsal-ready spaces
- Flexible booking system
- Provide support staff as needed

## Merchandising and Souvenir Sales

Sale of branded merchandise and souvenirs reflecting the theater's historic and cultural significance.

### Advantages

- Enhances brand visibility
- Provides additional revenue
- Engages visitors and patrons

### Challenges

- Inventory management
- Aligning merchandise with brand image
- Seasonal demand fluctuations

### Target Audience

- Event attendees

### Pricing Strategy

- Fixed pricing for standard merchandise

- Tourists
- Local community

### Marketing & Promotion

- In-venue retail displays
- Online sales through theater website
- Event-based promotions and giveaways

- Limited edition items at premium prices
- Bundle deals and promotional discounts

### Execution Strategy

- Design appealing merchandise
- Manage inventory effectively
- Collaborate with local artisans and designers

## Corporate Sponsorship and Naming Rights

Opportunities for businesses to sponsor events, spaces, or features within Chateau Dodge Theater for brand visibility and community involvement.

### Advantages

- Generates significant revenue
- Builds community and business partnerships
- Enhances event funding and quality

### Challenges

- Aligning sponsor values with venue brand
- Managing multiple sponsors
- Ensuring sponsor satisfaction

### Target Audience

- Local and regional businesses
- National corporate brands
- Community organizations

### Pricing Strategy

- Tiered sponsorship packages
- Long-term naming rights agreements
- Customized sponsorship arrangements

### Marketing & Promotion

- Direct engagement with corporate prospects
- Highlighting sponsor benefits in marketing materials
- Hosting exclusive sponsor events

### Execution Strategy

- Develop attractive sponsorship proposals
- Maintain strong sponsor relationships
- Ensure sponsor recognition is prominent and consistent

## Live Streaming and Virtual Event Services

Technical support and infrastructure to broadcast live events online, expanding audience reach beyond physical attendees.

### Advantages

- Expands audience reach

### Challenges

- Managing technical difficulties

- Provides new revenue opportunities
- Supports hybrid event models

**Target Audience**

- Event producers
- Corporate clients
- Entertainment companies

**Marketing & Promotion**

- Demonstrations during event showcases
- Targeted advertising to remote audiences
- Collaborations with digital platforms

- Ensuring high-quality streaming
- Adapting to evolving digital platforms

**Pricing Strategy**

- Fixed packages based on event length and complexity
- Add-on pricing for interactive features
- Subscription models for recurring clients

**Execution Strategy**

- Invest in reliable streaming technology
- Train technical staff
- Offer pre-event testing and support

## Art Exhibitions and Cultural Events Hosting

Facilitating temporary art exhibitions and cultural showcases within the theater's versatile spaces to attract diverse audiences.

**Advantages**

- Diversifies venue usage
- Enhances community engagement
- Attracts new visitor demographics

**Target Audience**

- Artists and art organizations
- Cultural groups
- Local community and tourists

**Marketing & Promotion**

- Partnerships with art galleries and cultural institutions
- Local media coverage
- Promotion via community arts networks

**Challenges**

- Scheduling alongside main events
- Managing exhibit security and preservation
- Balancing commercial and cultural goals

**Pricing Strategy**

- Rental fees for exhibition space
- Commission on sales for artworks
- Special event pricing for openings and galas

**Execution Strategy**

- Curate diverse and appealing exhibitions
- Coordinate event logistics
- Engage the senses by digitally mapping the room to create enhanced lighting effects. Integrate the existing HVAC and sound systems with automation

to complement the visuals, delivering a fully immersive sensory experience that includes sight, sound, and smell.Special event pricing for openings and galas

# Customer Service

At Chateau Dodge Theater exceptional customer service should be the cornerstone of the operational philosophy. Maintaining a commitment to providing an outstanding experience for every guest, event organizer, and performer who walks through the doors. This approach to customer service is proactive, personalized, and responsive, ensuring all client needs are anticipated and met with professionalism and care. Personalized Client Engagement

Understanding that each event is unique, team members should closely work with clients to tailor every aspect of their experience. From the initial inquiry to event execution and post-event follow-up, providing dedicated event managers who serve as the single point of contact, simplifying communication and ensuring seamless coordination.

## State-of-the-Art Support

A professional staff is required who is trained to operate the latest production technologies and venue facilities, guaranteeing technical support is always available to maximize event success. Prioritizing rapid response to any technical or logistic issues to maintain smooth operations.

## VIP and Guest Services

The elevated VIP balcony and lounge should be staffed with attentive personnel committed to delivering an exclusive and comfortable experience. This hospitality team is trained to provide discreet, high-quality service, including personalized catering options tailored to VIP guests.

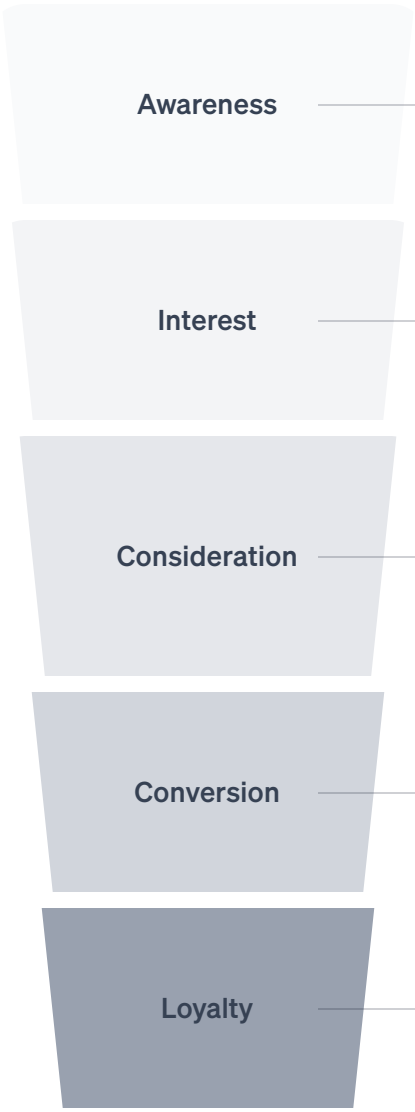
## Inclusive Accessibility and Support

Chateau Dodge Theater Should embrace inclusivity by ensuring accessibility for guests with diverse needs. The customer service team should be equipped and competent  to assist with accommodations and special requests, fostering a welcoming environment for all patrons.

## Continuous Improvement

Feedback is integral to any service philosophy. Actively seeking and analyzing client and guest feedback helps continuously refine customer service practices, ensuring that Chateau Dodge Theater remains a preferred venue in the Rochester area and beyond.

# Marketing Overview




**Objective:** Increase brand visibility and attract potential customers.

**Tactics:** social media, local advertising and beyond, PR events, partnerships, influencer outreach

**Objective:** Engage the audience and generate interest in the theater.

**Tactics:** email campaigns, virtual tours, event previews, content marketing, testimonials

**Objective:** Encourage potential clients to evaluate the venue for their needs.

**Tactics:** site visits, virtual tours, personalized consultations, demo events, case studies, comparison guides

**Objective:** Secure bookings and commitments for events.

**Tactics:** special offers, easy booking process, follow-up calls, contract incentives, flexible packages

**Objective:** Build repeat business and long-term relationships.

**Tactics:** loyalty programs, exclusive events, feedback surveys, VIP perks, referral incentives

Chateau Dodge Theater's marketing strategy should be designed to position the redeveloped venue as the premier destination for a wide range of events in Rochester, MN, and beyond. The approach focuses on leveraging the theater's historic charm combined with its state-of-the-art production capabilities to attract diverse client segments including event organizers, entertainment producers, and private clients. The overarching goals are to increase brand awareness, drive venue bookings, and cultivate long-term relationships through exceptional customer experiences.

**Approach The strategy adopts a multi-channel approach, integrating digital marketing, local and tri-state community engagement, strategic partnerships, and targeted outreach.**

**Emphasis should be placed on storytelling about the theater's unique architecture and upgraded amenities to differentiate it in a competitive market.**

## Goals

- Achieve a 50% increase in event bookings within the first year post-redevelopment.
- Grow social media followers and engagement by 200% within 12 months.
- Establish Chateau Dodge Theater as a preferred venue for VIP and large-scale events in the region.
- Develop a loyal customer base through personalized service and VIP experiences.

## Primary Channels

- Digital Advertising: Targeted ads on social media platforms and search engines.
- Social Media: Maintain an active presence on Facebook, Instagram, and LinkedIn. Engage with influencers specializing in Minnesota travel, food, music, and theatrical experiences.
- Content Marketing: Blog posts, video tours, and customer testimonials.
- Local, National and International Partnerships: Collaborations with event planners, businesses, and cultural organizations.
- Public Relations: Media outreach and hosting launch events.

## Budget

A marketing budget should be allocated to support advertising campaigns, event sponsorships, content creation, and promotional activities. Initially, approximately 10-15% of projected annual revenues should be devoted to marketing efforts to ensure robust visibility and engagement during the redevelopment launch phase and beyond.

# Branding & Identity- Enhancing Exisiting Historic Pallete



| Black | Gold | Outer Space | Yellow Orange | Mahogany |
|---|---|---|---|---|
| #000000 | #D4AF7F | #5B504F | #ffc350 | #a91212 |

A refined palette blending classic elegance with contemporary vibrancy to reflect historical style and modernity

## Logo Idea

The logo should be a sophisticated and elegant emblem that blends the historic essence of Chateau Dodge Theater with its modern transformation. It should feature an artistic silhouette of the theater's iconic facade and marquee. This arch subtly incorporates modern geometric lines, symbolizing cutting-edge technology and versatility. The theater name, "Chateau Dodge Theater," is set in a refined serif font with a touch of vintage charm, paired with a clean sans-serif tagline reading "Historic Venue, Modern Experience." The overall design is balanced and symmetrical, embodying both tradition and innovation.

## Typography

The main font, 'Cormorant', Would be an excellent choice for its elegant serif style reminiscent of classic theater posters and historic print, reinforcing the venue's heritage and sophistication. It provides a strong yet graceful presence for titles and headers. The secondary font, 'Works Sans', is a clean, modern sans-serif that offers excellent readability and complements the serif main font by bringing a contemporary balance to body text and detailed information, supporting the theater's modern redevelopment and versatile offerings.

## Imagery & Photography

Imagery should focus on high-quality photographs capturing the theater's historic architecture, both exterior and interior, highlighting the intricate details and new modern features like the VIP balcony and lounge areas.

A collection and homage to the theaters past should be curated from archives and highlighted in marketing efforts and or a dedicated wall space paying homage to the past.

Event-oriented photos will showcase diverse uses of the space: live performances, private events, VIP gatherings, and catered functions to illustrate versatility. Photography style will be warm and inviting with balanced lighting to emphasize elegance and comfort.

# 'Chateau Dodge Theater' Operational Analysis

## Brand Voice

The brand voice should be polished and confident with a warm, inviting tone. It communicates expertise and reliability while remaining approachable and enthusiastic about delivering exceptional event experiences. Language is carefully chosen to balance sophistication with accessibility, reflecting both the theater's historic significance and its modern enhancements.

## Brand Values

Heritage preservation, innovation in event experiences, exceptional hospitality, community engagement, and inclusivity.

## Brand Personality Traits

Elegant, sophisticated,  welcoming, versatile, innovative, trustworthy, professional, community-focused.

## Customer Promise

Should provide an unforgettable event experience by combining historic charm with cutting-edge facilities and personalized service in a versatile and inclusive environment.

# Customer Retention

Customer retention is crucial for Chateau Dodge Theater to build a loyal client base that repeatedly chooses the venue for their events. By implementing targeted retention strategies, the theater can maximize occupancy, increase revenue from repeat business, and foster a strong community around its unique offerings. Below are six innovative ideas designed to enhance customer retention by leveraging the theater's distinctive features and service model.

## Loyalty Rewards Program

Implement a tiered loyalty rewards program that incentivizes repeat bookings and engagements with the theater's services.

### Key points

- Tiered structure for frequent users
- Rewards and special pricing tailored to event organizers and VIP clients
- Easy enrollment and transparent benefits

### Challenges

- Designing a program that balances rewards with profitability
- Ensuring clear communication and ease of use for customers
- Tracking and managing reward points efficiently

### Opportunity

- Encourage repeat event bookings and higher spending
- Differentiate Chateau Dodge from competing venues
- Build long-term customer relationships through rewards

### Execution Strategy

- Develop reward tiers linked to booking frequency and spend
- Integrate program details into booking and communication platforms
- Train staff to promote the program and assist customers

## Exclusive VIP Membership Club

Create an exclusive VIP membership offering that provides special access to the elevated balcony, VIP lounge, and priority booking privileges.

### Key points

- Premium access to VIP balcony and lounge
- Priority event booking and personalized service
- Exclusive events and offers for members

### Challenges

- Defining benefits attractive enough to justify membership
- Managing access and exclusivity without alienating other customers

- Maintaining high service standards for VIP members

### Opportunity

- Attract high-value clients and businesses seeking premium experiences
- Generate steady revenue through membership fees
- Increase utilization of VIP amenities consistently

### Execution Strategy

- Offer perks such as early booking, discounts, and private events
- Use membership cards or digital IDs for access control
- Host exclusive member-only events to foster community

## Personalized Event Planning Services

Offer personalized event planning and consultation services that help clients tailor their events to their unique needs, ensuring satisfaction and repeat business.

### Key points

- Dedicated planning support
- Customized event solutions
- Increased client engagement and satisfaction

### Challenges

- Allocating skilled staff for personalized support
- Balancing customization with operational efficiency
- Managing varied client expectations effectively

### Opportunity

- Enhance customer experience through customization
- Position Chateau Dodge as a full-service venue
- Build strong client relationships through attentive service

### Execution Strategy

- Assign dedicated event planners for clients
- Utilize client feedback to refine service offerings
- Develop customizable event packages and add-ons

## Seasonal and Themed Event Series

Host regular seasonal or themed event series to attract repeat audiences and build a community around the theater's unique architecture and ambiance.

### Key points

- Regular, engaging themed events
- Community building through shared experiences
- Increased brand visibility and customer loyalty

### Challenges

- Planning and executing diverse themes effectively
- Marketing events to reach target audiences
- Balancing themed event costs with revenue potential

### Opportunity

- Drive consistent foot traffic across seasons
- Create buzz and media interest around unique themes
- Encourage customers to attend multiple events annually

### Execution Strategy

- Develop a calendar of annual signature events
- Collaborate with local performers and vendors
- Leverage social media and partnerships for promotion

## Customer Feedback and Engagement Platform

Develop a platform to gather customer feedback and engage clients post-event to improve services and foster ongoing relationships.

### Key points

- Continuous improvement based on client input
- Open communication channels
- Enhanced customer satisfaction and retention

### Challenges

- Encouraging customers to provide honest feedback
- Analyzing data to implement meaningful changes
- Maintaining timely and responsive communication

### Opportunity

- Collect actionable insights to enhance offerings
- Show customers their opinions matter, increasing loyalty
- Identify opportunities for upselling or cross-selling

### Execution Strategy

- Use surveys, social media, and direct outreach
- Establish a feedback response team
- Implement regular updates based on feedback received

## Catering Loyalty and Custom Menu Options

Leverage the full-service catering operations by introducing catering loyalty incentives and customizable menu options exclusive to repeat clients.

### Key points

- Exclusive catering incentives
- Personalized menu offerings
- Enhanced client satisfaction and repeat catering business

### Challenges

- Managing menu customization efficiently
- Balancing variety with kitchen operational capabilities
- Maintaining quality and consistency across events

### Opportunity

- Increase catering revenue through repeat orders

### Execution Strategy

- Differentiate services through tailored culinary experiences
- Strengthen relationships with event organizers and guests
- Create loyalty discounts or credits for catering repeat clients
- Develop customizable menus for different event types
- Train catering staff in flexible menu preparation and customer service

# Online Presence

1. EventUp - An online marketplace for event venues; essential for reaching event planners and corporate clients.
2. The Knot - A popular wedding planning platform; important to attract couples looking for unique historic venues.
3. Peerspace - A platform for booking unique spaces for events; valuable for exposure to a wide range of event hosts.
4. VenueFinder - Directory of event venues worldwide; helps increase visibility among professional event organizers.
5. Cvent Supplier Network - A platform connecting venues with event planners; critical for securing large corporate events.
6. MeetingPackage - Online booking platform for meeting and event spaces; important for capturing business and conference events.
7. BizBash - Resource for event planning professionals; offers promotional opportunities to reach industry insiders.
8. WeddingWire - Another key wedding venue directory; essential for targeting wedding clients.
9. Local Chamber of Commerce Website - Community platform listing local businesses; important for local networking and referrals.
10. Google, Bing, Yelp for Business - Review and business listing platform; crucial for reputation management and customer reviews.
11. Social media- facebook, instagram, youtube, threads, snapchat, tiktok

| Platform | Description | Importance |
|---|---|---|
| Official Website | A dedicated website for Chateau Dodge Theater showcasing venue features, booking information, event calendar, virtual tours, and contact details. It serves as the primary online presence and information hub for potential clients. | High - Central platform driving direct bookings and providing comprehensive information. |
| Google My Business | Listing on Google My Business to appear in local search results and Google Maps, featuring photos, reviews, and business hours. | High - Enhances local search visibility and allows customers to leave reviews. |
| Yelp | Presence on Yelp to collect and showcase customer reviews and ratings, important for local reputation management. | High - Influences potential clients through user-generated feedback. |

# 'Chateau Dodge Theater' Operational Analysis

| | | |
|---|---|---|
| Facebook | A Facebook page to engage with the community, post event updates, photos, respond to inquiries, and run targeted advertising campaigns. | High - Facilitates community engagement and targeted marketing. |
| Instagram | Instagram account focused on visual storytelling through photos and videos of the venue, events, and behind-the-scenes content. | High - Engages younger demographics and showcases the venue's ambiance and offerings visually. |
| LinkedIn | LinkedIn company page to connect with event organizers, corporate clients, and industry professionals. | Medium - Builds professional connections and B2B marketing opportunities. |
| Eventbrite | Listing on Eventbrite for public events hosted at Chateau Dodge Theater, enabling ticket sales and event promotion. | Medium - Useful for promoting and managing ticketed events. |
| TripAdvisor | Presence on TripAdvisor to attract tourists and visitors interested in historic venues and entertainment options. | Medium - Expands reach to tourists and general visitors looking for cultural experiences. |
| Google Reviews | Collection of reviews on Google platform to improve SEO and credibility. | High - Critical for local SEO and building trust with potential clients. |
| YouTube | YouTube channel to host video content such as venue tours, event highlights, and client testimonials. | Medium - Supports visual marketing and SEO through video content. |

# Social Media

## Content Types



### 30% - Promotional
Showcasing upcoming events, special offers, and booking opportunities.

### 20% - Educational
Sharing behind-the-scenes insights and information about the theater's history and redevelopment process.

### 15% - Engagement
Interactive posts including polls, questions, and audience feedback to build community.

### 20% - Entertainment
Highlighting live performances, artist features, and event highlights to attract interest.

### 15% - Informational
Updates about operational hours, new amenities like the VIP lounge, and safety protocols.

## Platforms & Strategies

| Platform | Strategy |
|---|---|
| Facebook | Engage local and outlying, outstate community with event announcements and live videos. |
| Instagram | Share high-quality photos and stories showcasing the theater's historic charm and events. |
| Twitter | Provide real-time updates and interact with event organizers and attendees. |
| LinkedIn | Network with corporate clients and event professionals to promote private event bookings. |

| | |
|---|---|
| YouTube | Host video tours, behind-the-scenes content, and event highlights to attract broader audiences. |
| TikTok | Create short, engaging videos that highlight unique features and live entertainment moments. |

To effectively leverage social media for achieving Chateau Dodge Theater's marketing goals, should implement a targeted and dynamic strategy that not only promotes events and facilities but also builds a strong community presence and brand identity. The approach should focus on creating engaging, visually appealing, and interactive content tailored to each platform's strengths, aiming to increase awareness, drive bookings, and foster loyalty among our diverse audience segments. By regularly monitoring analytics and audience feedback, we will continuously refine our tactics to maximize reach and engagement.

## 15 Creative and Actionable Social Media Marketing Ideas

1. **Virtual VIP Tour Series:** Produce a weekly behind-the-scenes video series showcasing the elevated VIP balcony, lounge, and production areas to entice event planners and patrons.
2. **Event Countdown Stories:** Use Instagram and Facebook Stories to create countdowns for upcoming events, incorporating interactive polls to engage viewers.
3. **Historic Highlight Posts:** Share compelling stories and archival photos about Chateau Dodge Theater's history to connect emotionally with the community.
4. **User-Generated Content Campaign:** Encourage guests to share their event photos using a unique hashtag, featuring the best submissions on our official channels.
5. **Live Q&A Sessions:** Host monthly live sessions on Facebook or Instagram where potential clients can ask questions about booking, amenities, and event customization.
6. **360° Venue Experience:** Create immersive 360-degree videos of the venue available on Facebook and YouTube to allow virtual walkthroughs.
7. **Catering Showcase Videos:** Highlight our full-service catering options with short clips and testimonials from satisfied clients.
8. **Event Theme Spotlights:** Feature different event types (weddings, corporate events, live concerts) in dedicated posts, demonstrating the theater's versatility.
9. **Interactive Seating Chart Posts:** Use interactive graphics or Instagram Story stickers that let followers explore new seating options and VIP areas.
10. **Collaborations with Influencers:** Partner with influencers to host events or tours and share authentic experiences.
11. **Flash Deal Announcements:** Offer exclusive, time-limited promotions on bookings through social media to drive immediate interest.

12. **Monthly Newsletter Snippets:** Share highlights and exclusive content from our newsletter on social platforms to increase subscriptions.
13. **Behind-the-Scenes Event Prep:** Post time-lapse or teaser videos showing setup and production work to highlight our state-of-the-art capabilities.
14. **Testimonials and Success Stories:** Regularly share client testimonials and stories from successful events to build credibility.
15. **Seasonal and Holiday Campaigns:** Develop themed content and promotions aligned with holidays or local festivals to maintain year-round engagement.

This comprehensive social media strategy will ensure Chateau Dodge Theater not only increases its visibility and occupancy but also strengthens its brand as a premier, versatile venue with rich historic significance and modern amenities.

# SEO & Content

## Topic Clusters



**25% - Event Planning and Management**
Tips and insights for organizing successful events at Chateau Dodge Theater.

**15% - Historic Venue Spotlight**
Stories and features about the Chateau Dodge Theater's history and architectural significance.

**20% - Entertainment and Production Technology**
Information on state-of-the-art production capabilities and technology used in the theater.

**20% - VIP Experience and Amenities**
Details about the VIP balcony, lounge, catering services, and exclusive event offerings.

**20% - Local Rochester Events and Community**
Coverage of events happening in Rochester, MN and how Chateau Dodge integrates with the local community.

## Keyword Strategy

| Keyword | Difficulty | Monthly Searches |
|---|---|---|
| historic theater Rochester MN | Medium | 500 |
| event venues Rochester MN | High | 1200 |
| live entertainment Rochester | High | 900 |
| theater with VIP balcony | Medium | 400 |

| | | |
|---|---|---|
| full service catering Rochester | Medium | 700 |
| wedding venues Rochester MN | High | 1500 |
| concert venue Rochester | High | 1000 |
| private event spaces | Medium | 850 |
| flexible event venue | Medium | 600 |
| state of the art production capabilities | Medium | 300 |
| theater redevelopment projects | Low | 200 |
| VIP lounge events | Medium | 350 |
| cafe and catering services | Medium | 500 |
| event space with catering | Medium | 650 |
| theater rental Rochester | Medium | 400 |
| historic venue rentals | Medium | 450 |
| all inclusive event venue | Medium | 550 |
| large capacity event venue | High | 800 |
| corporate event venues Rochester | High | 700 |
| special event venue Rochester MN | Medium | 650 |

To effectively position Chateau Dodge Theater as a premier historic and state-of-the-art event venue, content marketing and backlink strategies tailored specifically to its unique offerings and local presence in Rochester, MN are essential. Below are curated blog post ideas and backlinking opportunities aligned with the theater's redevelopment, expanded capacity, VIP amenities, and multifunctional event capabilities.

## Blog Post Ideas

- "Transforming a Historic Landmark: The Redevelopment Journey of Chateau Dodge Theater"
- "Top 5 Reasons to Host Your Event at Chateau Dodge Theater in Rochester"
- "Inside Look: The New VIP Balcony and Lounge Experience at Chateau Dodge Theater"

- "How Our State-of-the-Art Production Capabilities Elevate Every Performance"
- "Catering Excellence: Exploring the Full-Service Catering Options at Chateau Dodge Theater"
- "Hosting Corporate Events in Rochester: Why Chateau Dodge Theater is the Ideal Venue"
- "The Architecture and History Behind Chateau Dodge Theater's Timeless Charm"
- "From Weddings to Live Concerts: Versatility of Chateau Dodge Theater's Flexible Venue Spaces"
- "Behind the Scenes: Technology Innovations in Chateau Dodge Theater's Production Setup"
- "Community Spotlight: How Chateau Dodge Theater Engages with Rochester's Arts Scene"

## Backlinking Ideas

- Collaborate with local Rochester tourism websites and blogs featuring historic landmarks and event venues.
- Partner with Rochester-based event planners and wedding coordinators to feature Chateau Dodge Theater on their resource pages.
- Guest post on performing arts and theater technology blogs discussing the theater's advanced production capabilities.
- Connect with local business associations and chambers of commerce to be listed as a recommended venue for corporate events.
- Engage with food and catering industry blogs highlighting Chateau Dodge Theater's full-service catering and cafe offerings.
- Work with Rochester cultural and historical societies to feature the theater's redevelopment story.
- Submit to national and regional event venue directories focusing on unique, historic, and larger-capacity spaces.
- Collaborate with influencers and bloggers in the live entertainment and event production sectors for feature articles.
- List and promote the venue on platforms dedicated to theatrical and performance spaces.
- Establish relationships with local universities and arts programs for educational and collaborative event opportunities that link back to the venue's website.

# Digital Marketing

In the redevelopment of Chateau Dodge Theater, digital marketing will play a crucial role in increasing visibility, attracting diverse event organizers, and engaging with a broad audience. By leveraging a mix of digital channels, the theater can efficiently communicate its unique offerings, historic charm, and enhanced facilities to potential clients and attendees. The digital marketing strategy will emphasize targeted outreach, brand building, and lead generation to support its all-inclusive event hosting model and maximize the newly expanded venue's utilization.

## Email Marketing

**High-Level Strategy:** Build and nurture a segmented email list of event planners, past clients, local businesses, and entertainment enthusiasts to drive event bookings and repeat engagement.

**Actionable Tactics:**

1. Develop monthly newsletters featuring upcoming events, special offers, and behind-the-scenes redevelopment updates.
2. Create targeted email campaigns tailored to specific segments such as corporate clients, wedding planners, and entertainment producers.
3. Implement automated drip campaigns for lead nurturing post-inquiry or site visits.
4. Include personalized VIP invitations and exclusive lounge access offers to build loyalty.
5. Use A/B testing on subject lines and content to optimize open and click-through rates.

## Affiliate Marketing

**High-Level Strategy:** Partner with complementary businesses and online platforms to expand reach and generate qualified leads for venue rentals and events.

**Actionable Tactics:**

1. Establish affiliate partnerships with wedding planners, event agencies, and entertainment promoters.
2. Offer commission-based incentives for referrals that result in bookings.
3. Provide affiliates with custom marketing materials highlighting the theater’s unique features.
4. Collaborate with local hotels and travel services to create joint packages promoting events at Chateau Dodge Theater and drawing from a broad base community.
5. Track affiliate performance using dedicated links or codes to optimize partnerships.

## Search Engine Marketing (SEM)

**High-Level Strategy:** Invest in paid search campaigns targeting keywords relevant to event venues, entertainment spaces, and catering services in the Rochester area to increase high-intent traffic.

**Actionable Tactics:**

1. Conduct keyword research focusing on venue rental, historic theater events, and VIP event spaces.
2. Launch Google Ads campaigns with geo-targeting around Rochester and surrounding areas.
3. Utilize ad extensions such as call buttons, location info, and sitelinks to enhance ad visibility.
4. Regularly analyze and adjust bids and ad copy based on performance data.
5. Implement retargeting ads to recapture visitors who showed interest but did not convert.

## Public Relations (PR)

**High-Level Strategy:** Leverage media relations and storytelling to raise awareness about the theater's redevelopment and its expanded capabilities in the community and industry.

**Actionable Tactics:**

1. Issue press releases announcing milestones in the redevelopment project and new features.
2. Organize media tours and VIP events showcasing the updated facilities.
3. Develop relationships with local news outlets, entertainment bloggers, and industry publications.
4. Pitch feature stories highlighting the theater's historic significance and modern transformation.
5. Collaborate with local influencers to amplify event coverage and theater promotions.

## Online Advertising

**High-Level Strategy:** Deploy a mix of display, social media, and video advertising to build brand awareness and drive event inquiries.

**Actionable Tactics:**

1. Create visually compelling banner ads highlighting the venue's capacity and VIP amenities for display networks.
2. Run targeted Facebook and Instagram ad campaigns focusing on demographics interested in events, entertainment, and dining.
3. Utilize video ads on platforms like YouTube to showcase the theater's ambiance and event capabilities.
4. Implement geo-targeted ads to capture local and regional audiences.
5. Monitor campaign metrics closely and optimize creative and targeting to maximize ROI.

# Community Engagement

Chateau Dodge Theater Should have a deep committment to fostering strong connections with the Rochester community and surrounding areas. By revitalizing this historic venue, the aim should be to not only preserve its cultural heritage but also to create a dynamic hub for arts, entertainment, and social gatherings. The redevelopment plan should prioritize accessibility, inclusivity, and collaboration with local organizations, tourism infrastructure, artists, and businesses to ensure the theater serves as a vibrant community asset that supports diverse programming and meaningful engagement opportunities.

## Partnerships with Local Organizations

To be successful the operator should actively collaborate with schools, nonprofit organizations, and cultural groups to offer educational programs, workshops, and performances that enrich the community. These partnerships will promote local talent and provide residents with opportunities to participate in artistic and cultural experiences.

## Community-Centered Programming

The programming should be designed to reflect the diverse interests and backgrounds of Rochester's population, surrounding communities and incoming visitors. Special events, community forums, and cultural celebrations should be regularly hosted to encourage community participation and foster a sense of belonging.

## Support for Local Businesses

Chateau Dodge Theater's inclusion of an on-site cafe and full-service catering emphasizes supporting local food vendors and suppliers. By sourcing from area businesses, this strengthens the local economy and creates a network of mutual support.

## Accessibility and Inclusivity

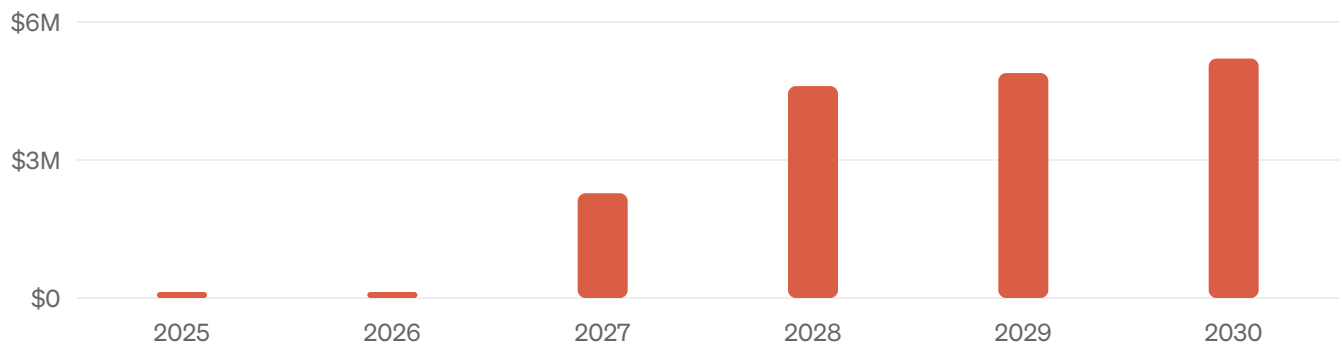
A commitment to making the theater accessible to all members of the community, including those with disabilities should be mandatory. The flexible venue design with inclusive policies ensures that everyone feels welcome and comfortable attending events at Chateau Dodge Theater.

## Volunteer and Internship Opportunities

To further engage the community, Chateau Dodge Theater should offer volunteer programs and internships that provide hands-on experience in event production, hospitality, and arts management. This initiative aims to cultivate future leaders in hospitality, the arts and entertainment sectors while deepening community ties.

# All Inclusive Revenue Model, Opening Mid To Late 2027

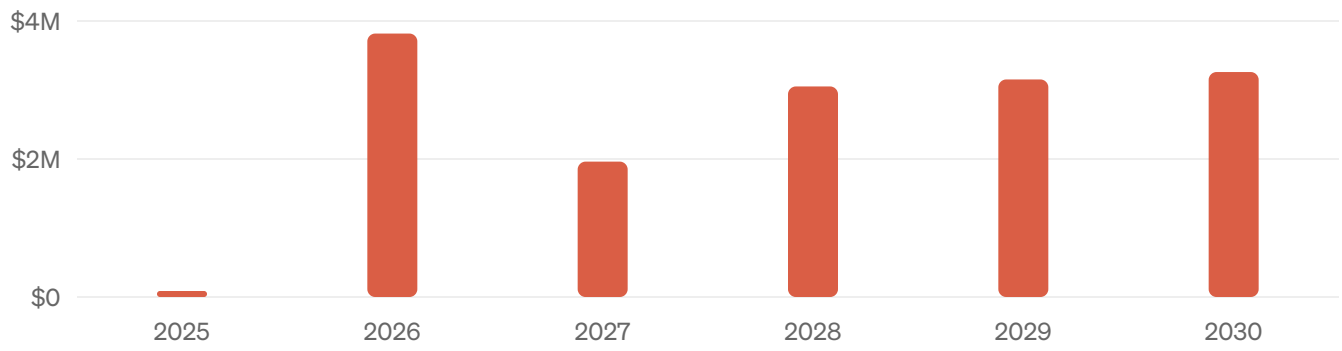
## Yearly Revenue




| Revenue Stream | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Venue For Hire/Productions | | | $768,222 | $1,137,399 | $1,281,650 |
| Full Service Catering and Rental... | | | $911,138 | $1,830,495 | $1,841,509 |
| Miscelanious: Secondary offerin... | | | $228,434 | $297,634 | $325,554 |
| Sponsorship Revenue | | | $67,060 | $85,049 | $107,863 |
| Full service food and beverage ... | | | $302,467 | $1,256,160 | $1,333,637 |
| **Total Revenue** | | | **$2,277,322** | **$4,606,737** | **$4,890,212** |

# Expenses

## Yearly Expenses




| Expenses | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| **Cost of Goods Sold** | | | **$503,504** | **$757,146** | **$759,421** |
| Total Cogs From 5 Year all in... | | | $503,504 | $757,146 | $759,421 |
| **Operating Expenses** | | **$126,802** | **$1,038,527** | **$1,251,374** | **$1,299,191** |
| Operating Expense from Faci... | | $126,802 | $187,738 | $211,548 | $238,377 |
| Operators operating Expense. | | | $850,789 | $1,039,826 | $1,060,814 |
| **Capital Expenses** | | **$3,691,139** | | | |
| All inclusive Capital Expense | | $3,691,139 | | | |
| **Personnel Expenses** | | | **$420,013** | **$1,042,906** | **$1,094,082** |
| Personnel Salaries and Wages | | | $420,013 | $1,042,906 | $1,094,082 |
| **Total Expenses** | | **$3,817,940** | **$1,962,044** | **$3,051,426** | **$3,152,694** |

# Financing

No available data

# Dividends

## $0.00

2025 dividends by month



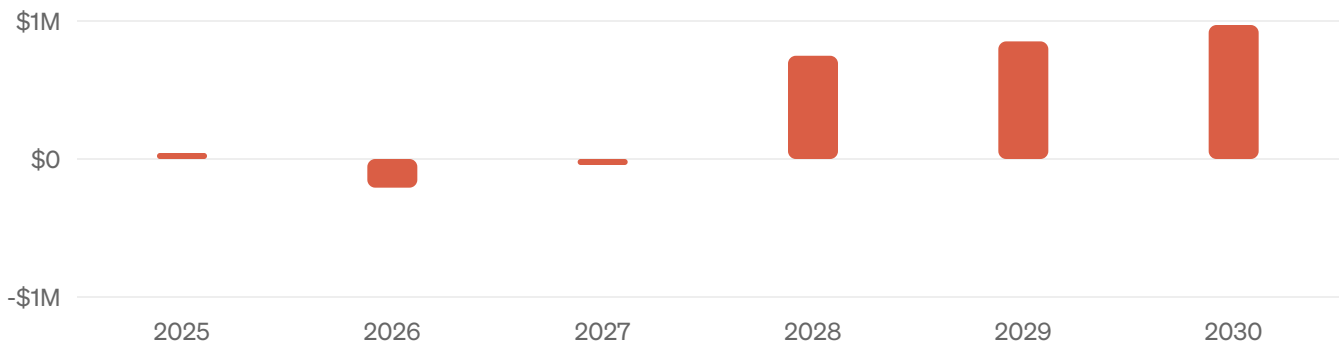

No available data

# Taxes Federal And State Income And Local Sales

| Taxes | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| **Tax Accrued** | | | **$304,112** | **$722,521** | **$787,310** |
| Federal and State Income Tax | | | $76,380 | $261,847 | $298,288 |
| Local Sales Tax | | | $227,732 | $460,674 | $489,021 |
| **Tax Paid** | | | | **$304,112** | **$722,521** |
| Federal and State Income Tax | | | | $76,380 | $261,847 |
| Local Sales Tax | | | | $227,732 | $460,674 |

# Profit & Loss Opening August 2027

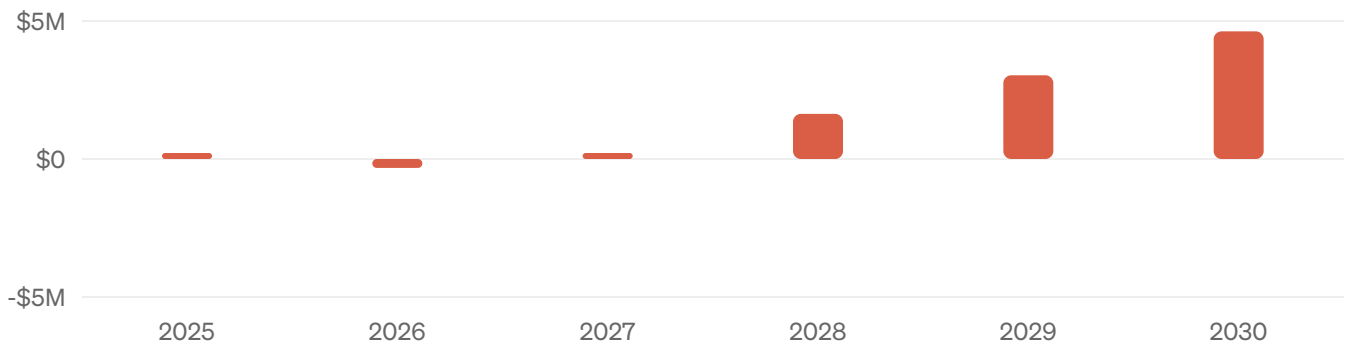
## Yearly Net Profit




| Profit & Loss | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Revenue | | | $2,277,322 | $4,606,737 | $4,890,212 |
| Cost of Goods Sold | | | $503,504 | $757,146 | $759,421 |
| Gross Margin | | | $1,773,819 | $3,849,591 | $4,130,791 |
| Gross Margin % | | | 80% | 84% | 84% |
| Operating Expenses | | $126,802 | $1,458,540 | $2,294,280 | $2,393,273 |
| **EBITDA** | | **($126,802)** | **$315,279** | **$1,555,311** | **$1,737,518** |
| Depreciation & Amortizati... | | $164,051 | $246,076 | $246,076 | $246,076 |
| EBIT | | ($290,852) | $69,203 | $1,309,235 | $1,491,442 |
| Interest Expense | | | | | |
| EBT | | ($290,852) | $69,203 | $1,309,235 | $1,491,442 |
| Income Tax Accrued | | | $76,380 | $261,847 | $298,288 |
| **Net Income** | | **($290,852)** | **($7,177)** | **$1,047,388** | **$1,193,154** |
| Net Income Margin % | | | 133% | 23% | 24% |

# Balance Sheet

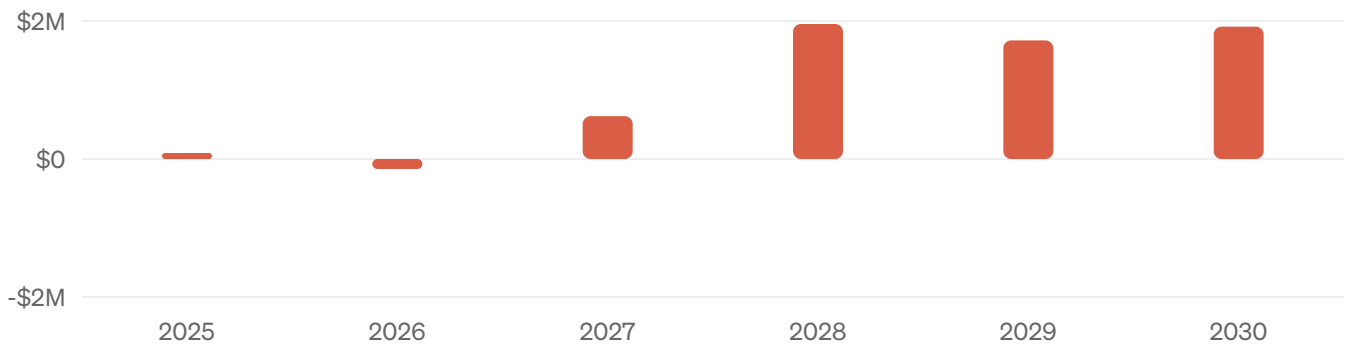
## Yearly Assets




| Balance Sheet | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Current Assets | | ($3,817,940) | ($3,274,929) | ($1,563,057) | ($59,038) |
| Long-term Assets | | $3,527,088 | $3,281,012 | $3,034,936 | $2,788,860 |
| **Assets** | | **($290,852)** | **$6,083** | **$1,471,879** | **$2,729,822** |
| Current Liabilities | | | $304,112 | $722,521 | $787,310 |
| Long-term Liabilities | | | | | |
| **Liabilities** | | | **$304,112** | **$722,521** | **$787,310** |
| Equity | | ($290,852) | ($298,029) | $749,359 | $1,942,512 |
| **Liabilities & Equity** | | **($290,852)** | **$6,083** | **$1,471,879** | **$2,729,822** |

# Cash Flow

## Yearly Cash




| Cash Flow | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Operating Cash Flow | | ($126,802) | $543,011 | $1,711,873 | $1,504,018 |
| Investing Cash Flow | | ($3,691,139) | | | |
| Financing Cash Flow | | | | | |
| Cash at Start of Period | | ($3,803,284) | ($3,434,231) | ($1,738,730) | ($253,299) |
| Net Change in Cash | | ($3,817,940) | $543,011 | $1,711,873 | $1,504,018 |
| **Cash at End of Period** | | **($3,817,940)** | **($3,274,929)** | **($1,563,057)** | **($59,038)** |

# Funding Plan

The funding plan for Chateau Dodge Theater's redevelopment project is designed to secure the necessary capital to transform this historic venue into a premier entertainment and event destination. Given the scale of the renovation—including expanding capacity from 490 to over 900 occupancy, installing state-of-the-art production technology, creating VIP balcony and lounge areas, and establishing a full-service cafe and catering operation—the financial requirements are substantial. This plan outlines a multifaceted approach to funding that leverages a combination of equity investment, debt financing, grants, and strategic partnerships to ensure both initial development and sustainable long-term operations.

## Equity Investment

Equity funding will form the backbone of the redevelopment capital. Initial seed capital is expected to come from founding investors who share the vision of revitalizing the Chateau Dodge Theater as a landmark cultural venue. Following this, the company will seek additional rounds of equity financing from private investors, local business leaders, and cultural foundations. These investors will be offered ownership stakes proportional to their investment, with clearly defined terms regarding returns and involvement in strategic decisions. Equity investment not only provides the needed capital but also aligns investors' interests with the theater's success.

## Debt Financing

To complement equity funding, Chateau Dodge Theater will explore debt financing options, including traditional bank loans and municipal bonds. Favorable loan terms will be sought based on the project's strong business case, historic value, and projected revenue streams from diversified event bookings and food and beverage sales. The company plans to approach regional banks with experience in funding redevelopment of cultural landmarks, leveraging the theater's potential to stimulate local economic activity as part of the loan justification.

## Grants and Public Funding

Given the historic nature of Chateau Dodge Theater, the redevelopment project is well-positioned to apply for grants and public funding aimed at preserving cultural heritage and promoting arts infrastructure. Potential sources include federal and state historic preservation grants, arts council funding, and community development block grants. The company will engage with local government officials and cultural agencies to maximize eligibility and secure public funds that do not require repayment, thereby reducing overall capital costs.

## Strategic Partnerships and Sponsorships

Strategic partnerships with local businesses, cultural organizations, and corporate sponsors will be pursued to provide additional financial support and enhance the theater's market reach. Naming rights for the VIP balcony, lounge, or cafe spaces could be offered to key sponsors in exchange for substantial financial contributions.

Collaborations with entertainment production companies and event organizers can bring in advance bookings and co-investment opportunities, creating a symbiotic ecosystem that encourages ongoing financial and operational support.

## Phased Financing Approach

To mitigate risk and allow for flexible capital deployment, the funding plan incorporates a phased approach aligned with project milestones. Initial capital will cover critical structural upgrades and technology installation, followed by additional rounds targeted at completing VIP amenities and service areas. This approach provides transparency to investors and lenders, demonstrating prudent financial management and reducing exposure.

## Use of Funds

Funds raised will be allocated to comprehensive redevelopment activities including architectural redesign, construction and renovation, installation of cutting-edge production and audio-visual systems, interior outfitting for VIP spaces and public amenities, and marketing campaigns to attract diverse event segments. Additionally, a portion will be reserved for operational ramp-up costs such as staff hiring, training, and initial working capital to ensure a smooth launch.

## Financial Projections and Return on Investment

Robust financial modeling underpins the funding plan, projecting increased revenue from the expanded capacity and diversified service offerings. The model forecasts stable cash flows from ticket sales, venue rentals, catering, and VIP services, supporting debt repayment and delivering attractive returns to equity investors. Conservative assumptions and sensitivity analyses have been incorporated to address market uncertainties and ensure financial resilience.

## Conclusion

Through this comprehensive funding plan, Chateau Dodge Theater aims to secure the capital necessary to realize its vision of becoming a premier, versatile, and historic entertainment venue. By combining equity, debt, grants, and strategic partnerships, the company is poised to achieve both financial viability and cultural impact, revitalizing a treasured landmark for Rochester and its surrounding communities.

# New Page

Press '/' for commands

# Team & Roles

The success of Chateau Dodge Theater's redevelopment and ongoing operations relies on a dedicated team with diverse expertise across theater management, event production, hospitality, marketing, and technical operations. Below are six critical roles that will drive the theater's transformation and ensure a high-quality experience for all clients and guests.

## Theater General Manager

Oversees all aspects of theater operations, ensuring smooth day-to-day management and alignment with redevelopment goals.

### Responsibilities

- Manage overall theater operations and staff coordination
- Develop and implement strategic plans to increase occupancy and revenue
- Liaise with stakeholders, vendors, and community partners

### Personal Attributes

- Strong communicator and problem solver
- Detail-oriented with a passion for the arts
- Ability to work under pressure and manage multiple priorities

### Typical Cost To Hire

$85,000 - $110,000 per year

### Driving Motivators

- Desire to revitalize a historic venue
- Commitment to community engagement
- Passion for delivering exceptional guest experiences

## Director of Production

Leads and manages all technical and production aspects of events, ensuring state-of-the-art capabilities are utilized effectively.

### Responsibilities

- Coordinate all technical production elements including lighting, sound, and stage management
- Maintain and upgrade production equipment
- Work closely with event producers to meet technical requirements

### Personal Attributes

- Technically savvy and innovative
- Excellent multitasking and coordination skills
- Creative problem solver

### Typical Cost To Hire

$70,000 - $95,000 per year

### Driving Motivators

- Passion for cutting-edge production technology
- Commitment to high-quality event execution
- Desire to support diverse event types

## Event Sales Manager

Drives venue bookings by developing relationships with event organizers and marketing the theater's unique capabilities.

### Responsibilities

- Identify and secure new event clients
- Develop customized proposals and contracts
- Collaborate with marketing to promote the venue

### Personal Attributes

- Persuasive and outgoing
- Goal-oriented and resilient
- Customer-focused mindset

### Typical Cost To Hire

$60,000 - $80,000 per year plus commission

### Driving Motivators

- Achievement of sales targets
- Building lasting client relationships
- Expanding the theater's market presence

## Hospitality and Catering Manager

Manages the cafe, catering operations, and VIP lounge to ensure exceptional guest service and seamless food and beverage delivery.

### Responsibilities

- Oversee catering service planning and execution
- Manage staff training and scheduling for hospitality
- Ensure compliance with health and safety regulations

### Personal Attributes

- Friendly and approachable
- Detail-oriented and efficient
- Ability to handle high-pressure situations

### Typical Cost To Hire

$55,000 - $75,000 per year

### Driving Motivators

- Delivering memorable guest experiences
- Maintaining high service standards
- Driving operational excellence

## Marketing and Communications Specialist

Develops and executes marketing strategies to increase awareness and engagement for the theater's events and services.

### Responsibilities

- Create and manage marketing campaigns across platforms
- Develop content for social media, website, and print
- Analyze marketing performance and adjust strategies

### Personal Attributes

- Creative and strategic thinker
- Excellent communicator
- Adaptable and data-driven

### Typical Cost To Hire

$50,000 - $70,000 per year

### Driving Motivators

- Growing brand recognition
- Engaging diverse audiences
- Achieving campaign success

## Facilities and Maintenance Supervisor

Ensures the physical venue is maintained in excellent condition, supporting safety, functionality, and the historic integrity of the theater.

### Responsibilities

- Manage routine maintenance and repairs
- Coordinate with contractors for renovation projects
- Monitor compliance with building codes and safety standards

### Personal Attributes

- Proactive and reliable
- Detail-oriented and thorough
- Good communicator and team player

### Typical Cost To Hire

$55,000 - $70,000 per year

### Driving Motivators

- Preserving historic value
- Ensuring a safe environment
- Maintaining operational efficiency

At Chateau Dodge Theater, team development and culture are foundational to the success of the theater's transformation and ongoing operations. We prioritize fostering a collaborative, innovative, and inclusive environment that encourages creativity, professional growth, and shared commitment to excellence. Our culture emphasizes respect for the theater's historic significance while embracing modern production technologies and

customer service standards. Continuous learning and open communication are core values that empower our team members to deliver exceptional experiences for our diverse clientele and to adapt flexibly to the varied needs of public, private, and live entertainment events.

# Operations Plan

The operational plan for Chateau Dodge Theater focuses on the seamless integration of historic preservation with modern technological advancements to create a premier event venue in Rochester, MN. This plan outlines the organizational structure, facility management, event operations, staffing, technology integration, maintenance, and customer service protocols designed to support a diverse range of events, maximize occupancy, and ensure an exceptional experience for all patrons and clients. The operational strategy capitalizes on the theater's expanded capacity and enhanced amenities, including the VIP balcony, lounge, cafe, and full-service catering, to establish a highly efficient, scalable, and customer-centric venue.

## Organizational Structure

Chateau Dodge Theater's operations will be led by a Venue Manager who oversees all day-to-day activities, supported by dedicated teams in production management, event coordination, hospitality, catering, and maintenance. The production team will manage the state-of-the-art technical aspects, including lighting, sound, and staging equipment, ensuring top-tier performance capabilities. Event coordinators will liaise with clients to customize venue setups and services to meet specific event requirements.

## Facility Management

The theater all inclusive redevelopment includes an increase in seating capacity from 490 to over 900, with an elevated VIP balcony and lounge. Facility management will incorporate rigorous schedules for cleaning, safety checks, and compliance with local regulations to maintain the historic building's integrity while providing modern comfort and safety standards. The on-site cafe and catering kitchen will be managed to support high-volume service with a focus on quality and efficiency.

## Event Operations

Event operations will utilize a flexible venue design allowing for various configurations to accommodate public performances, private functions, corporate events, and live entertainment. A comprehensive booking system will be implemented to handle scheduling, resource allocation, and client communication. Coordination between production, catering, and front-of-house teams will ensure seamless event execution.

## Staffing

Staffing will include full-time and part-time employees trained in hospitality, technical production, customer service, and facility maintenance. Training programs will emphasize the unique aspects of operating within a historic venue and delivering premium guest experiences. Seasonal and event-specific staffing adjustments will provide operational flexibility during peak periods.

## Technology Integration

State-of-the-art production technology, including advanced lighting, audio, and visual systems, will be integrated with the venue's architectural features. An advanced ticketing and reservation system will streamline customer interactions and facilitate marketing efforts. Back-of-house technology will optimize inventory management, staff scheduling, and financial reporting.

## Maintenance and Safety

A proactive maintenance schedule will be established to preserve both the historic structure and modern upgrades, minimizing downtime and repair costs. Safety protocols will include fire safety systems, emergency evacuation plans, and regular staff training to ensure compliance and protect guests.

## Customer Service

Exceptional customer service will be a cornerstone of the operational plan. Dedicated guest services personnel will assist patrons with seating, accessibility, and special requests. Feedback mechanisms will be implemented to continuously improve service quality and respond to client needs promptly.

In summary, the Chateau Dodge Theater's operational plan is designed to support its mission as a versatile, state-of-the-art venue that honors its historic roots while delivering unmatched event experiences. Through efficient facility management, skilled staffing, advanced technology, and a customer-focused approach, the theater will position itself as a leading destination for a broad spectrum of events in Rochester, MN.

# Risk Analysis

The redevelopment of Chateau Dodge Theater presents a promising opportunity to revitalize a historic venue and expand its role in the event and entertainment market of Rochester, MN. However, like any major redevelopment and business expansion project, it carries inherent risks that must be identified, assessed, and managed carefully to ensure long-term success and sustainability. The following analysis outlines the key risks across various domains including financial, operational, market, regulatory, and environmental factors.

## Financial Risks

- **Capital Expenditure Overruns:** The redevelopment involves extensive construction, technical upgrades, and interior outfitting which could exceed initial budget estimates due to unforeseen construction challenges, material cost fluctuations, or delays.
- **Funding and Cash Flow:** Securing sufficient funding to cover the redevelopment and initial operating costs is critical. Dependence on loans or investors exposes the project to risks if financing terms change or if revenue generation is slower than projected.
- **Revenue Volatility:** The theater's increased capacity and expanded services aim to boost revenue, but market acceptance may take time. Seasonal fluctuations and economic downturns could impact event bookings and catering sales.

## Operational Risks

- **Construction Delays:** Delays in construction or installation of state-of-the-art production equipment may postpone the theater's reopening or full operational capability.
- **Technology Integration:** Introducing advanced production technology requires skilled technical staff and may encounter operational challenges or higher maintenance costs.
- **Staffing and Training:** Recruiting and retaining qualified personnel for VIP services, catering, event management, and technical operations is essential. Insufficient training or high turnover could degrade service quality.

## Market Risks

- **Competition:** Other venues in Rochester and the surrounding area may offer competing services, potentially affecting market share and pricing power.
- **Changing Consumer Preferences:** Shifts in event trends, entertainment consumption, or dining preferences could impact demand for the theater's offerings.
- **Private and Public Event Demand:** Economic factors or unforeseen events (e.g., pandemics) could reduce demand for public gatherings and private events.

## Regulatory and Compliance Risks

- **Historic Preservation Regulations:** As a historic venue, redevelopment efforts must comply with preservation guidelines, which could impose additional costs or restrict modifications.
- **Licensing and Permits:** Obtaining and maintaining necessary permits for food services, alcohol, live entertainment, and occupancy will require ongoing compliance.
- **Health and Safety Regulations:** Ensuring compliance with evolving health, safety, and accessibility standards is critical to avoid legal issues and maintain reputation.

## Environmental Risks

- **Environmental Impact:** Construction and operation must consider environmental sustainability practices and mitigate any negative impacts.
- **Climate and Weather:** Severe weather events could disrupt construction schedules or event operations.

## Strategic and Reputational Risks

- **Brand Perception:** Failure to successfully blend historic charm with modern amenities could affect customer perception and patronage.
- **Partnerships and Vendor Reliability:** Dependence on third-party vendors for catering, technology, and supplies entails risks if partners fail to deliver quality or timely services.

## Risk Mitigation Strategies

To address these risks, Chateau Dodge Theater will implement rigorous project management controls, including detailed budgeting and contingency planning, phased development to allow incremental opening, and proactive marketing to build strong relationships with event organizers. Robust training programs and talent acquisition strategies will be prioritized to ensure operational excellence. Legal and regulatory compliance will be monitored continuously with expert consultation. Environmental sustainability will be integrated into the redevelopment plans to reduce ecological footprint. Overall, a dynamic risk management framework will support adaptive responses to emerging challenges, safeguarding the theater's legacy and future growth. An all-inclusive approach enables various operational strategies to activate and drive progress during seasonal downturns or other socio-economic shifts.

# Regulatory Compliance

Regulatory compliance is a critical aspect of the redevelopment and operation of the Chateau Dodge Theater. Ensuring adherence to all applicable local, state, and federal laws not only guarantees the safety and security of patrons and staff but also preserves the theater's historic status and reputation. The comprehensive redevelopment plan incorporates modern building codes, fire safety regulations, accessibility standards, and environmental compliance measures to meet and exceed regulatory requirements.

## Building Codes and Safety Regulations

Given the theater's historic nature and the significant increase in occupancy from 400 to over 900, stringent adherence to building codes is mandatory. This includes compliance with the International Building Code (IBC) as adopted by the State of Minnesota, which governs structural integrity, fire safety, means of egress, occupancy classification, and seismic considerations. Upgrades to the structure, including the elevated VIP balcony and lounge areas, will be designed and inspected to meet these requirements to ensure the safety and comfort of all attendees.

## Fire and Life Safety Compliance

The theater will comply fully with the National Fire Protection Association (NFPA) codes, particularly NFPA 101 Life Safety Code and NFPA 72 National Fire Alarm and Signaling Code. Fire suppression systems such as sprinklers, smoke detectors, and alarm systems will be installed or upgraded to current standards. Emergency lighting, clearly marked exits, and accessible evacuation routes will be incorporated to facilitate safe evacuation in case of emergencies.

## Americans with Disabilities Act (ADA) Compliance

Accessibility is a paramount consideration in the redevelopment of Chateau Dodge Theater. All renovations will ensure full compliance with the Americans with Disabilities Act (ADA), providing barrier-free access to all public and private areas, including seating, restrooms, the VIP balcony, lounge, and cafe. The design will include ramps, elevators, accessible seating options, and assistive listening systems to accommodate patrons with disabilities.

## Historic Preservation Requirements

As a historic venue, the redevelopment must adhere to guidelines established by the State Historic Preservation Office (SHPO) and the National Park Service, if applicable. All modifications will be sensitive to the theater’s architectural integrity and historic value, aligning with the Secretary of the Interior’s Standards for Rehabilitation. Necessary permits and approvals will be obtained to ensure that the redevelopment preserves the theater’s unique heritage while modernizing its facilities.

## Environmental and Health Regulations

Environmental compliance under the Minnesota Pollution Control Agency (MPCA) will guide waste management, noise control, and energy efficiency during construction and operation. Measures will be implemented to minimize environmental impact, including sustainable building practices and materials where feasible. Additionally, health regulations concerning food service operations in the cafe and catering services will comply with the Minnesota Department of Health and local health department standards for food safety and sanitation.

## Liquor Licensing and Permits

For the full-service catering and lounge operations that include alcohol service, the Chateau Dodge Theater will secure all necessary liquor licenses from the Minnesota Alcohol and Gambling Enforcement Division. Compliance with state liquor laws, including age restrictions, responsible service training, and licensed hours of operation, will be strictly maintained.

## Noise Ordinances and Event Permits

Operating as a live entertainment venue, the theater will comply with Rochester city noise ordinances to mitigate disturbance to surrounding neighborhoods. Appropriate event permits and approvals will be secured for public performances, private functions, and special events. The theater will coordinate with local authorities to ensure events are conducted within allowable noise levels and curfews.

## Employment and Labor Law Compliance

The theater's operating model includes a full-service staff for production, hospitality, and event management. All employment practices will comply with federal and state labor laws, including wage and hour regulations, workplace safety under OSHA standards, and nondiscrimination policies.

By rigorously addressing these regulatory compliance areas, Chateau Dodge Theater will position itself as a premier, safe, accessible, and legally compliant venue that honors its historic legacy while meeting contemporary standards and expectations.

# Pre-Launch

Upon launching Chateau Dodge Theater's redevelopment project, a meticulous post-launch implementation plan is essential to ensure smooth operations, optimal utilization of the upgraded facilities, and immediate engagement with target markets. The following checklist outlines critical tasks and considerations to successfully transition from redevelopment completion to operational excellence and market presence.

## Operational Setup

- Conduct comprehensive staff training for all departments (front of house, catering, technical production, VIP services).
- Finalize vendor contracts for catering, security, facility maintenance, and technology support.
- Implement and test all production and audiovisual equipment to ensure full functionality.
- Establish standard operating procedures (SOPs) for booking, event management, and customer service.
- Set up all point-of-sale systems for the cafe, bar, and ticketing.

## Marketing and Sales Activation

- Launch a targeted marketing campaign announcing the theater's new capabilities and expanded capacity.
- Engage with event planners, entertainment producers, and community organizations to promote venue bookings.
- Update website, social media profiles, and other digital platforms with new venue features, photos, and booking information.
- Schedule and host a grand reopening event to attract media, influencers, and potential clients.

## Customer Experience and Facility Management

- Implement customer feedback mechanisms to gather insights during initial events.
- Monitor all facility systems for operational issues and address them promptly.
- Ensure cleanliness and aesthetic upkeep of all public and VIP spaces.
- Optimize seating arrangements and flow for varying event types using flexible venue features.

## Financial and Administrative Tasks

- Set up accounting and financial reporting systems for new revenue streams.
- Monitor initial revenue and occupancy data to assess performance against projections.
- Review and adjust pricing strategies for tickets, catering, and VIP services based on market response.

- Ensure compliance with all local regulations, permits, and safety standards post-renovation.

## Continuous Improvement

- Schedule regular team meetings to discuss operational feedback and improvements.
- Plan for periodic maintenance and technology upgrades.
- Develop partnerships and sponsorship opportunities to enhance venue profile and revenue potential.

By following this comprehensive checklist, Chateau Dodge Theater will effectively transition from redevelopment to a thriving, versatile entertainment venue with high occupancy and elevated guest experiences.

# Post-Launch

Launching the Chateau Dodge Theater redevelopment marks a significant milestone, but effective post-launch management is crucial to ensure operational success and customer satisfaction. The following comprehensive checklist outlines key tasks to perform immediately after opening to maintain smooth operations, optimize guest experiences, and build a strong reputation.

## Operations and Facility Management

- Conduct a thorough final inspection of the facility to identify and resolve any residual issues.
- Implement a maintenance schedule for all state-of-the-art production equipment and venue infrastructure.
- Ensure all safety protocols and emergency procedures are fully operational and staff are trained.
- Monitor occupancy and flow to optimize space usage and comply with fire and safety regulations.

## Staff and Training

- Hold a debriefing session with all staff to gather feedback on initial operations.
- Continue staff training focusing on customer service, technology use, and emergency response.
- Schedule regular team meetings to address operational challenges and share updates.

## Customer Experience and Engagement

- Launch a feedback system to capture guest experiences, including surveys and digital feedback kiosks.
- Monitor VIP balcony and lounge services closely to ensure high standards.
- Optimize the cafe and catering operations based on customer preferences and demand patterns.

## Marketing and Public Relations

- Announce official opening events and ongoing calendar through multiple channels.
- Engage with event organizers and private clients to secure bookings.
- Promote the theater’s unique historic architecture and all-inclusive offerings.

## Financial and Administrative

- Review initial sales and reservation data to assess financial performance.
- Adjust pricing, packages, or services based on market response and operational costs.
- Ensure accurate bookkeeping and compliance with local regulations.

## Technology and Production

- Monitor performance of production technologies and address any technical issues immediately.
- Coordinate with event producers to fine-tune technical setups and workflows.

By following this structured post-launch checklist, Chateau Dodge Theater can establish itself as a premier venue, ensuring operational excellence and a memorable experience for all guests.

# 5 Year Plan

Following the successful launch of Chateau Dodge Theater's redevelopment, the subsequent years will focus on expanding operational efficiency, enhancing customer experience, cultivating partnerships, and ensuring financial sustainability. The implementation plan for years 2 through 5 is designed to solidify the theater's position as a premier venue in Rochester, MN, adapting to market trends and leveraging its unique historic and architectural features. Below is a comprehensive checklist organized by year and key focus areas.

## Year 2: Operational Optimization and Brand Building

- **Operational Efficiency**
  - Streamline event booking and management systems.
  - Enhance staff training programs for VIP services, catering, and technical operations.
  - Implement feedback mechanisms from clients and patrons to improve service quality.
- **Marketing and Brand Development**
  - Launch targeted marketing campaigns highlighting expanded capacity and VIP amenities.
  - Develop strategic partnerships with local entertainment producers and event planners.
  - Host community engagement events to build local support and awareness.
- **Facility Enhancements**
  - Fine-tune technical production capabilities based on initial event experiences.
  - Introduce seasonal decor and thematic event options to attract diverse clientele.

## Year 3: Expansion of Services and Market Reach

- **Service Diversification**
  - Launch full-scale catering packages tailored for different event types.
  - Introduce membership or loyalty programs for frequent clients.
  - Develop package deals combining venue, catering, and entertainment options.
- **Market Expansion**
  - Target corporate clients for conferences, seminars, and product launches.
  - Explore regional marketing to attract events from neighboring cities and states.
  - Collaborate with tourism boards to position the theater as a cultural landmark.
- **Technology Upgrades**
  - Invest in advanced audiovisual equipment to remain at the forefront of production capabilities.
  - Implement CRM software to manage client relationships and improve personalized marketing.

## Year 4: Community Integration and Sustainability Initiatives

- **Community Engagement**

  - Partner with local schools, arts groups, and nonprofits for regular programming.
  - Establish educational programs or workshops utilizing the theater's unique architecture and production facilities.
- **Sustainability**
  - Implement energy-efficient systems within the theater, including lighting and HVAC upgrades.
  - Introduce waste reduction programs for catering and events.
  - Pursue local or federal grants supporting historic preservation and sustainability.
- **Facility Upgrades**
  - Assess and renovate aging infrastructure as needed to maintain safety and aesthetics.
  - Expand VIP lounge and balcony amenities based on customer feedback and demand.

## Year 5: Strategic Growth and Long-Term Positioning

- **Business Growth**
  - Evaluate possibilities for additional event spaces or satellite locations.
  - Explore partnerships with national entertainment companies for touring shows.
  - Diversify revenue streams through merchandise, branded experiences, or digital content.
- **Brand Leadership**
  - Host signature annual events or festivals to establish tradition and increase visibility.
  - Engage in local and national industry forums, awards, and trade shows.
- **Continuous Improvement**
  - Conduct comprehensive market analysis and customer satisfaction surveys.
  - Update technology and facilities to maintain competitive edge.
  - Plan for next phase of redevelopment or expansion based on performance metrics.

# Venue Comps

Below is a few of the researched redeveloped theaters with and without food and beverage service..

## 1. The State Theatre - Minneapolis, MN

- **Description**: Originally opened in 1921, the State Theatre has been restored to provide a stunning venue for concerts, movies, and special events. It features a full-service bar and food options.
- **Website**: State Theatre

## 2. The Orpheum Theatre - Minneapolis, MN

- **Description**: This historic theater, built in 1921, serves as a premier venue for Broadway shows and concerts. The Orpheum Theatre also offers various dining options nearby, enhancing the visitor experience.
- **Website**: Orpheum Theatre

## 3. The Fox Theatre - Atlanta, GA

- **Description**: Opened in 1929, the Fox Theatre is a historic landmark that hosts Broadway shows, concerts, and special events. The venue provides food and beverage options, making it a multifunctional space.
- **Website**: Fox Theatre

## 4. The Wiltern - Los Angeles, CA

- **Description**: Built in 1931, The Wiltern is a historic theater that hosts a variety of events, including concerts and film screenings. It has several dining options available for guests before and after events.
- **Website**: The Wiltern

## 5. The Paramount Theatre - Austin, TX

- **Description**: Established in 1915, the Paramount Theatre is a historic venue that offers films, concerts, and live performances, with nearby dining options available for patrons. Current renovations amount to $4.18 million.
- **Website**: Paramount Theatre Renovation

## 6. The Historic Hippodrome Theatre - Baltimore, MD

- **Description**: This theater has been transformed into a live performance venue that hosts various events, including concerts and theater productions. It features a restaurant and bar for a complete experience.
- **Website**: Hippodrome Theatre
- **Hipp Club - Restaurant**: The Hippodrome also houses the Hipp Club, offering dining options for theatergoers.
  - **Website**: Hipp Club

## 7. The Palace Theatre - Albany, NY

- **Description**: Opened in 1931, the Palace Theatre has been revitalized to host concerts, Broadway shows, and community events, with food and drink options available.
- **Website**: Palace Theatre

## 8. The Egyptian Theatre - Boise, ID

- **Description**: Opened in 1927, the Egyptian Theatre features an opulent interior designed to mimic an outdoor atmosphere, hosting films, concerts, and live performances.
- **Website**: Egyptian Theatre

## 9. The Grand Theatre - New York, NY

- **Description**: The Grand Theatre, also known as the “Grand Opera House,” is a historic atmospheric theater that has been beautifully restored and serves as a venue for performances and events.
- **Website**: Grand Theatre

## 10. The El Portal Theatre - North Hollywood, CA

- **Description**: Built in 1926, the El Portal Theatre is an atmospheric venue that has been restored to host a variety of performances, including plays and concerts.
- **Website**: El Portal Theatre

## 11. The Uptown Theater - Kansas City, MO

- **Description**: The Uptown Theater is a historic venue featuring a stunning atmosphere and hosting various events. It includes detailed floor plans for potential bookings.
- **Website**: Uptown Theater
- **Floor Plans**: Uptown Floor Plans

## 12. The Varsity Theater - Minneapolis, MN

- **Description**: The Varsity Theater is a historic venue with a capacity of 750, hosting concerts and events. It features detailed floor plans for event planning.
- **Website**: Varsity Theater
- **Floor Plans**: Varsity Floor Plans

## 13. The NorShore Theatre - Duluth, MN

- **Description**: The NorShore Theatre offers a beautiful space for performances and events, with a focus on community engagement. The renovations and leasing details are available.
- **Website**: NorShore Theatre

## 14. The Chief Theater - Cheyenne, WY

- **Description**: The Chief Theater is currently seeking donations and support for its renovation efforts to restore this historic venue for community events.
- **Website**: Chief Theater

## 15. The Heights Theater - Minneapolis, MN

- **Description**: The Heights Theater is undergoing renovations to enhance its offerings as a community venue for films and events.
- **Website**: Heights Theater

## 16. The Granada Theater - Lawrence, KS

- **Description**: The Granada Theater is a historic venue that hosts a variety of events, including concerts and special occasions.
- **Website**: Granada Theater

## Conclusion: The successful revitalization of these atmospheric theaters highlights the Chateau Theater in Rochester, MN, as a promising multifunctional venue for events and entertainment.

### Suggestion for Timed Reopening

## 'Chateau Dodge Theater' Operational Analysis

Considering the significance of the Chateau Theater's 100th birthday, a timed reopening around this monumental anniversary could be a powerful moment for the community. The consultant strongly advises that a thoughtful plan be developed, one that honors the historic significance of the architecture and the rich history of the theater.

- **Key Points**:
  - It would be a disservice to the community to do anything less than create the potential for the theater to be truly amazing.
  - With full occupancy, thoughtful planning, and care, the theater can be guided into a vibrant future, serving as a cultural hub for generations to come.

By exploring these examples and carefully considering the legacy of the Chateau Theater, we can ensure that its redevelopment honors its past while embracing its future.Suggestion for Timed Reopening

Given the importance of the Chateau Theater's 100th anniversary, scheduling the reopening to coincide with this milestone would create a meaningful moment for the community. The consultant strongly recommends developing a thoughtful plan that respects the theater's historic architecture and rich legacy.

Key Points:
It would be a disservice to the community to settle for anything less than realizing the theater's full potential. With careful planning, full occupancy, and dedicated care, the theater can be revitalized as a vibrant cultural hub for generations to come. By studying successful examples and honoring the Chateau Theater's legacy, we can ensure its redevelopment both preserves its past and embraces its future.

# References

**Research key: Documents and sites referenced examples**

*Steering Committee Update, November 01, 2016*

*Chateau - FCA Dashboard Total (Date unknown, items completed since receipt unknown)*

*Chateau Reuse Project Update - March 09, 2018*

*Miller Dunwiddie Interim Use Outline March 15, 2018- Additional Drawings, reports and phone conversations*

Polco Data Summary Poll Open – April 25 – May 1, 2019

*Proposal for the Operation and Management of the Chateau Theater September 20, 2021*

*RFP Operator Attachments including Thresholds Arts proposal and City Recommendation*

*Gary Newman provided extensive documentation and information for review in regards to previous development .*

US Census Bureau] https://data.census.gov/all?g=160XX00US2754880

DATA USA https://datausa.io/profile/geo/rochester-mn/

MN Compass https://www.mncompass.org/profiles/city/rochester/age

Census Reporter

https://censusreporter.org/profiles/16000US2754880-rochester-mn/

MNIVA (Consultant is a current member, previously held board position) https://mniva.org/

NIVA (Consultant is a current member) https://www.nivassoc.org/stateoflive/state-reports

RDA https://www.downtownrochestermn.com/

DMC https://dmc.mn/investors-and-developers/

IBC- Occupancy per plumbing fixtures table

https://codes.iccsafe.org/content/IPC2021P3/chapter-4-fixtures-faucets-and-fixture-fittings

RAEDI https://www.raedi.com/who-we-are/

# 'Chateau Dodge Theater' Operational Analysis

MN Department of Public, State Fire Marshal

https://dps.mn.gov/divisions/sfm/fire-code/fire-code-information-topic/assembly-occupancies

City of Rochester

https://www.rochestermn.gov/departments/community-development/construction-development-resources/urban-design/parklet-street-cafe-program

MN SHPO

https://mn.gov/admin/shpo/

MNSHIP

https://mnship.gisdata.mn.gov/

**MNSHIP**

| | |
|---|---|
| Historic Inventory Number | OL-ROC-00004 |
| Property Name | Chateau Dodge Theatre |
| Address | 15 1st St. SW |
| Property Type | Building |
| Address_Geo | |
| MnSHIP_ID | 75049 |

| Chateau Budget 2026 | Total Cost Estimates | Model 1 Limited | Model 2 Includes M1 | Model 3 Includes M1/M2 | Notes |
|---|---|---|---|---|---|
| | | | | | Model 2 and Model 3 costs wil depend on actual accurate up to date draw |
| 02-Sitework/Building Earthwork | $40,743.00 | X | | | Alley way Concrete |
| 05- Exterior Enclosure | $1,045,908.50 | X | | | Tuckpointing of Brick Façade |
| 06 - Roof | $42,835.00 | X | | | Replace Copper Section |
| 07- Interior Construction | $331,265.00 | X | | | Ceiling Replacement in Lobby |
| 08-Equipment Furniture | $10,875.00 | | | X | |
| 09- Special Construction | $93,250.00 | | | X | |
| 10- Conveying Systems | $195,000.00 | X | | | Elevator Replacement |
| 11- Fire Protection | $4,313.40 | X | | | Skyway section, smoke-heads and emergency lights need replacement |
| 13 - HVAC | $3,250.00 | | | X | All new, maintenance only. May require modified runs/sheet metal |
| 14 - Mechanical Controls | $13,000.00 | | | X | All new maintenance only |
| 15 - Electrical | $1,848.60 | X | | | Lighting replacement in Skyway |
| **Total Facility Assessment:** | **$1,782,288.50** | | | | |
| **Potential Hard Costs for Activation (from Operating Analysis)** | | | | | |
| Acoustic Treatment | $70,000.00 | X | | | |
| Ceramic Tile | $250,000.00 | Partial expe | X | | |
| Flooring/Polish/Repair | $15,000.00 | X | | | |
| Signage | $25,000.00 | X | | | |
| Kitchen/Bars/Coolers | $285,000.00 | | X | | |
| Architectural Lighting | $75,000.00 | | X | | |
| theatrical lighting | $85,000.00 | X | | | |
| Sound/AV Main room, lobby, mezz | $190,000.00 | X | | | |
| Theatrical staging/rigging | $75,000.00 | X | | | |
| Building insulation new walls/skyway/acoustic | $25,000.00 | | X | | |
| Plumbing | $269,850.00 | | X | | |
| Electrical | $80,000.00 | X | | | |
| Building insulation new walls/skyway/acoustic | $25,000.00 | | X | | |
| Finish Carpentry | $30,000.00 | | X | | |
| Aluminum & Glass Existing & New Doors | $39,000.00 | | X | | |
| New Elevator/lift for front Mezzanine | $150,000.00 | | X | | |
| Misc Metal and Steel Erection | $60,000.00 | | X | | |
| Contractor Fee | $160,000.00 | | | | |
| **Total Potential Interior Improvements:** | **$1,908,850.00** | | | | |
| **Operating and Maintenance Annual** | | | | | $3,020,913.50 |
| Repairs & Maintenance | $30,000.00 | | | | |
| Trash Removal | $5,022.25 | | | | |
| Replacement Allow. | $14,062.31 | | | | |
| Cleaning & Paper Supplies | $3,000.00 | | | | |
| Cleaning | $20,000.00 | | | | |
| Equipment Rental | $15,000.00 | | | | |
| Utilities | $40,178.04 | | | | |
| Insurance | $30,133.53 | | | | |
| Miscellaneous Expense | $5,022.25 | | | | |
| **Total Operating Exp.** | **$162,418.38** | | | | |
| **Total Capital Costs** | **$3,691,138.50** | | | | |
| **Total Capital + Operating Costs** | **$3,853,556.88** | | | | |

# Business Plan

## Chateau Model 2

Prepared by Amy Reher

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# Chateau Model 2. Increased Occupancy

**Chateau Model 2: Where historic charm meets modern grandeur for unforgettable experiences. Assumed Opening winter 2027**

Chateau Model 2 commits to the full restoration and modernization of a historic theater located in Rochester, Minnesota. This facility would be transformed into a premier destination for live entertainment and both public and private events, attracting national and international productions and audiences. By expanding the occupancy from 490 to 900 + and incorporating state-of-the-art amenities, Chateau Model 2 seeks to blend cultural heritage with cutting-edge event technology, offering a unique venue experience for performers, guests, and event organizers alike.

## Mission

To restore and revitalize a historic theater into a vibrant, high-capacity venue that honors its cultural legacy while providing top-tier amenities and production capabilities, creating an unparalleled destination for entertainment and events in Rochester and beyond.

## Problem

Historic theaters often face challenges of underutilization, outdated facilities, and limited capacity, which hinder their ability to attract modern productions and diverse events. The lack of versatile spaces and advanced amenities reduces their competitiveness in the evolving entertainment and events market.

## Solution

Chateau Model 2 addresses these challenges through a comprehensive restoration and expansion that increases capacity more than twofold, integrates advanced production technologies, and offers flexible event spaces including a VIP balcony for intimate gatherings. These enhancements will revitalize the theater's appeal, enabling it to host a wide range of events from large draw or high value productions to private functions.

## Primary Products & Services

The venue provides live entertainment hosting featuring local, national and international productions, rental spaces for private and public events, including a large VIP balcony area for smaller or exclusive groups, fully plumbed bars for premium beverage service, enhanced catering prep area featuring hoodless kitchen equipment

for 3rd party use or future micro operator (tenant/pop up), and backstage facilities equipped with advanced production capabilities and an improved green room.

## Primary Business Model

Chateau Model 2 operates primarily as an event venue rental business, generating revenue through bookings for live performances, private and public events, VIP area rentals, concessions, and partnerships with production companies and event organizers.

## Industry Overview

The live entertainment and event venue industry continues to grow as demand for unique and versatile event spaces rises. Historic theaters present opportunities to capitalize on cultural heritage while meeting contemporary event demands with upgraded facilities. There is a robust market for venues that can accommodate flexible space, large audiences and provide premium experiences.

## Core Marketing Activities

Marketing efforts should focus on engaging local, national and international theater and production companies, event planners, and local communities through targeted digital campaigns, partnerships with entertainment networks, participation in industry trade shows, and direct outreach. Emphasis should be placed on showcasing the theater's unique blend of historic ambiance and modern amenities.

## High-Level Financial Targets

Chateau Model 2 aims to achieve a substantial increase in annual event bookings within the first two years post-restoration, resulting in significant revenue growth. Occupancy-related revenues are projected to increase, complemented by enhanced income from VIP area rentals, flexible space use and concessions. The business targets a strong return on investment through diversified income streams and sustained growth in venue utilization.

# SWOT Analysis

# Chateau Model 2

## Strengths

1. Historic charm combined with modern amenities creates a unique and attractive venue.
2. Increased occupancy from 490 to over 900 + enables hosting larger events and attracts a wider range of external clients mitigating operator risk as event promoter/producer.
3. Versatile event spaces featuring a spacious VIP balcony for intimate, exclusive gatherings, along with memberships and VIP ticketing options.
4. Advanced backstage and production capabilities support high-profile national and international productions.
5. Strategic location in Rochester, Minnesota, serving a broad regional audience.
6. Strong existing hospitality and tourism infrastructure to collaborate with in attracting out-of-town guests.

## Weaknesses

1. High restoration and renovation costs may impact initial profitability.
2. Limited brand recognition during early stages of reopening.
3. Dependence on high-profile acts and events for sustained revenue.
4. Potential logistical challenges adapting historic infrastructure to modern standards.
5. Staffing and operational complexities due to upgraded technical and hospitality features.

## Opportunities

1. Growing demand for unique event venues that combine history and modern technology.
2. Potential partnerships with national and international production companies.
3. Expansion of private event bookings such as corporate, weddings, and social functions.
4. Leveraging Rochester's tourism and cultural events to increase visitation.
5. Opportunities to host diverse programming including live entertainment, film screenings, and community events.

## Threats

1. Competition from other established venues in the region.
2. Economic downturns impacting discretionary spending on entertainment and events.
3. Potential regulatory or preservation restrictions limiting modifications.
4. Unpredictable impacts from economical or public health concerns affecting event attendance.
5. Technological obsolescence requiring ongoing investment in production equipment.

# Business Models

Chateau model 2 has the potential to operate under several business models, each leveraging different aspects of the historic theater's capabilities and target market. These models range from straightforward event hosting to more specialized offerings involving production services and VIP experiences. Exploring multiple business models allows Chateau model 2 to maximize revenue streams and build a resilient operation by diversifying its services and clientele.

## Event Venue Rental

Chateau model 2 rents out its historic theater space for public and private events including concerts, conferences, weddings, and corporate functions.

### Advantages

- Established demand for unique, historic event spaces
- Flexible use of space for various event sizes
- Multiple revenue streams from rental fees, concessions, and services

### Challenges

- High competition from newer venues
- Seasonal fluctuations in event bookings
- Requires consistent marketing and relationship management

## Live Entertainment Production Hosting

The venue hosts national and international live entertainment productions, including theater shows, concerts, and cultural events, serving as a premiere performance location in Rochester.

### Advantages

- Attracts diverse audiences and increases brand recognition
- Potential partnerships with touring productions and promoters
- Enhanced reputation as a cultural hub

### Challenges

- High production costs and complex logistics
- Dependence on external production schedules
- Need for advanced technical and stage management expertise

## VIP and Private Balcony Rentals

The large VIP balcony area is offered for smaller, exclusive gatherings or private events, providing a premium and intimate experience within the larger venue.

### Advantages

- Generates higher-margin revenue from premium seating

### Challenges

- Requires specialized marketing to attract VIP clientele

- Attracts corporate clients and private groups
- Differentiates the venue with exclusive offerings
- Maintaining exclusivity while managing access
- Balancing VIP use with public event schedules

## Bar and Beverage Services

Operating fully plumbed bar facilities during events to provide food and beverage service, enhancing guest experience and creating incremental revenue.

**Advantages**

- Additional revenue stream beyond event rentals
- Opportunity to partner with local beverage suppliers
- Enhances overall guest satisfaction and dwell time

**Challenges**

- Licensing and regulatory compliance requirements
- Inventory management and staffing needs
- Liability and security concerns during events

## Production and Backstage Service Provider

Offering advanced backstage and production support services such as lighting, sound, and stage management to external productions or event organizers as an add-on service.

**Advantages**

- Capitalizes on existing advanced production capabilities
- Creates additional revenue from technical service fees
- Builds expertise and reputation in professional event production

**Challenges**

- Requires skilled technical staff and ongoing training
- Managing scheduling conflicts with venue usage
- Investment in maintaining and upgrading equipment

## Cultural and Educational Programming

Developing and hosting cultural events, workshops, and educational programs that celebrate the theater's historic significance and engage the community.

**Advantages**

- Builds community goodwill and local support
- Potential access to grants and public funding
- Diversifies audience base and programming variety

**Challenges**

- May require subsidized pricing or sponsorship
- Program development and ongoing management effort
- Measuring impact and program success can be complex

## Adding light Cafe operations.

## Chateau Model 2

Transforming the lobby into a small café with light offerings, with minimal kitchen requirements and hoodless set up—such as coffee, wine, light cocktails, and pastries and sandwich fare—can attract private event clients, highlight ongoing events, and create a more community-oriented establishment.

### Advantages

- Builds community goodwill and local support
- Creates additional revenue for dark days
- Organic marketing for upcoming events and booking opportunities
-

### Challenges

- Staffing
- licensing
- Finding operator or micro operator
- Inconsistent business hours during larger events requires more calendar manipulation and marketing strategies.

# Viability Analysis



**85/100**

Chateau model 2 demonstrates strong viability as a business venture by capitalizing on the restoration and modernization of a historic theater in Rochester, Minnesota—a city with a growing cultural and entertainment scene. The expansion of occupancy from 490 to 900 + seats opens opportunities for hosting larger national and international productions, thereby increasing revenue potential from ticket sales, rentals, and concessions. The inclusion of a large VIP balcony area, fully plumbed bars, and advanced backstage production facilities further diversifies income streams by accommodating private events, smaller engagements, and premium experiences.

## Market Demand

Rochester's position as a regional hub with a diverse population and increasing tourism supports sustained demand for entertainment venues. The theater's restoration taps into a niche seeking culturally rich venues with modern amenities, appealing to both event organizers and audiences.

## Competitive Advantage

Unlike newer venues, Chateau model 2 should focus and combine historic charm with cutting-edge technology, creating a differentiated experience that can attract high-profile productions and discerning clientele. The flexible event configurations would provide versatility unmatched by many regional competitors.

## Financial Outlook

While the restoration requires significant upfront investment, the planned facilities and expanded capacity provide multiple revenue streams, including ticket sales, event rentals, VIP experiences, and food and beverage sales. This multifaceted approach reduces dependency on a single income source and improves financial resilience.

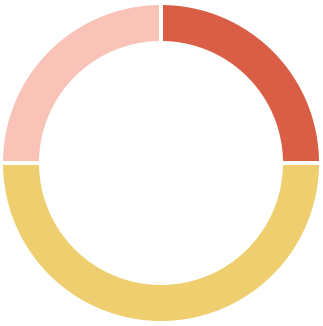
## Risks and Mitigation

Potential risks include competition from other entertainment venues, economic fluctuations affecting discretionary spending, and challenges in attracting national and international acts. These can be mitigated through targeted marketing, strong partnerships with production companies, and leveraging Rochester's cultural development initiatives.

## Chateau Model 2

Overall, Chateau model 2's blend of historic preservation, increased capacity, modern amenities, and strategic location underpin a viable and promising business opportunity in the live entertainment and event market.

# Target Audience



**25% - Corporate and Convention Events**
Businesses and organizations hosting conferences, trade shows, and corporate gatherings.

**25% - Private Social Events**
Individuals and groups organizing weddings, parties, and private celebrations.

**50% - Live Entertainment and Performances**
Audiences attending concerts, theater productions, and other live events.

Chateau Model 2 would aim to serve a diverse clientele by offering a historic yet modernized venue suitable for various events. Below are five key target audiences, each with detailed profiles and considerations.

## Corporate and Convention Event Organizers

Businesses and organizations seeking venues for conferences, trade shows, and corporate gatherings.

### Profile

- Typically aged 30-55
- Decision-makers in event planning and corporate communications
- Prioritize venues with modern amenities and historical charm

### Frustrations

- Limited availability of large-capacity venues
- Difficulty finding venues that balance history and modernity
- Challenges in accommodating diverse event requirements

### Goals

- Secure venues that impress clients and stakeholders
- Ensure seamless event execution with advanced facilities
- Enhance brand image through association with prestigious venues

### Preferences

- Flexible event spaces
- State-of-the-art audiovisual equipment
- On-site catering and hospitality services

### Behavioural Considerations

- Value efficiency and professionalism
- Often work under tight deadlines
- Seek venues with a proven track record

### Where to Find

- Corporate event planning websites
- Industry conferences and trade shows
- Professional networking events

## Private Event Hosts

Individuals and groups organizing weddings, parties, and private celebrations.

### Profile

- Aged 25-45
- Planning significant life events or celebrations
- Interested in unique and memorable venues

### Frustrations

- Limited availability of venues that offer both elegance and modern amenities
- Difficulty finding venues that can accommodate large guest lists
- Concerns about event logistics and coordination

### Goals

- Create memorable experiences for guests
- Ensure a seamless and enjoyable event
- Find a venue that reflects personal style and taste

### Preferences

- Historic ambiance with modern comforts
- Flexible event spaces for different activities
- On-site event coordination support

### Behavioural Considerations

- Value personalization and customization
- Often seek venues with unique character
- Tend to book venues well in advance

### Where to Find

- Wedding and event planning websites
- Social media platforms (e.g., Pinterest, Instagram)
- Bridal and event expos

## Live Entertainment Audiences

Individuals attending concerts, theater productions, and other live performances.

### Profile

- Aged 18-65
- Diverse backgrounds with a shared interest in live entertainment
- Seek venues offering high-quality performances

### Frustrations

- Limited access to diverse entertainment options
- Concerns about venue acoustics and sightlines
- Desire for venues with a rich cultural history

## Chateau Model 2

### Goals

- Enjoy high-quality live performances
- Experience events in unique and historic settings
- Support local and touring artists

### Preferences

- Venues with excellent acoustics
- Historic and atmospheric settings
- Accessibility and comfortable seating

### Behavioural Considerations

- Often purchase tickets in advance
- Share experiences on social media
- Attend events in groups or as part of a community

### Where to Find

- Event listing websites
- Social media event pages
- Local entertainment guides

## Tourists and Cultural Enthusiasts

Visitors to Rochester seeking cultural experiences and historic sites.

### Profile

- Aged 25-65
- Interested in history, architecture, and local culture
- Often plan trips around cultural events

### Frustrations

- Limited knowledge of local attractions
- Difficulty finding authentic cultural experiences
- Concerns about accessibility and amenities

### Goals

- Explore historic and cultural sites
- Engage in local arts and entertainment
- Learn about Rochester's history and heritage

### Preferences

- Guided tours and informational materials
- Venues with historical significance
- Opportunities to interact with local culture

### Behavioural Considerations

- Often travel in groups or as part of organized tours
- Seek authentic and immersive experiences
- Share experiences through travel blogs and social media

### Where to Find

- Tourism websites and brochures
- Travel blogs and forums
- Local visitor centers

## Community and Non-Profit Organizations

Local groups hosting fundraisers, community events, and cultural programs.

### Profile

### Frustrations

## Chateau Model 2

- Aged 30-60
- Involved in community service and non-profit work
- Seek venues that support community engagement
- Limited access to affordable and suitable venues
- Challenges in organizing large-scale community events
- Need for venues that align with organizational values
- Lower profitability outcomes

### Goals

- Host successful and impactful community events
- Engage and mobilize local residents
- Raise awareness and funds for causes

### Preferences

- Affordable rental rates
- Flexible event spaces
- Support for community initiatives

### Behavioural Considerations

- Often operate on tight budgets
- Value community involvement and support
- Seek venues with a positive reputation

### Where to Find

- Community bulletin boards
- Non-profit networking events
- Local government and community centers

# Core Offerings

Chateau model 2 offers a diverse range of products and services designed to maximize the use of the historic theater space while appealing to various customer segments. From hosting large-scale live entertainment and private events to providing luxurious VIP experiences and advanced production facilities, each offering is tailored to meet specific needs and preferences. These core offerings leverage the unique blend of historic charm and modern amenities to position Chateau model 2 as a premier destination venue in Rochester, Minnesota.

## Live Entertainment Venue Rental

Full venue rental for national and international live entertainment productions, including concerts, theater shows, and cultural performances. This offering utilizes the restored historic ambiance combined with advanced production capabilities to provide an unparalleled experience for performers and audiences alike.

### Advantages

- Large capacity expanded to 900 + guests
- Advanced backstage and production technology
- Historic theater ambiance enhancing audience experience
- Versatile layouts and spaces designed to host a broader range of events and performances.

### Challenges

- Competition from other venues in the region
- Scheduling complexities for high-demand dates
- Balancing preservation with modern technical upgrades

### Target Audience

- Local, National and international production companies
- Live entertainment promoters
- Cultural and artistic organizations

### Pricing Strategy

- Tiered pricing based on event size and production requirements with split room options
- Premium rates for high-profile national and international acts
- Discounts for recurring or long-term partnerships

### Marketing & Promotion

- Partnerships with entertainment promoters and agents
- Social media campaigns highlighting past performances
- Targeted advertising in entertainment and cultural publications

### Execution Strategy

- Coordinate with production teams for technical needs
- Maintain state-of-the-art sound and lighting systems
- Provide dedicated event management support

## Private Event Hosting

Rental services for private events, including corporate functions, weddings, fundraisers, and social gatherings. The venue's distinctive historic ambiance, paired with flexible space options like the VIP balcony and Lobby, allows for customized experiences—whether as part of a larger program or as standalone areas. Additionally, the Peace Plaza can be integrated into various booking opportunities to enhance many events.

### Advantages

- Flexibility for small and large groups
- VIP balcony for intimate gatherings
- Fully plumbed bars for enhanced guest experience

### Challenges

- Managing diverse event requirements
- Ensuring seamless logistics and outside catering coordination
- Maintaining historic property standards during private events

### Target Audience

- Corporate clients
- Event Planners
- Wedding planners and couples
- Nonprofit organizations and community groups

### Pricing Strategy

- Package pricing based on event duration and spaces used considering peak times and non peak elements
- Add-on services like catering and audiovisual equipment rental
- Premium pricing for peak dates and high-demand times

### Marketing & Promotion

- Collaborations with event planners and caterers
- Showcasing venue capabilities through open house events
- Targeted digital marketing to corporate and social groups

### Execution Strategy

- Provide customizable event packages
- Offer dedicated event coordination support
- Maintain high-quality customer service and facility upkeep

## VIP Balcony Rentals

Exclusive rental of the large VIP balcony area for smaller engagements or groups during public events, providing a premium and private viewing experience with dedicated service and amenities.

### Advantages

- Private and exclusive viewing area
- Enhanced service options

### Challenges

- Balancing availability with public event schedules
- Maintaining exclusivity and high service quality

- Ideal for corporate entertaining and special occasions
- Managing capacity limits and guest comfort

### Target Audience

- Corporate entertaining groups
- Private parties and social clubs
- VIP guests at public events

### Pricing Strategy

- Hourly or event-based rental fees
- Premium pricing during high-profile events
- Optional add-ons such as private bar service and catering

### Marketing & Promotion

- Direct outreach to corporate clients and social clubs
- Promotions during public events and shows
- Inclusion in venue marketing materials and website

### Execution Strategy

- Ensure VIP balcony is maintained to premium standards
- Provide specialized staffing for VIP service
- Integrate booking system for ease of reservation

## Advanced Production Services

Provision of state-of-the-art production support including lighting, sound, stage design, and backstage facilities to support complex and high-quality live events and performances.

### Advantages

- Cutting-edge production technology
- Experienced technical support staff
- Enhanced green room and backstage facilities

### Challenges

- Keeping pace with evolving production technologies
- Coordinating multiple technical teams and vendors
- Managing maintenance and technical issues promptly

### Target Audience

- Production companies
- Touring performers and artists
- Event production managers

### Pricing Strategy

- Service fees based on production scale and complexity
- Customized quotes for unique technical requirements
- Bundled pricing with venue rental packages

### Marketing & Promotion

- Networking with production companies and event managers

### Execution Strategy

- Employ skilled technical staff for setup and operation

- Demonstrations and technical showcases
- Presence at industry trade shows and professional forums
- Regularly upgrade equipment and technology
- Collaborate closely with production teams for tailored solutions

## Bar and Catering Services

Fully plumbed bars and paired with an expanded catering prep kitchen integrated into event hosting to deliver high-quality food and beverage experiences customized to the event type and guest preferences.

### Advantages

- Multiple fully equipped bars
- Customizable food and beverage offerings
- Supports a wider range of event types

### Challenges

- Managing vendors, inventory and staffing during large events
- Meeting diverse dietary needs and preferences
- Ensuring compliance with health and safety regulations
- Liquor licensing

### Target Audience

- Event organizers
- Private party hosts
- Public event attendees

### Pricing Strategy

- Flexible catering packages based on menu and service level
- Bar service fees included or separate based on event
- Premium pricing for specialty drinks and custom menus

### Marketing & Promotion

- Partnerships with local caterers and beverage distibutors
- Event tastings and sample menus
- Promotion at private events and public shows

### Execution Strategy

- Maintain licensed and staffed bars
- Work with caterers to offer diverse menu options
- Ensure high standards of service and cleanliness

# Expansion Opportunities

Chateau model 2 can explore several innovative and slightly unconventional expansion opportunities that complement its core business of event hosting and entertainment. These ideas leverage the venue's unique historic charm and advanced facilities, aiming to diversify revenue streams and attract new clientele. Each concept blends creativity with the venue's existing assets to push boundaries while maintaining connection to the theater's cultural and social role.

## Historic Theater-Themed Escape Rooms

Develop immersive escape room experiences themed around the history and legends of the theater and Rochester, Minnesota. These interactive puzzles would be set within the theater's spaces, offering a novel entertainment form that attracts both tourists and locals.

### Advantages

- Unique use of historic spaces for interactive entertainment
- Appeals to families, tourists, and team-building groups
- Generates revenue on non-event days

### Challenges

- Designing puzzles that respect the theater's historic fabric
- Managing simultaneous events and escape room sessions
- Ensuring safety and accessibility in historic areas

### Target Audience

- Puzzle and adventure game enthusiasts
- Local families and tourists
- Corporate groups seeking team-building activities

### Pricing Strategy

- Tiered ticket pricing based on group size
- Premium pricing for weekend and holiday sessions
- Membership packages for frequent visitors

### Marketing & Promotion

- Targeted social media campaigns focused on puzzle and game enthusiasts
- Partnerships with local tourism boards and hotels
- Influencer events and early-access previews

### Execution Strategy

- Collaborate with escape room designers for game creation
- Renovate select rooms for immersive set design
- Train staff as game facilitators and safety monitors

## Gourmet Pop-Up Dining Experiences

Host exclusive pop-up dining events inside the theater, featuring renowned chefs and themed menus inspired by the theater’s history and art deco style, creating a unique culinary and cultural experience.

### Advantages

### Challenges

## Chateau Model 2

- Combines food, culture, and historic atmosphere
- Attracts foodies and high-end clientele
- Generates buzz and repeat visitation
- Logistics of food service in a theater setting
- Meeting health and safety regulations
- Coordinating scheduling with other venue uses

### Target Audience

- Food enthusiasts and culinary tourists
- Local affluent residents
- Cultural event seekers

### Pricing Strategy

- Premium ticket pricing per event
- VIP seating with added perks at higher price points
- Subscription or season passes for multiple events

### Marketing & Promotion

- Collaborations with food bloggers and critics
- Local media coverage and culinary event listings
- Social media storytelling highlighting chef partnerships

### Execution Strategy

- Partner with celebrity and local chefs
- Adapt theater spaces for fine dining ambiance
- Schedule events on non-performance nights

## Virtual Reality Tours

Create virtual reality experiences that allow visitors worldwide to explore the theater's history, architecture, and behind-the-scenes areas virtually, with interactive storytelling and archival footage integration.

### Advantages

- Expands reach beyond physical location
- Educational and engaging content
- Additional revenue without increased physical wear
- VR could offer a unique sale experience for potential out of town clients

### Challenges

- High initial development costs
- Ensuring technological accessibility for all users
- Keeping content fresh and compelling

### Target Audience

- History and architecture enthusiasts
- Schools and universities
- Remote audiences unable to visit in person

### Pricing Strategy

- One-time purchase or rental of VR experience
- Subscription access for regular content updates
- Group discounts for schools and organizations

### Marketing & Promotion

- Online advertising targeting history buffs and educators

### Execution Strategy

- Develop VR content with professional creators

- Partnerships with museums and educational institutions
- Demonstrations at tech and cultural festivals
- Offer to remote promoters and or production companies looking at potential bookings
- Integrate VR kiosks onsite and online platforms
- Update content regularly with new historical discoveries

## Luxury Event Concierge Services

Offer high-end event concierge services including bespoke catering, transportation, personalized VIP experiences, and event planning to complement venue rentals and elevate client satisfaction.

### Advantages

- Enhances client experience and venue reputation
- Adds high-margin revenue stream
- Encourages repeat business and referrals

### Challenges

- Coordination among multiple vendors
- Maintaining consistent service quality
- Managing client expectations

### Target Audience

- Corporate event planners
- Affluent private clients
- Wedding and gala organizers

### Pricing Strategy

- Premium fees based on service complexity
- Bundled packages for common event types
- Commission partnerships with luxury vendors

### Marketing & Promotion

- Direct outreach to corporate and private clients
- Showcase testimonials and case studies
- Network at luxury and business events

### Execution Strategy

- Build partnerships with service providers
- Train dedicated concierge staff
- Integrate services into event booking process

## Old Hollywood or themed- Fashion Pop-Up Shops

Host rotating pop-up shops featuring fashion and accessory designers inspired by art deco styles, tying into the theater's aesthetic and attracting shoppers during downtime or event intermissions.

### Advantages

- Leverages theater's  heritage
- Attracts new demographic segments
- Generates ancillary revenue

### Challenges

- Vendor recruitment and quality control
- Space management without disrupting events
- Inventory and sales tracking

## Chateau Model 2

### Target Audience

- Fashion-conscious consumers
- Event attendees seeking unique experiences
- Local artists and designers

### Pricing Strategy

- Rental fees from vendors
- Percentage of sales commissions
- Premium placement fees for prime spots

### Marketing & Promotion

- Fashion and lifestyle influencer collaborations
- Event tie-ins and themed shopping nights
- Local media and social media campaigns

### Execution Strategy

- Curate vendors aligned with theme
- Design attractive retail layouts
- Schedule consistent rotation to keep offerings fresh

## Interactive Live-Streaming Studio

Equip the theater for professional live streaming of performances, events, and private functions, enabling hybrid audience experiences and expanded reach.

### Advantages

- Extends audience beyond physical venue
- Creates new content monetization
- Aligns with digital trends in entertainment

### Challenges

- Ensuring reliable technology and internet
- Managing complex live production logistics
- Standing out in competitive streaming market

### Target Audience

- Event producers and performers
- Organizations hosting virtual events
- Online content creators

### Pricing Strategy

- Streaming service fees based on event duration
- Subscription models for frequent content creators
- Premium technical support packages

### Marketing & Promotion

- Target event organizers and performers
- Showcase demo streams and client success stories
- Partner with digital marketing firms

### Execution Strategy

- Invest in high-quality streaming equipment
- Train technical staff for live production
- Develop easy booking and support system

# Secondary Offerings

In addition to its core offerings of hosting public, private events, and live entertainment, Chateau model 2 provides a range of secondary services designed to enhance the experience for performers, event organizers, and attendees. These services leverage the venue's historic charm and modern facilities to create added value and convenience, helping to attract diverse clientele and maximize venue utilization.

## VIP Balcony Private Rentals

Exclusive rental of the large VIP balcony area for intimate gatherings, private parties, or small corporate meetings during dark nights or public events.

### Advantages

- Exclusive, intimate setting within a historic venue
- Ability to host smaller groups during larger events
- Access to full bar and premium amenities

### Challenges

- Balancing availability with main event scheduling
- Ensuring privacy and premium service quality
- Managing noise and service flow within a multi-use venue

### Target Audience

- Corporate clients seeking unique meeting spaces
- Private clients hosting special occasions
- Small groups attending public events seeking exclusive seating

### Pricing Strategy

- Premium hourly or flat rate depending on event duration
- Seasonal discounts or package deals for recurring rentals
- Inclusive pricing options combining rental with catering or bar services

### Marketing & Promotion

- Targeted digital ads to local businesses and event planners
- Partnerships with corporate event coordinators
- Social media campaigns showcasing the VIP experience

### Execution Strategy

- Flexible booking system with clear availability
- Customized event support and setup
- Dedicated staff for VIP services and coordination

**Enhanced Event Catering Services: On-site prep kitchen partnered with exclusive caterers offering a diverse range of menu options tailored to suit every event, from casual receptions to formal dinners.**

### Advantages

- Diverse offerings, from a exclusive vetted caterer list.
- Flexible menu options including dietary accommodations
- Seamless integration with event timelines

### Challenges

- Managing food safety and hygiene standards of others at the facility
- Coordinating timely service during large events
- Balancing variety with cost control
- Any catering issue inherently becomes the venue's problems.

### Target Audience

- Wedding parties and private event hosts
- Corporate events and conferences
- Public event organizers seeking prefered or diverse catering options

### Pricing Strategy

- Tiered pricing based on menu complexity and number of guests which the venue captures a percent of
- Package deals combining catering with venue rental
- Custom quotes for specialized dietary needs or themes

### Marketing & Promotion

- Collaboration with local caterers,  food vendors and chefs
- Highlighting catering options in event brochures and website
- Sampling events and tastings for prospective clients

### Execution Strategy

- In-house catering kitchen aligned with event schedules
- Experienced staff dedicated to Chateau model 2
- Coordination with event planners for menu customization

## Backstage VIP Green Room Access

Premium green room facilities with enhanced amenities for performers and VIP guests, available for rent during events or as part of production packages.

### Advantages

- Comfortable, private space with advanced amenities
- Enhances performer experience and professionalism
- Supports a range of event types and sizes

### Challenges

- Managing access during overlapping events
- Maintaining cleanliness and readiness
- Balancing usage between multiple clients

## Chateau Model 2

### Target Audience

- Performers and production companies
- VIP event guests
- Event organizers seeking premium hospitality options

### Pricing Strategy

- Hourly rental fees
- Inclusion in premium ticket packages
- Custom agreements for long-term or frequent users

### Marketing & Promotion

- Direct outreach to talent agencies and production managers
- Inclusion in VIP experience marketing materials
- Testimonials and case studies from performers

### Execution Strategy

- Maintenance of high-quality, comfortable green rooms
- Coordination with event schedules for access
- Security and privacy measures for VIP guests

## Historic Venue Tours and Educational Programs

Guided tours and educational sessions focused on the history, architecture, and restoration of the Chateau, aimed at schools, tourists, and locals. Day time hours or non peek days Sunday-Tuesday

### Advantages

- Engages community and visitors with venue history
- Supports cultural preservation and education
- Generates additional revenue streams

### Challenges

- Scheduling around event calendar
- Maintaining engaging and accurate content
- Managing group sizes and visitor flow

### Target Audience

- Local schools and educational groups
- Tourists and history enthusiasts
- Community organizations and cultural groups

### Pricing Strategy

- Admission fees per tour
- Group discounts and package rates
- Special event pricing for themed tours

### Marketing & Promotion

- Collaborations with local schools and tourism boards
- Social media storytelling and video content
- Community outreach and event participation

### Execution Strategy

- Trained docents and historians leading tours
- Scheduled tour times and private bookings
- Development of educational materials and exhibits

## Merchandising and Souvenir Sales

# Chateau Model 2

Offering branded merchandise and souvenirs such as apparel, posters, and memorabilia related to the theater and its events.

### Advantages

- Enhances brand identity and guest experience
- Additional revenue stream
- Opportunities for exclusive and collectible products

### Challenges

- Inventory control and demand forecasting
- Balancing variety with storage space
- Pricing to maximize sales and profits

### Target Audience

- Event attendees and fans
- Local residents and tourists
- Collectors and theater enthusiasts

### Pricing Strategy

- Competitive retail pricing
- Bundled deals during events
- Limited edition items at premium prices

### Marketing & Promotion

- On-site sales during events
- Online store promotions
- Collaborations with artists and performers for exclusive items

### Execution Strategy

- Inventory management and restocking
- Point of sale systems integration
- Marketing aligned with event schedules

## Event Planning and Coordination Services

Professional event planning support including logistics, vendor coordination, and on-site management to ensure seamless events.

### Advantages

- Streamlines event setup and execution
- Leverages venue expertise and resources
- Reduces client stress and increases satisfaction

### Challenges

- Managing multiple events simultaneously
- Aligning client expectations with venue capabilities
- Coordinating among diverse vendors and stakeholders

### Target Audience

- Corporate clients
- Wedding and private party hosts
- Nonprofit and community organizations

### Pricing Strategy

- Fixed fees based on event size and complexity
- Hourly consulting rates
- Package deals including venue rental and services

### Marketing & Promotion

- Networking with corporate and social event planners
- Showcasing successful events through case studies
- Advertising in event management platforms

### Execution Strategy

- Dedicated event planning team
- Vendor partnerships and trusted supplier network
- Clear communication and project management tools

## Exclusive Sponsorship and Advertising Opportunities

Offering businesses and brands the chance to sponsor events or advertise within the venue, including signage, digital displays, and program mentions.

### Advantages

- Generates additional revenue
- Builds community and business relationships
- Enhances event funding and quality

### Challenges

- Balancing sponsor presence with audience experience
- Securing relevant and high-value sponsors
- Measuring and demonstrating ROI for sponsors

### Target Audience

- Local and regional businesses
- National brands aligned with arts and entertainment
- Event organizers seeking funding support

### Pricing Strategy

- Tiered sponsorship packages
- Customized advertising rates
- Long-term partnership discounts

### Marketing & Promotion

- Targeting local and regional businesses
- Leveraging event audience demographics
- Hosting sponsor recognition events

### Execution Strategy

- Integration of sponsor branding in event materials
- Dedicated account management
- Measurement and reporting of sponsorship impact

## Community Engagement and Membership Programs

Membership and loyalty programs offering exclusive benefits such as early ticket access, discounts, and members-only events to build a dedicated community.

### Advantages

- Builds loyal customer base
- Provides steady revenue stream
- Encourages repeat attendance and engagement

### Challenges

- Maintaining value and engagement for members
- Managing membership administration
- Differentiating membership tiers clearly

# Chateau Model 2

### Target Audience

- Frequent event attendees
- Local residents and arts supporters
- Corporate supporters and sponsors

### Pricing Strategy

- Tiered membership levels with escalating benefits
- Annual or monthly subscription fees
- Promotional pricing for initial sign-up periods

### Marketing & Promotion

- Email marketing and social media campaigns
- Partnerships with local organizations
- Incentives for referrals and renewals

### Execution Strategy

- Development of membership platform and benefits
- Regular communication and event invitations
- Monitoring and feedback to enhance member experience

# Marketing Overview

Chateau model 2's marketing strategy should focus on positioning the restored historic theater as a premier destination for both large-scale public events and exclusive private engagements. The primary goal should be to increase venue bookings, attract national and international productions, and grow audience attendance through strategic outreach and brand building. The approach Should balance digital marketing, community engagement, and partnership development to effectively reach diverse target segments.

## Approach

The operator should leverage a targeted, multi-channel marketing plan emphasizing brand storytelling, showcasing the theater's historic charm combined with modern amenities. Emphasis will be placed on relationship-building with promoters, event planners, and cultural organizations while engaging the local community through events and promotions.

## Goals

- Establish Chateau model 2 as the leading entertainment and event venue in Rochester.
- Achieve a steady increase in bookings for both private and public events.
- Cultivate a loyal customer base through exceptional experiences and repeat business.
- Enhance awareness on regional, national, and international levels.

## Primary Channels

- Digital Advertising: Social media platforms, Google Ads, and targeted event listing sites.
- Content Marketing: High-quality visuals, virtual tours, and storytelling shared via website and social media.
- Public Relations: Media outreach, press releases, and partnerships with cultural institutions.
- Direct Marketing: Email campaigns targeting event organizers, production companies, and corporate clients.
- Community Engagement: Hosting open houses, local sponsorships, and participation in city events.

## Budget

An annual marketing budget should be allocated with approximately 40% dedicated to digital advertising, 25% to content creation and PR efforts, 20% to direct marketing and outreach, and 15% reserved for community engagement and event sponsorships. This balanced investment ensures comprehensive market penetration while optimizing return on marketing spend.

# Customer Retention

Customer retention is critical for Chateau model 2 to build a loyal base of repeat visitors and event organizers who appreciate the unique blend of historic charm and modern amenities. Retaining customers not only drives consistent revenue but also enhances the venue's reputation through word-of-mouth and sustained engagement. Below are six targeted retention strategies tailored to Chateau model 2's distinctive position as a premier entertainment and event venue.

## Loyalty Program for Frequent Visitors

Develop a loyalty program that rewards repeat attendees and event hosts with exclusive perks and discounts.

### Key points

- Reward repeat engagement
- Foster customer loyalty
- Enhance customer lifetime value

### Challenges

- Designing attractive yet sustainable reward tiers
- Tracking and managing customer participation effectively
- Ensuring communication about rewards is clear and timely

### Opportunity

- Encourage repeat bookings and attendance through incentives
- Build a community of regular patrons and clients
- Increase direct sales and reduce reliance on third-party promoters

### Execution Strategy

- Implement a digital loyalty platform integrated with ticketing
- Offer tiered benefits including VIP access, discounts on food and beverages, and priority booking
- Regularly communicate program benefits through email and social media

## Exclusive VIP Balcony Club

Create an exclusive membership or rental option for the VIP balcony area to provide personalized experiences for smaller groups and frequent guests.

### Key points

- Enhance exclusivity
- Generate premium revenue
- Build a loyal VIP clientele

### Challenges

- Balancing exclusivity with broader accessibility
- Managing scheduling and availability conflicts
- Maintaining high service standards consistently

### Opportunity

### Execution Strategy

- Monetize the large VIP balcony through premium offerings
- Attract high-value clients looking for intimate and upscale event spaces
- Differentiate venue offerings with unique seating and service
- Develop a membership program with priority access and concierge services
- Market the VIP balcony as an ideal space for private events on dark nights
- Train staff for premium customer service specific to VIP guests

## Personalized Communication and Engagement

Utilize customer data to send tailored communications, invitations, and offers that resonate with individual preferences and past behaviors.

### Key points

- Data-driven marketing
- Targeted offers
- Strengthened customer relationships

### Challenges

- Collecting and maintaining accurate customer data
- Avoiding over-communication or spamming
- Creating content that feels personalized and valuable

### Opportunity

- Increase customer engagement through relevant messaging
- Promote upcoming events that match customer interests
- Build stronger relationships and brand affinity

### Execution Strategy

- Implement CRM software to segment and target customers
- Use event attendance and purchase history to customize offers
- Employ multi-channel communications including email, SMS, and social media

## Post-Event Follow-Up and Feedback

Engage customers after events with follow-up messages and feedback requests to show appreciation and gather insights for improvement.

### Key points

- Customer appreciation
- Continuous improvement
- Higher satisfaction and retention rates

### Challenges

- Ensuring timely and consistent follow-up
- Encouraging customers to provide feedback
- Acting on feedback to make meaningful changes

### Opportunity

### Execution Strategy

- Automate post-event emails thanking attendees

- Reinforce positive experiences and encourage return visits
- Identify areas for service enhancement based on customer input
- Demonstrate commitment to customer satisfaction
- Include quick and easy surveys incentivized with discounts or perks
- Review feedback regularly and communicate improvements to customers

## Membership Packages for Corporate and Private Clients

Offer membership or subscription packages tailored for corporate clients and frequent private event organizers to encourage long-term partnerships.

### Key points

- Long-term client retention
- Stable revenue streams
- Customized offerings for key segments

### Challenges

- Designing packages that suit diverse client needs
- Managing commitments and expectations
- Differentiating packages from standard rentals

### Opportunity

- Secure consistent bookings through contractual agreements
- Provide value-added services that enhance client loyalty
- Position Chateau model 2 as a preferred venue for repeat events

### Execution Strategy

- Create tiered membership levels with benefits such as discounted rates, priority booking, and event planning support
- Promote packages through direct sales and local business networks
- Regularly review package terms to align with client feedback

## Community and Cultural Engagement Programs

Develop programs that connect Chateau model 2 with the local and broader cultural community to foster loyalty and repeat visitation.

### Key points

- Strengthen community ties
- Enhance brand reputation
- Increase repeat local attendance

### Challenges

- Balancing commercial events with community programming
- Securing partnerships with local organizations
- Measuring impact of community engagement on retention

### Opportunity

### Execution Strategy

## Chateau Model 2

- Build goodwill and brand loyalty through community involvement
- Attract culturally engaged audiences and performers
- Establish the venue as a cultural hub in the region
- Host regular community events, workshops, and local artist performances
- Collaborate with cultural institutions and nonprofits
- Promote these initiatives through local media and social channels

# Community Engagement

Chateau model 2 operator should establish a commitment to fostering strong ties with the Rochester community by serving not only as a premier entertainment venue but also as a cultural hub that celebrates local heritage and talent. By actively involving local organizations, artists, and residents, the theater should nurture a vibrant cultural ecosystem that reflects the community's diversity and passion for the arts. Through outreach programs, educational initiatives, and collaborative events, Chateau model 2 should create inclusive opportunities that engage and uplift the community while preserving the historic spirit of the theater.

This is more easily obtained by creating a profitable core business model allowing lower rates and discounted offerings to community and non profit organizers seeking to utilize the space.

## Partnerships with Local Organizations

Chateau model 2 should collaborate with local arts councils, schools, and cultural institutions to co-host events, workshops, and festivals that highlight Rochester's unique artistic contributions. These partnerships enhance community access to the venue and encourage participation in a wide range of cultural activities.

## Educational and Outreach Programs

The theater could develop educational programs aimed at students and aspiring artists, including backstage tours, technical training sessions, and performance workshops. These initiatives would provide hands-on learning experiences that inspire the next generation of performers and production professionals.

## Community-Centered Events

Chateau model 2 could dedicate non peak nights and event spaces to community groups, non-profits, and local talent showcases, ensuring that the venue remains accessible and relevant to Rochester residents. Special pricing and rental opportunities for smaller engagements in the VIP balcony will further support local usage.

## Preservation and Celebration of Local History

In addition to providing modern amenities, Chateau model 2 should emphasize and highlight the theater's historical significance through exhibits, guided tours, and storytelling sessions, connecting residents and visitors alike to Rochester's cultural heritage.

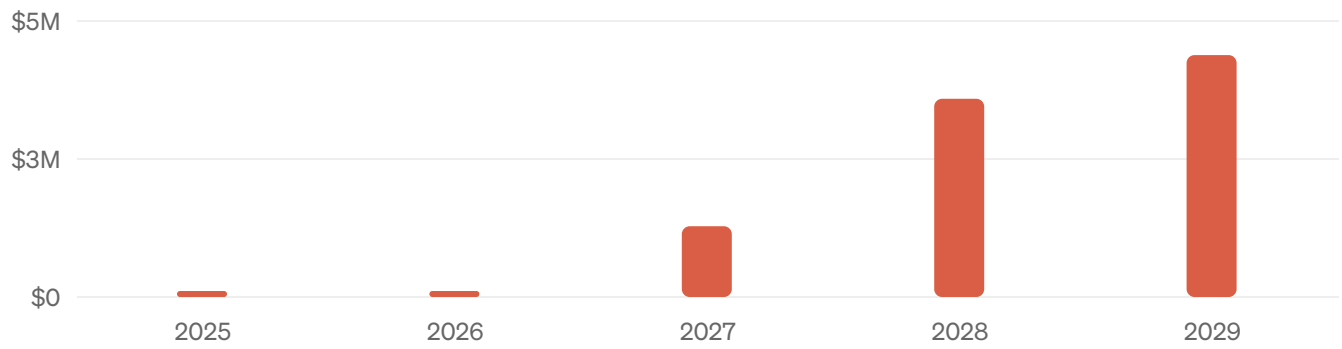
## Sustainability and Social Responsibility

Recognizing its role in the community, Chateau model 2 should implement environmentally responsible practices and support any social initiatives that contribute to the well-being and sustainability of Rochester, strengthening

its position as a conscientious community partner.

# Revenue

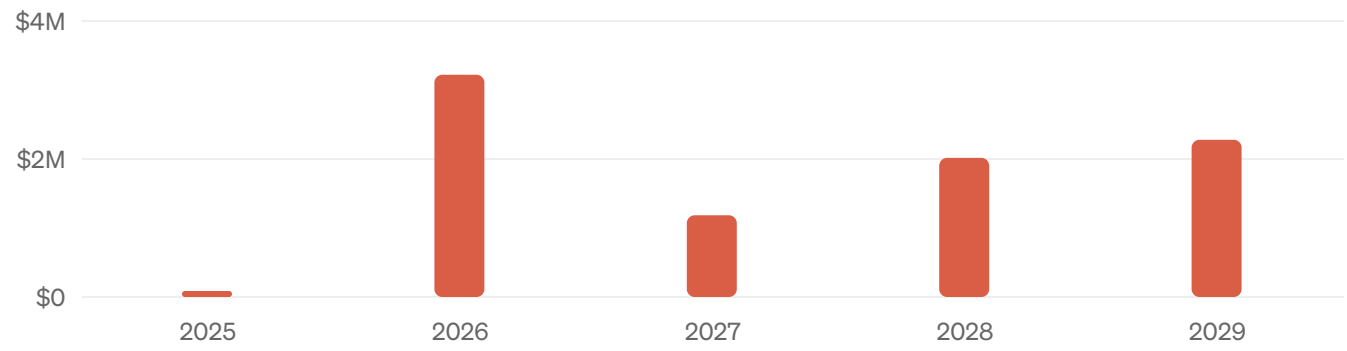
## Yearly Revenue




| Revenue Stream | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Private Venue Rental | | | $178,423 | $369,751 | $468,933 |
| Bar Sales, and Concessions Rev... | | | $416,758 | $1,528,294 | $2,055,385 |
| Production in house/Venue for ... | | | $592,149 | $1,514,766 | $1,656,862 |
| Miscellanious: membership, me... | | | $94,597 | $178,313 | $200,928 |
| **Total Revenue** | | | **$1,281,927** | **$3,591,124** | **$4,382,108** |

# Expenses (Including Facility Assesment Report)

## Yearly Expenses




| Expenses | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| **Cost of Goods Sold** | | **$10,000** | **$503,044** | **$584,959** | **$590,836** |
| Live Production Fees | | $10,000 | $120,652 | $121,864 | $123,088 |
| Total COGS | | | $382,392 | $463,095 | $467,747 |
| **Operating Expenses** | | **$189,989** | **$214,190** | **$222,125** | **$230,873** |
| Venue Utilities | | $40,484 | $49,523 | $55,804 | $62,881 |
| Annual Operating Expense | | $149,505 | $164,667 | $166,321 | $167,992 |
| **Capital Expenses** | | **$3,020,914** | | | |
| Total capital Costs | | $3,020,914 | | | |
| **Personnel Expenses** | | | **$467,142** | **$1,209,475** | **$1,456,818** |
| Technical Staff Salaries | | | $108,203 | $203,960 | $229,828 |
| Labor costs | | | $358,939 | $1,005,515 | $1,226,990 |
| **Total Expenses** | | **$3,220,903** | **$1,184,376** | **$2,016,559** | **$2,278,526** |

# Profit & Loss Assumed Opening Of Mid To Late 2027

## Yearly Net Profit




| Profit & Loss | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Revenue | | | $1,281,927 | $3,591,124 | $4,382,108 |
| Cost of Goods Sold | | $10,000 | $503,044 | $584,959 | $590,836 |
| Gross Margin | | ($10,000) | $778,883 | $3,006,165 | $3,791,272 |
| Gross Margin % | | | 48% | 84% | 86% |
| Operating Expenses | | $189,989 | $681,332 | $1,431,600 | $1,687,691 |
| **EBITDA** | | **($199,989)** | **$97,550** | **$1,574,565** | **$2,103,581** |
| Depreciation & Amortizati... | | $110,767 | $120,837 | $120,837 | $120,837 |
| EBIT | | ($310,756) | ($23,286) | $1,453,728 | $1,982,745 |
| Interest Expense | | | | | |
| EBT | | ($310,756) | ($23,286) | $1,453,728 | $1,982,745 |
| Income Tax Accrued | | | $81,705 | $290,746 | $396,549 |
| **Net Income** | | **($310,756)** | **($104,991)** | **$1,162,983** | **$1,586,196** |
| Net Income Margin % | | | 31% | 32% | 36% |

# Cash Flow

## Yearly Cash




| Cash Flow | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Operating Cash Flow | | ($199,989) | $225,743 | $1,723,780 | $1,891,934 |
| Investing Cash Flow | | ($3,020,914) | | | |
| Financing Cash Flow | | | | | |
| Cash at Start of Period | | ($3,193,388) | ($3,133,384) | ($1,453,612) | $381,460 |
| Net Change in Cash | | ($3,220,903) | $225,743 | $1,723,780 | $1,891,934 |
| **Cash at End of Period** | | **($3,220,903)** | **($2,995,160)** | **($1,271,380)** | **$620,555** |

# Funding Plan

The funding plan for Chateau model 2 provides options in addition to the cities request outlined below.

**Formal Request The City of Rochester seeks:**

☒ Capital Funding Support for structural restoration, system upgrades, and modernization to meet current event standards.

☒ Strategic Partnerships to align with the Chateau Theatre renovation plan and broader economic development goals.

With the right resources and operational strategy, the Chateau Theatre can continue to honor its historic legacy while evolving into a leading cultural destination—serving the residents of Rochester, attracting regional visitors, and contributing to the economic vitality of the downtown district.

The additional funding request should be designed to secure the necessary capital for the comprehensive restoration and modernization of the historic theater, ensuring a successful transformation into a premier entertainment and event destination. This plan incorporates a diversified mix of financing sources to mitigate risk, optimize capital structure, and align with the project's cultural and commercial objectives. Funding should be allocated strategically across key areas including structural restoration, interior refurbishment, technological upgrades, marketing, and operational launch costs. Given the scope and scale of the project, the funding plan emphasizes the City of Rochesters request paired with equity and debt instruments, supplemented by grants and community engagement initiatives to leverage local support and cultural preservation incentives.

## Equity Investment

Chateau model 2 should seek equity investments from private investors, venture capital firms with a focus on cultural and entertainment properties, and strategic partners interested in the revitalization of historic venues. Equity funding could provide the cornerstone capital required to initiate a full complete and swift restoration and cover early-stage expenses. In exchange for investment, equity stakeholders could receive ownership interests and potential returns through revenue sharing and appreciation of the venue's value post-restoration. A detailed investor presentation with financial projections, and risk assessments should be curated to attract and secure these equity partners.

## Debt Financing

To complement equity investment, Chateau model 2 could pursue debt financing through traditional bank loans, construction loans, and potentially additional municipal bonds if available. Given the historic nature of the venue and its projected revenue streams, lenders may offer favorable terms. Debt financing will be structured to optimize cash flow management, with clear repayment schedules aligned to revenue forecasts post-restoration. The

company will work with financial advisors to negotiate terms that balance interest rates, loan covenants, and repayment flexibility.

## Grants and Public Funding

Recognizing the cultural and historic significance of the project, Chateau model 2 could actively pursue grants from federal, state, and local government agencies dedicated to historic preservation, arts, and community development. These may include grants from the National Endowment for the Arts, Minnesota Historical Society, and other cultural heritage organizations. Additionally, tax credits for historic restoration may be leveraged to reduce overall project costs. The Chateau Theater is designated historic and able to begin the process for historic tax credits, this is a lengthy process and if a path taken engaement and planing should be initiated early.

## Sponsorships and Naming Rights

To further augment funding, Chateau model 2 could explore corporate sponsorships and strategic partnerships. Potential sponsors could include local and national businesses aligned with the arts, entertainment, and hospitality sectors. Offering naming rights for the VIP balcony, bars, or other high-profile areas within the theater will provide additional revenue streams and enhance community involvement.

## Community Fundraising and Pre-Sales

Engaging the local community and theater enthusiasts could be another vital component of the funding strategy. Chateau model 2 like many other restored theaters in recent times, could implement fundraising campaigns, including membership programs, donor recognition opportunities, and pre-sale ticket packages for future events. This approach not only raises capital but also builds a loyal customer base and fosters public goodwill.

## Contingency and Risk Management

The funding plan should include a contingency reserve to address unforeseen expenses or delays during restoration. Conservative financial modeling and phased capital deployment should be utilized to manage risk effectively. Regular financial reviews and transparent reporting to investors and stakeholders will ensure accountability and adaptability throughout the project lifecycle.

By integrating these diversified funding sources and strategic financial management, Chateau model 2 could secure the necessary capital to restore and elevate the historic theater, delivering a sustainable and iconic entertainment venue for Rochester and beyond.

# Risk Analysis

The restoration and operation of Chateau model 2 as a premier historic theater venue involves multiple risks across financial, operational, market, regulatory, and environmental domains. A thorough risk analysis is essential to identify potential challenges and devise strategies to mitigate them, ensuring the project's long-term viability and success. The following analysis covers the key risk factors that the company must consider and proactively manage.

## Financial Risks

One of the primary risks involves securing sufficient funding for the comprehensive restoration and upgrades. Cost overruns may occur due to unforeseen structural issues common in historic buildings, or escalating prices for specialized materials and labor. Additionally, there is the risk of delayed project timelines, which can increase holding costs and defer revenue generation. Once operational, fluctuations in event bookings or lower-than-expected attendance could impact cash flow and profitability. To mitigate these risks, Chateau model 2 should employ rigorous budgeting, phased project management, and maintain contingency reserves.

## Market Risks

The success of Chateau model 2 depends heavily on attracting both national and international productions, as well as private event clients. Market demand for live entertainment venues can be affected by changes in consumer preferences, economic downturns, or increased competition from other venues or entertainment options. The niche of a restored historic theater may appeal to a specific segment, but balancing traditional appeal with modern amenities is crucial to remain competitive. The company/operator should conduct ongoing market research, develop strong marketing partnerships, and offer flexible event configurations to broaden its customer base.

## Operational Risks

Operating a larger venue with advanced production capabilities introduces risks related to staffing, technology, and facility management. Recruiting and retaining skilled personnel for technical, hospitality, and event management roles is essential but can be challenging. Equipment failures or technical issues during events could damage reputation and result in financial losses. The complexity of managing diverse event types—from larger-scale shows to intimate private gatherings—requires robust operational protocols and contingency planning. Comprehensive staff training, preventive maintenance schedules, and investment in reliable technology infrastructure are incorporated in this plan to minimize these risks.

## Regulatory and Compliance Risks

As a historic venue, Chateau model 2 must comply with preservation guidelines, building codes, safety regulations, and liquor licensing laws related to its fully plumbed bars. Any lapses in compliance could lead to

fines, forced closures, or costly renovations. Accessibility regulations must also be met to accommodate all guests. The company will engage with regulatory bodies early in the restoration process and retain legal and compliance experts to ensure ongoing adherence.

## Environmental and External Risks

The restoration and ongoing operations could be impacted by environmental factors such as natural disasters, severe weather, or as in 2020 pandemics that limit public gatherings. Additionally, external factors like changes in local infrastructure, transportation access, or neighborhood development could affect patron accessibility and desirability. Chateau model 2 should develop emergency preparedness plans, maintain insurance coverage, and stay engaged with community planning initiatives to mitigate these external risks. The flexible business model helps pivot operations through challenges that many more rigid business models cannot adapt to.

## Reputation Risks

Maintaining the theater's historic character while integrating modern amenities involves balancing stakeholder expectations, including preservationists, patrons, and event organizers. Negative public perception regarding changes or operational decisions could harm the venue's reputation. Transparent communication strategies, community involvement, and preserving key historic features will help manage reputation risks.

In summary, while the restoration and operation of Chateau model 2 present multifaceted risks, proactive identification and management strategies position the theater to overcome challenges and establish a unique, sustainable, and vibrant entertainment destination.

# Pre-Launch

After launching Chateau model 2 as a fully restored historic theater and event venue, there are several critical tasks to undertake to ensure smooth operations, maximize utilization, and maintain the quality and reputation of the facility. This post-launch checklist focuses on operational readiness, marketing and sales activation, staff training, customer experience, and ongoing facility maintenance to support our goals of attracting national and international productions, private events, and live entertainment audiences.

## Operational Readiness

- Conduct final inspections of all facility systems new and existing to confirm full functionality
  - HVAC, plumbing, electrical, lighting, and sound systems
  - Fire safety and security systems
  - Advanced production and backstage equipment
- Finalize all licensing and permits required for events and alcohol service
- Establish vendor and supplier contracts for catering, bar services, and maintenance
- Implement a facility reservation and event management system

## Marketing and Sales Activation

- Launch an integrated marketing campaign targeting national and international producers, local event planners, and entertainment promoters
- Update the website and digital platforms with event schedules, booking information, and virtual tours
- Initiate outreach to key community partners, tourism boards, and cultural organizations
- Develop promotional materials highlighting the restored historic features and modern amenities
- Begin ticket sales and event bookings for upcoming shows and private functions

## Staff Training and Development

- Conduct comprehensive training sessions for front-of-house staff, including box office, ushers, and hospitality teams
- Train technical staff on advanced production equipment and backstage operations
- Establish customer service protocols tailored to VIP balcony guests and general attendees
- Implement emergency procedures and safety training for all employees

## Customer Experience Enhancement

- Test all guest amenities including fully plumbed bars, seating configurations, and restrooms

- Set up signage and wayfinding throughout the venue
- Arrange for accessibility accommodations and verify ADA compliance
- Prepare welcome packages for VIP balcony renters and event hosts

## Facility Maintenance and Monitoring

- Schedule regular maintenance checks for all mechanical and technical systems
- Implement cleaning and upkeep routines to preserve the historic fabric and modern upgrades
- Monitor occupancy and event flow to optimize seating and staffing levels
- Establish a feedback mechanism for patrons and event organizers to continuously improve services

By following this detailed post-launch checklist, Chateau model 2 will be well-positioned to deliver exceptional experiences, maintain operational excellence, and build a reputation as a premier historic venue for entertainment and events in Rochester and beyond.

# Post-Launch

After launching Chateau model 2, it is essential to execute a detailed implementation plan to ensure smooth operations, maximize guest satisfaction, and establish the venue's reputation as a premier destination. This checklist focuses on immediate post-launch priorities, covering operational setup, marketing efforts, staff coordination, and ongoing maintenance to support the facility's full potential.

## Operational Setup

- **Finalize Staff Training**
  - Conduct refresher sessions on customer service and venue protocols.
  - Train staff on new advanced production equipment and backstage operations.
  - Ensure bar and concessions teams are proficient with fully plumbed bar systems.
  - Incorporate walk throughs with
- **Establish Standard Operating Procedures (SOPs)**
  - Document processes for event bookings, setup, and teardown.
  - Develop emergency and safety protocols.
  - Create cleaning and maintenance schedules.
- **Verify Facility Readiness**
  - Conduct thorough inspections of all restored interior and exterior areas.
  - Test all technical systems including lighting, sound, and backstage equipment.
  - Confirm occupancy limits and seating arrangements for safety and comfort.

## Marketing and Public Relations

- **Launch Marketing Campaigns**
- **Create a soft open for key community members to test operations and facility.**
  - Announce the grand opening through local and national media outlets.
  - Engage social media channels to showcase the unique features of the theater.
  - Initiate partnerships with event planners and entertainment producers.
- **Host Launch Events**
  - Organize a high-profile opening night to attract attention.
  - Schedule smaller VIP balcony events to demonstrate versatility.
- **Gather Customer Feedback**
  - Distribute surveys to attendees post-events.
  - Monitor online reviews and respond promptly.

## Event Coordination

- **Manage Booking System**
  - Implement an efficient reservation platform.
  - Confirm initial bookings and schedule upcoming events.
- **Coordinate with Production Teams**
  - Facilitate walkthroughs and rehearsals for visiting productions.
  - Ensure backstage and green room facilities meet performers' needs.

## Maintenance and Safety

- **Routine Maintenance Checks**
  - Schedule regular cleaning and repairs of historic and modern installations.
  - Monitor bar plumbing and electrical systems.
- **Safety Compliance**
  - Conduct fire and safety drills.
  - Ensure all signage and emergency exits are clearly marked and accessible.

## Financial and Administrative Tasks

- **Monitor Financial Performance**
  - Track revenue streams from ticket sales, rentals, and concessions.
  - Review budget adherence and adjust operational expenses as needed.
- **Legal and Compliance**
  - Maintain all necessary permits and licenses.
  - Ensure insurance policies are up to date.

Executing this comprehensive post-launch checklist would position Chateau model 2 to successfully operate as a premier historic entertainment venue with modern amenities, attracting diverse audiences and event clients.

# 5 Year Plan

Following the successful launch of Chateau Model 2, the subsequent years should focus on operational excellence, audience growth, strategic partnerships, and continuous facility enhancements to solidify the venue's reputation as a premier entertainment and event destination. The implementation plan for years two through five sets clear, actionable goals to sustain momentum, expand market reach, and optimize the venue's capabilities.

## Year 2: Operational Stabilization and Initial Expansion

- **Enhance Operational Efficiency**
  - Streamline event booking and management systems.
  - Implement comprehensive staff training programs to ensure high-quality guest experiences.
  - Establish protocols for maintenance and upkeep of newly restored facilities.
- **Marketing and Audience Development**
  - Launch targeted marketing campaigns to attract national and international productions.
  - Develop relationships with local and regional event planners and entertainment promoters.
  - Initiate VIP balcony rental promotions for smaller, private engagements.
- **Partnerships and Community Engagement**
  - Form strategic alliances with cultural organizations and tourism boards.
  - Host community events to increase local awareness and goodwill.
  - Engage local media for coverage and event promotion.
- **Facility and Production Enhancements**
  - Fine-tune advanced production capabilities based on initial event feedback.
  - Upgrade backstage and green room amenities to attract higher-profile performers.

## Year 3: Growth and Diversification

- **Expand Event Types and Programming**
  - Introduce themed event series and festivals to broaden audience appeal.
  - Increase the variety of live entertainment offerings, including international acts.
  - Develop educational workshops and outreach programs related to the theater arts.
- **Revenue Growth Initiatives**
  - Launch membership or subscription programs for frequent attendees.
  - Explore additional revenue streams such as merchandise sales and concessions.
  - Optimize bar and catering services with new offerings tailored to event types.
- **Technology and Infrastructure Upgrades**
  - Invest in cutting-edge sound, lighting, and stage equipment.
  - Implement advanced ticketing and customer relationship management systems.

- **Sustainability and Green Initiatives**
  - Begin initiatives to reduce energy consumption and waste.
  - Seek certifications or partnerships related to sustainable venue management.

## Year 4: Brand Establishment and National Recognition

- **National and International Outreach**
  - Attend and present at industry trade shows and entertainment forums.
  - Host nationally recognized productions and high-profile private events.
  - Secure media partnerships for broader coverage.
- **Enhance VIP and Exclusive Experiences**
  - Develop premium packages for VIP balcony rentals and exclusive events.
  - Upgrade VIP lounges and amenities.
- **Operational Excellence**
  - Conduct regular performance reviews and implement continuous improvement programs.
  - Expand staff and hire specialists as needed to support growth.
- **Community and Cultural Leadership**
  - Sponsor local arts initiatives and scholarships.
  - Lead efforts to preserve and promote Rochester's cultural heritage.

## Year 5: Long-Term Sustainability and Innovation

- **Facility Expansion and Renovation**
  - Evaluate the feasibility of expanding venue spaces or adding new amenities.
  - Implement major renovations based on evolving industry standards and guest feedback.
- **Innovation in Guest Experience**
  - Integrate emerging technologies such as augmented reality or interactive exhibits.
  - Enhance accessibility features to accommodate diverse audiences.
- **Financial Sustainability**
  - Establish an endowment or reserve fund for long-term maintenance and programming.
  - Diversify funding sources including grants, sponsorships, and donor programs.
- **Legacy and Impact Measurement**
  - Develop metrics to evaluate cultural, economic, and social impact.
  - Publish annual reports highlighting achievements and future goals.

This phased approach ensures Chateau Model 2 not only thrives as a historic theater destination but evolves dynamically with market demands, technological advances, and community needs.

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# Balance Sheet

## Yearly Assets




| Balance Sheet | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Current Assets | | ($3,220,903) | ($2,995,160) | ($1,271,380) | $620,555 |
| Long-term Assets | | $2,910,147 | $2,789,310 | $2,668,474 | $2,547,637 |
| **Assets** | | **($310,756)** | **($205,850)** | **$1,397,094** | **$3,168,192** |
| Current Liabilities | | | $209,897 | $649,858 | $834,760 |
| Long-term Liabilities | | | | | |
| **Liabilities** | | | **$209,897** | **$649,858** | **$834,760** |
| Equity | | ($310,756) | ($415,747) | $747,236 | $2,333,432 |
| **Liabilities & Equity** | | **($310,756)** | **($205,850)** | **$1,397,094** | **$3,168,192** |

# Dividends

## $0.00

2025 dividends by month




No available data

# Financing

| Financing | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| Amount received | | $0.00 | | | |
| Equity Investment | | $0.00 | | | |
| Amount paid | | | | | |
| Ending Balance | | | | | |

# Taxes

| Taxes | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|---|---|---|---|---|
| **Tax Accrued** | | | **$209,897** | **$649,858** | **$834,760** |
| Corporate Income Tax | | | $81,705 | $290,746 | $396,549 |
| State Sales Tax | | | $128,193 | $359,112 | $438,211 |
| **Tax Paid** | | | | **$209,897** | **$649,858** |
| Corporate Income Tax | | | | $81,705 | $290,746 |
| State Sales Tax | | | | $128,193 | $359,112 |

CHATEAU THEATER

# Business Plan

## Chateau Model 1

Prepared by Amy Reher

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# Model 1. Conservative Approach. No Occupancy Increase. Mid To Late 2026

**Chateau Model 1 – Reviving heritage, inspiring community, and shaping unforgettable experiences in every seat.**

Chateau Model 1 is a historic venue in Rochester, Minnesota, committed to revitalizing a prominent city landmark. Currently accommodating 490 guests, the project aims to restore the original theater in phases which should always factor the potential to increase its capacity to resemble a more normal occupancy for the building size, intent and build. The renovation includes structural repairs, exterior and mechanical upgrades, ADA accessibility improvements, and the addition of modern production features such as a custom stage and acoustical treatments. These enhancements will create a unique, intimate event space that respects the venue's cultural heritage and architectural character.

**Formal Request The City of Rochester seeks:**

☒ Capital Funding Support for structural restoration, system upgrades, and modernization to meet current event standards.

☒ Strategic Partnerships to align with the Chateau Theatre renovation plan and broader economic development goals.

With the right resources and operational strategy, the Chateau Theatre can continue to honor its historic legacy while evolving into a leading cultural destination—serving the residents of Rochester, attracting regional visitors, and contributing to the economic vitality of the downtown district.

*This path is viewed as the least favorable for long-term success and growth. Potentially perpetuating similar problems to date, a piecemeal approach also poses additional cost risks and imbalances.*

# SWOT Analysis

# Chateau Model 1

## Strengths

1. Historic and atmospheric venue with unique architectural character.
2. Strategic location in Rochester, Minnesota, attracting local community and organizations.
3. Modernized mechanical systems and updated production capabilities enhancing event quality.
4. Improved ADA accessibility broadening audience inclusivity.
5. Customized stage and acoustical treatments creating a flexible performance environment.

## Weaknesses

1. Currently limited to 490-person occupancy, underutilizing original capacity.
2. No in-house food operations, limiting revenue streams.
3. Requires significant structural and exterior repairs, demanding capital investment.
4. Small catering prep setup may limit event service offerings.
5. Reliance on local demand for events and performances, which can fluctuate, is not always financially advantageous.
6. Limited amenities for clients, talent and guests.

## Opportunities

1. Plans to expand occupancy closer to original occupancy, increasing revenue potential an d desire from larger more notable draws and producers.
2. Growing interest in preserving and utilizing historic venues for community events.
3. Partnerships with local artists, organizations, and festivals to boost bookings.
4. Potential to incorporate diverse event types due to flexible production capabilities.
5. Ability to attract grants and funding focused on historic preservation and accessibility improvements.

## Threats

1. Competition from other modern event venues in the region.
2. Economic downturns affecting event attendance and client budgets.
3. Unforeseen costs or delays in structural repairs impacting project timelines.
4. Changes in local regulations or accessibility standards requiring further modifications.
5. Potential challenges in marketing to and attracting a broad audience base beyond core community groups.

# Business Models

Chateau Model 1 has multiple pathways to generate revenue and fulfill its mission of revitalizing a historic city venue. These business models range from traditional event hosting to innovative community partnerships and phased capacity expansions. Each model offers distinct advantages and challenges that can be leveraged or mitigated to ensure sustainable growth and cultural impact.

## Event Venue Rental

The primary business model involves renting the venue for community events, performances, and private functions, capitalizing on the 490-person capacity and modernized facilities.

**Advantages**

- Steady income from rental fees
- Builds community presence and relationships
- Flexible usage for various event types

**Challenges**

- Seasonal fluctuations in bookings
- Competition from other venues
- Maintenance and operational costs

## Partnerships with Local Arts Organizations

Collaborating with local theaters, music groups, and cultural organizations to host regular performances and events, enhancing venue utilization and community engagement.

**Advantages**

- Consistent programming schedule
- Shared marketing and resources
- Strengthens community ties and relevance

**Challenges**

- Dependence on partners' success
- Scheduling conflicts and coordination
- Possible revenue sharing reducing margins

## Small Catering and Concessions Setup

Operating a limited catering preparation area to serve third party vendor needs, adding an ancillary revenu

# Viability Analysis

Chateau Model 1 presents  viability driven by its unique positioning as a revitalized historic venue in Rochester, Minnesota. The project addresses the underutilization of a culturally significant space by maintaining a 490-person capacity venue equipped with modernized systems, enhanced ADA accessibility options and adaptive devices, with improved production capabilities. This combination caters directly to local organizations, talent and audiences seeking a flexible, technologically updated environment, thereby tapping into an existing market need for quality event spaces without food service complexities.

The location in Rochester is advantageous due to the city's steady population growth and vibrant cultural community, which supports demand for such venues. Structural and exterior improvements, along with acoustic treatments, further enhance the venue’s attractiveness and usability.

Moreover, the long-term strategic vision to expand expand close to original capacity underscores a sustainable growth trajectory, creating the potential for a one of a kind destination for the region attracting outside talent and productions. This phased development approach allows for initial market penetration with manageable capital expenditure and operational risk while building capacity for increased ticket sales and revenue streams in the future.

Key points supporting viability include:

### Market Demand

- Rochester's cultural and community organizations require versatile event spaces.
- Limited competition for intimate, historic venues with modern amenities.

### Operational Efficiency

- No onsite food operations reduce regulatory and operational burdens.
- Small catering prep setup meets some event needs without extensive overhead.

### Accessibility and Compliance

- Improved ADA accessibility broadens audience reach and compliance with regulations.

### Growth Potential

- Structural and mechanical support current stabilization and longer term planning
- A future expansion to 900+ seats by improving layout and increasing wash closets and restrooms
- Customized stage and acoustic enhancements improve performance quality, attracting higher-profile events.

- Improved layout and spacial use increases demand, visibility, opportunities and quality of events and revenue possibilities.

## Risks and Challenges

- Capital investment for structural and mechanical upgrades is substantial relative to the projected returns at reduced capacity and limited amenities.
- Market acceptance and occupancy ramp-up must be carefully monitored.

Overall, Chateau Model 1's business model is viable but may see slow growth and moderate revenue until a broader strategy is adopted. Grounded in local community needs, historic preservation, and phased capacity expansion, the current stabilized model provides a foundation for a future sale or private partnership or thorough and holistic plan  to increase occupancy at a future date. With careful execution and proactive market engagement, the venue can achieve sustainable occupancy and lasting cultural significance, though a long-term plan should be considered essential.

# Target Audience



**40% - Community Organizations and Local Performers**
Local groups seeking affordable, accessible venues for events and performances.

**35% - Corporate Clients and Conferences**
Businesses hosting meetings, seminars, and conferences requiring flexible event spaces.

**25% - Private Events and Social Gatherings**
Individuals organizing weddings, parties, and other private celebrations.

Chateau Model 1 aims to revitalize a historic theater in Rochester, Minnesota, transforming it into an intimate and accessible community event venue. To effectively serve the community, it's essential to identify and understand the key target audiences.

## Community Organizations and Local Performers

Local groups and artists seeking affordable, accessible venues for events and performances.

### Profile

- Local non-profit organizations
- Community organizations and  theater groups
- Independent artists and performers

### Frustrations

- Limited affordable venue options
- Inadequate facilities for diverse events
- Scheduling conflicts with existing venues
- Minimal gains

### Goals

- Secure cost-effective, versatile event spaces
- Enhance community engagement through events
- Support local talent and cultural initiatives

### Preferences

- Flexible space configurations
- Accessible locations with parking
- Supportive management for event planning

### Behavioural Considerations

### Where to Find

- Preference for venues with a community focus
- Interest in venues with historical significance
- Desire for venues that support local culture
- Community bulletin boards
- Local non-profit networks
- Social media groups for local events

## Corporate Clients and Conferences

Businesses hosting meetings, seminars, and conferences requiring flexible event spaces.

### Profile

- Local and regional businesses
- Conference organizers
- Corporate event planners

### Frustrations

- Limited availability of suitable venues
- High costs associated with large event spaces
- Lack of modern amenities in existing venues

### Goals

- Find venues that accommodate moderate sized groups
- Ensure venue offer necessary technological support
- Maintain a professional and comfortable environment

### Preferences

- Modern AV equipment
- On-site catering options from 3rd party vendors
- Proximity to hotels and transportation hubs

### Behavioral Considerations

- Preference for venues with a professional ambiance
- Interest in venues that offer comprehensive event services
- Desire for venues with a strong reputation

### Where to Find

- Business networking events
- Corporate event planning websites
- Local chambers of commerce

## Private Events and Social Gatherings

Individuals organizing weddings, parties, and other private celebrations.

### Profile

- Couples planning weddings
- Families hosting milestone celebrations
- Individuals organizing parties and reunions

### Frustrations

- Difficulty finding unique and memorable venues
- Concerns about venue capacity and layout
- Limited availability of desired dates

### Goals

### Preferences

- Secure a venue that aligns with event vision
- Ensure venue can accommodate guest list comfortably
- Create a memorable experience for attendees
- Historic and aesthetically pleasing venues
- Flexible event space configurations
- Availability of event planning support

**Behavioral Considerations**

- Interest in venues with character and history
- Desire for venues that offer customization options
- Preference for venues with positive reviews

**Where to Find**

- Wedding and event planning websites
- Social media groups for event planning
- Local bridal and event expos

## Tourists and Visitors

Individuals visiting Rochester seeking cultural and entertainment experiences.

**Profile**

- Tourists visiting Rochester
- Attendees of local festivals and events
- Visitors interested in local history and culture

**Frustrations**

- Limited knowledge of local attractions
- Difficulty finding authentic local experiences
- Lack of information on event schedules

**Goals**

- Discover unique cultural venues
- Engage in local arts and entertainment
- Learn about Rochester's history and heritage

**Preferences**

- Venues with historical significance
- Availability of guided tours and information
- Opportunities to interact with local artists

**Behavioral Considerations**

- Interest in venues that offer educational experiences
- Desire for venues that provide a sense of place
- Preference for venues with local flavor

**Where to Find**

- Tourist information centers
- Local tourism websites
- Social media travel groups

## Local Residents and Community Members

Individuals from Rochester and surrounding areas seeking entertainment and cultural events.

**Profile**

- Local residents of Rochester

**Frustrations**

- Limited access to diverse cultural events

- Members of surrounding communities
- Individuals interested in cultural and entertainment events

- High costs associated with attending events
- Lack of convenient event locations

### Goals

- Access to affordable and diverse events
- Engage in community cultural activities
- Support local arts and entertainment

### Preferences

- Affordable ticket prices
- Convenient event times and locations
- Family-friendly event options

### Behavioral Considerations

- Preference for venues that offer a variety of events
- Interest in venues that support local artists
- Desire for venues that foster community spirit

### Where to Find

- Local community centers
- Social media groups for local events
- Local newspapers and event listings

# Competitor Analysis

## Comparison table

| | Calliope Theatre Company | The Repertory Theatre | The Jive Mill |
|---|---|---|---|
| **Employees** | Not specified | Not specified | Not specified |
| **Valuation** | Not applicable | Not applicable | Not applicable |
| **Company Type** | Non-profit | Non-profit | Private |
| **Founded** | Not specified | Not specified | Not specified |

The event venue landscape in Rochester, Minnesota, is diverse, encompassing convention centers, hotels, and unique spaces. Many of scale have diverse offerings to compete with. Notable venues include the Mayo Civic Center, a multi-purpose facility with a 5,200-seat arena and a 3,000-seat auditorium, hosting concerts, performing arts, and sporting events. (en.wikipedia.org) Additionally, the Rochester International Event Center offers in-house catering and hosts a variety of events, including weddings and corporate gatherings. (rochestereventcenter.com)

Chateau Model 1 differentiates itself by focusing on revitalizing a historic city landmark to create an intimate and accessible community event venue. By preserving cultural heritage and architectural integrity, The Chateau can provide a unique space that combines modernized mechanical systems, customized stage design, and acoustic treatments within a 490 General Admission, 300-seated capacity setting. This approach caters to local organizations, performers, and audiences seeking a semi flexible space with advanced production technologies and improved ADA accessibility. The future renovation plans of Model 2 and 3 aim to restore the venue to a more natural occupancy for the event venues original build, ensuring a long-term cultural and community impact.

# Core Offerings

Chateau Model 1 offers a range of specialized services designed to revitalize and enhance the historic venue's functionality and cultural significance. These offerings focus on creating an intimate, accessible, and technologically advanced environment for community events, performances, and gatherings. Each service would ultimately be tailored to meet the needs of local organizations, artists, and audiences while maintaining the architectural and historic integrity of the theater. The offerings also paves the way for future expansion towards restoring a more natural flow and occupancy for the size and original intent of the venue.

## Venue Rental for Community and Cultural Events

Providing the historic theater space for rent to local organizations, performing artists, and event planners seeking a unique and atmospheric venue with 300-person seated capacity/ 490 GA. The venue in Model 1 Would include an updated stage, high quality production capabilities, and improved ADA accessibility to host concerts, plays, lectures, and community gatherings.

### Advantages

- Historic and atmospheric venue for diverse events
- Modernized production and accessibility features
- Flexible rental options to suit various event types

### Challenges

- Balancing preservation with modern usage demands
- Managing scheduling conflicts during peak times
- Reaching high end high visibility acts and producers while offering limited amenities and occupancy.
- location paired with lower occupancy and flexibility of offerings.

### Target Audience

- Local arts and cultural organizations
- Performing artists and theater groups
- Community event planners and nonprofits

### Pricing Strategy

- Competitive hourly and daily rental rates aligned with similar historic venues
- Tiered pricing based on event size and duration
- Discounts for nonprofit organizations and recurring bookings

### Marketing & Promotion

- Targeted outreach to local arts and cultural organizations
- Partnerships with community centers and event planners

### Execution Strategy

- Establish a user-friendly booking system
- Maintain venue readiness and technical support
- Continuous engagement with community stakeholders

- Promotion through local media and social media channels

## Customized Small-Scale Catering Support

Offering a small catering preparation area within the venue to support event food and beverage service. This setup allows event organizers to provide refreshments efficiently while maintaining venue cleanliness and compliance with health standards, without operating full food service.

### Advantages

- Supports some food service without full kitchen
- Enhances event experience with refreshment options
- Maintains venue cleanliness and compliance

### Challenges

- Limited space restricting catering scale
- Coordinating with external caterers
- Managing waste and cleaning post-events

### Target Audience

- Event organizers requiring light catering
- Local caterers seeking venue partnerships
- Community groups hosting receptions or meetings

### Pricing Strategy

- Fixed fee for use of catering prep area
- Additional charges for equipment rental if needed
- Packages combining catering prep access with venue rental

### Marketing & Promotion

- Collaborations with local catering businesses
- Highlighting convenience in marketing materials
- Inclusion in venue tours and event planning sessions

### Execution Strategy

- Ensure catering area meets health and safety regulations
- Train staff on catering support protocols
- Develop clear usage guidelines for renters

## Advanced Production and Acoustic Enhancements

Upgrading the venue's production capabilities with customized stage design, updated lighting and sound systems, and acoustical treatments to improve audience experience and performer capabilities. These improvements support diverse event types including theater productions, concerts, and lectures.

### Advantages

- State-of-the-art production technology
- Enhanced acoustics for superior sound quality
- Versatile stage adaptable to various events

### Challenges

- Balancing acoustical improvements with historic preservation
- Training staff on new technology
- High upfront investment costs

### Target Audience

- Performing arts companies
- Music and theater groups
- Event producers seeking technical excellence

### Pricing Strategy

- Included in venue rental fees with premium options
- Additional charges for specialized technical support
- Package deals for recurring production services

### Marketing & Promotion

- Demonstrations and open houses showcasing capabilities
- Testimonials from performers and event producers
- Collaboration with local arts festivals and events

### Execution Strategy

- Invest in high-quality production equipment
- Employ skilled technicians for installation and support
- Regular maintenance and upgrades based on user feedback

## ADA Accessibility Improvements and Support

Implementing comprehensive ADA accessibility upgrades throughout the venue to ensure compliance and provide an inclusive experience for all attendees. This includes accessible entrances, seating, restrooms, and support services during events.

### Advantages

- Full ADA compliance enhancing inclusivity
- Improved devices and assistive offerings venue access and comfort
- Staff trained for accessibility support

### Challenges

- Structural limitations in a historic building
- Balancing accessibility with preservation
- Ongoing training and compliance monitoring

### Target Audience

- Disabled and mobility-impaired individuals
- Advocacy groups and community organizations
- Event planners prioritizing accessible venues

### Pricing Strategy

- Costs integrated into overall venue rental pricing
- Additional support services available for specific needs
- Subsidies or grants pursued to offset costs and support community access

### Marketing & Promotion

- Emphasizing accessibility in all marketing materials
- Outreach to disability advocacy groups
- Participation in inclusive community events

### Execution Strategy

- Conduct accessibility audits and implement improvements
- Train staff on ADA compliance and guest assistance

- Develop accessibility support resources and communication

## Long-Term Expansion Planning Consultancy

Providing expert guidance and strategic planning to restore the venue's original larger capacity. This includes feasibility studies, architectural design, fundraising strategies, and community engagement to promote future growth and ensure a lasting, sustainable cultural impact.

### Advantages

- Strategic roadmap for venue expansion
- Integration of historic preservation with modern needs
- Community-driven planning process
- Attractive Amenities paired with hospitaity/Tourism greatly increases broader visibility and appeal to partners, clients and guests.

### Challenges

- Securing funding for large-scale renovations
- Navigating regulatory and preservation requirements
- Managing stakeholder expectations and involvement while staying on course

### Target Audience

- Venue owners and management
- City and cultural heritage officials
- Community and donor groups interested in development

### Pricing Strategy

- Consultation fees based on project scope
- Retainer options for ongoing strategic support
- Performance-based incentives aligned with milestone achievements

### Marketing & Promotion

- Thought leadership articles and presentations
- Networking with city planners and cultural foundations
- Hosting additional community forums to gather input and build support

### Execution Strategy

- Assemble interdisciplinary planning teams
- Concise planning and timelines created with full and current working fit plans.
- Develop phased plans aligning with funding and community goals

# Expansion Opportunities

Chateau Model 1, while primarily dedicated to production improvements and structurally stabilizing a historic event venue, can also pursue innovative and slightly unconventional expansion opportunities to diversify its offerings. These ideas, though somewhat tangential, have the potential to generate new revenue streams, attract wider audiences, and deepen community engagement. Below are ten creative expansion concepts that combine fun, culture, education, and technology with the venue's distinctive ambiance.

## Increased Occupancy with Attractive Amenities

For long term success and community benefit this is the consultants recommendation. Increasing occupancy and providing appealing amenities and spaces will draw both local and national attention. Enhancing flexibility in event styles and quality will significantly boost revenue opportunities and attract top-tier operators.

### Advantages

- Combines theater and dining
- Creates high quality opportunities to host a wider variety of diverse engaging opportunities
- Leverages profitable catering capabilities
- Creates a desirable all inclusive environment
- Increases revenue potential ensuring longevity and sustainability
- Establishing day-to-day operation involving food and beverage serves as a natural, organic marketing tool for venue rentals and calendar engagement, leading to increased event visibility and sales.
-

### Challenges

- Requires close coordination between food service and performances
- Maintaining a consistently immersive experience
- Finding a professional, experienced operator and team
- Increased marketing and visibility efforts needed
- Higher upfront investment

### Target Audience

- Corporate Planners and Businesses
- Local and National production companies and performers
- Fans from a broader regional demographic
- Tourists visiting Rochester
- Local residents and area work force

### Pricing Strategy

- Premium ticket pricing
- Multiple dining options
- Group packages
- VIP experiences, including rentable VIP lounges
- Tiered membership levels
- Flexible venue rental options (partial or full)

**Marketing & Promotion**

- Targeted advertising campaigns
- Partnerships with producers, promoters, and event planners
- Email campaigns for repeat customers
- Engagement with local and regional media outlets

**Execution Strategy**

- Develop a comprehensive construction plan
- Presell and book events during construction
- Launch local tourism campaigns highlighting offerings and partnerships with nearby businesses and hotels

## Artisan Market and Maker Fairs

Organize monthly artisan markets and maker fairs showcasing local crafts, vintage items, and handmade goods within the venue, leveraging its historic charm.

**Advantages**

- Promotes local artisanship
- Generates consistent foot traffic
- Utilizes venue during off-peak times

**Challenges**

- Vendor recruitment and retention
- Managing large crowds and logistics
- Ensuring event variety and quality

**Target Audience**

- Local craft buyers
- Artisan and maker communities
- Families and tourists

**Pricing Strategy**

- Vendor booth fees
- Entry tickets for attendees
- Premium spots for featured artisans

**Marketing & Promotion**

- Collaboration with local artisan guilds
- Social media spotlights on vendors
- Community event calendars and flyers

**Execution Strategy**

- Curate diverse artisan participants
- Arrange layout to optimize visitor flow
- Provide event staffing and security

## Historic Film Production Studio Rental

Offer the venue as a rental space for historic film and photography productions, capitalizing on its atmospheric architecture and customizable stage.

**Advantages**

- Monetizes venue during non-event days

**Challenges**

- Scheduling around public events

## Chateau Model 1

- Promotes cultural engagement
- Builds relationships with creative industries
- Wear and tear on historic facilities
- Ensuring production needs are met

**Target Audience**

- Film and photo production teams
- Advertising agencies
- Local creative professionals

**Pricing Strategy**

- Hourly or daily rental rates
- Premium fees for customized production support
- Discounts for local independent filmmakers

**Marketing & Promotion**

- Outreach to film schools and production companies
- Showcasing past projects on social media
- Hosting film industry networking events

**Execution Strategy**

- Equip venue with necessary technical support
- Develop easy rental and booking system
- Provide onsite technical assistance as needed

## Historic Theater Podcast Series

Produce a podcast series exploring the history of Chateau Model 1, local culture, theater arts, and interviews with performers and historians.

**Advantages**

- Extends venue's storytelling reach
- Builds community engagement
- Low overhead with high scalability

**Challenges**

- Maintaining consistent content quality
- Building and retaining audience
- Monetization strategy development

**Target Audience**

- History buffs and theater fans
- Local community members
- Podcast listeners nationwide

**Pricing Strategy**

- Freemium model with sponsorships
- Premium episodes or bonus content
- Merchandise tied to podcast themes

**Marketing & Promotion**

- Cross-promotion with local radio and theaters
- Social media campaigns and guest appearances
- Partnering with local cultural institutions

**Execution Strategy**

- Hire podcast production team
- Schedule regular content releases
- Engage guests and audience interaction

## Customized Historic Event Planning Services

# Chateau Model 1

Offer bespoke event planning services that integrate Chateau Model 1's historic charm, guiding clients through themed decor, entertainment, and logistics for unique celebrations.

### Advantages

- Leverages venue's unique atmosphere
- Provides additional client value
- Encourages repeat business and referrals

### Challenges

- Balancing client expectations and venue capabilities
- Managing multiple simultaneous events
- Staffing and resource allocation

### Target Audience

- Couples and party planners
- Corporate event organizers
- Community groups and nonprofits

### Pricing Strategy

- Tiered service packages
- Commission on vendor referrals
- Premium pricing for full-service coordination

### Marketing & Promotion

- Showcase past events in portfolio
- Network with local wedding and event planners
- Online testimonials and referral incentives

### Execution Strategy

- Develop a specialized event planning team
- Establish vendor partnerships
- Create customizable event templates

# Secondary Offerings

Chateau Model 1 offers a diverse range of secondary services designed to complement its primary function as a historic community event venue. These offerings enhance the visitor experience, support event organizers, and maximize venue utilization. Each service is crafted to align with the venue's mission of accessibility, cultural preservation, and advanced production capabilities while catering to varied audience needs.

## Event Equipment Rental

Provision of sound, lighting, and staging equipment for external events off-site or supplemental needs on-site.

### Advantages

- High-quality certified equipment
- Flexible rental packages
- Support from technical staff

### Challenges

- Equipment maintenance and upgrades
- Managing availability during peak seasons
- Ensuring technical staff coverage

### Target Audience

- Local event planners
- Community organizations
- Independent performers

### Pricing Strategy

- Tiered pricing based on equipment type and quantity
- Discounts for multi-day rentals
- Package deals including technicians

### Marketing & Promotion

- Targeted ads in event planning publications
- Partnerships with local event coordinators
- Social media campaigns showcasing equipment capabilities

### Execution Strategy

- Maintain updated inventory
- Hire skilled technical staff
- Develop streamlined booking system

## Small Catering Prep Services

Providing a small-scale catering preparation area for event organizers to use with external caterers.

### Advantages

- Convenient onsite catering support
- Fully equipped prep space
- Compliance with health codes

### Challenges

- Scheduling conflicts with events
- Maintaining cleanliness standards
- Liability and insurance

- Low financial returns

**Target Audience**

- Event organizers
- External caterers
- Local food vendors

**Pricing Strategy**

- Hourly rental of prep space
- Flat fees for equipment use
- Packages including setup and cleanup

**Marketing & Promotion**

- Direct outreach to caterers and event planners
- Feature in venue rental packages
- Inclusion in event planning guides

**Execution Strategy**

- Ensure sanitation and compliance
- Maintain well-equipped prep area
- Coordinate scheduling with event calendar

## Community Workshop Space Rental

Rental of smaller rehearsal or workshop spaces within the venue for community groups and artists.

**Advantages**

- Affordable creative spaces
- Supports local arts
- Convenient location

**Challenges**

- Managing booking conflicts
- Upkeep of spaces
- Marketing to target groups
- Low financial returns

**Target Audience**

- Local artists
- Community groups
- Educational programs

**Pricing Strategy**

- Hourly and daily rental rates
- Membership discounts
- Package deals for multiple bookings

**Marketing & Promotion**

- Outreach to local arts organizations
- Social media promotions
- Flyers in community centers

**Execution Strategy**

- Maintain clean and functional spaces
- Flexible scheduling system
- Provide basic amenities

## Technical Training Workshops

Workshops teaching venue production skills such as lighting, sound, and stage management.

## Chateau Model 1

### Advantages

- Skill development
- Hands-on learning
- Industry-relevant training

### Challenges

- Recruiting qualified instructors
- Participant engagement
- Keeping curriculum current
- Low financial returns

### Target Audience

- Aspiring technicians
- Students
- Event professionals

### Pricing Strategy

- Per participant fees
- Group rates
- Subscription packages for multiple sessions

### Marketing & Promotion

- Collaboration with local colleges
- Social media event promotions
- Newsletters and email campaigns

### Execution Strategy

- Hire experienced trainers
- Develop comprehensive curriculum
- Schedule regular workshops

## Venue Merchandise Sales

Sales of branded merchandise such as apparel, posters, and souvenirs linked to Chateau Model 1's heritage and events.

### Advantages

- Revenue diversification
- Brand awareness
- Enhances visitor engagement

### Challenges

- Inventory management
- Forecasting demand
- Maintaining product quality

### Target Audience

- Event attendees
- Local community
- Tourists

### Pricing Strategy

- Competitive retail pricing
- Seasonal discounts
- Bundled product offers

### Marketing & Promotion

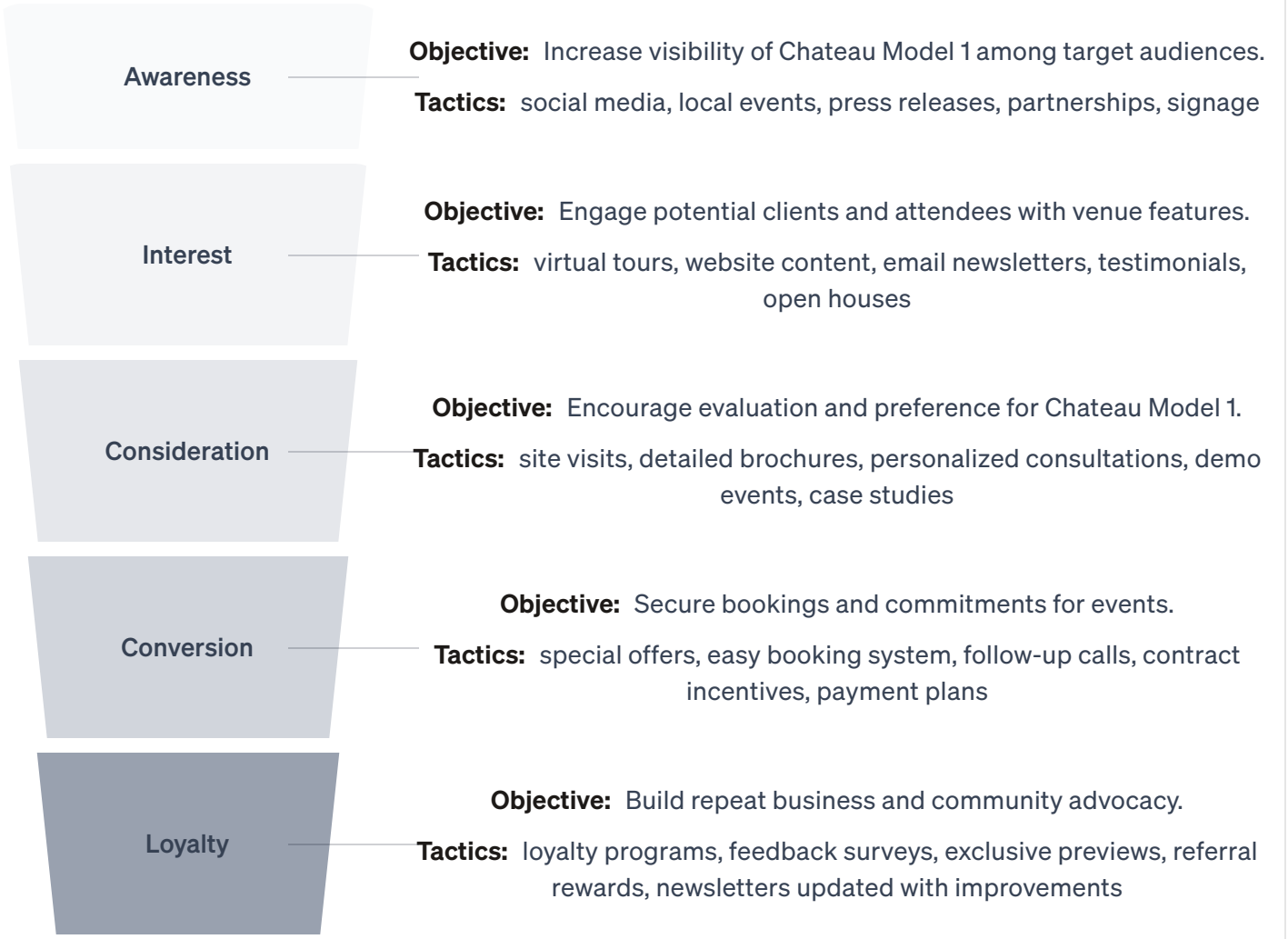
- Merchandise booths at events
- Online store presence

### Execution Strategy

- Design appealing merchandise
- Manage inventory levels

- Cross-promotion with local businesses
- Coordinate sales at events and online

# Marketing Overview




Chateau Model 1's marketing strategy should center on repositioning the historic venue as a premier community event space with a focus on enhanced accessibility, modern production capabilities, and cultural preservation. The approach aims to build strong local partnerships, increase community engagement, and gradually expand awareness to regional markets. Key goals should include raising occupancy rates from the current 490-person capacity to a sustainable level that supports future expansion to a more normalized occupancy for the size and original design of the space. The strategy leverages targeted digital marketing, direct outreach to local organizations, and presence at community events to generate interest and bookings. Primary marketing channels include social media platforms (Facebook, Instagram), a dedicated website with virtual tour features, email marketing campaigns, local media partnerships, and event sponsorships. The marketing budget is allocated to maximize return on investment, emphasizing cost-effective digital advertising, community engagement initiatives, and content development to highlight venue upgrades and unique value propositions.

# Community Engagement

Chateau Model 1 should have a committed to fostering strong ties with the Rochester community and tourism through active engagement and collaboration. By serving as a vibrant cultural hub, the venue would support local artists, organizations, and residents, ensuring that the space remains relevant and accessible to diverse audiences. The approach emphasizes inclusivity, creativity, and partnership, which will help cultivate a loyal community base and contribute to the revitalization of the area.

## Partnerships with Local Organizations

Chateau Model 1 should collaborate with schools, nonprofits, arts organizations, and community groups to offer a versatile platform for performances, workshops, and events. These partnerships will enable the venue to host a wide variety of cultural and educational programs, amplifying its impact beyond traditional entertainment.

## Community-Focused Programming

Programming should be thoughtfully curated to reflect the interests and heritage of Rochester's diverse populations. Regular community events, such as open mic nights, local theater productions, and cultural festivals, will encourage active participation and foster a sense of ownership among residents.

## Accessibility and Inclusion Initiatives

Recognizing the importance of accessibility, Chateau Model 1 is dedicated to ensuring the venue is welcoming to all. Through ADA-compliant facilities and adaptive technologies, we will remove barriers to participation and create an inclusive environment for people of all abilities.

## Volunteer and Educational Opportunities

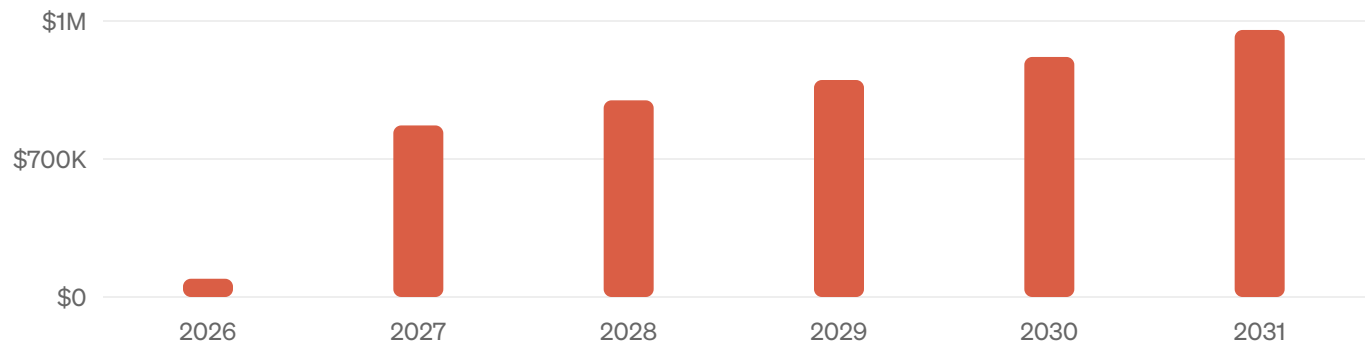
To deepen community involvement, the venue will offer volunteer programs and educational workshops that engage individuals of all ages. These opportunities will not only support venue operations but also nurture local talent and build community skills related to event production and the performing arts.

## Ongoing Community Feedback

Chateau Model 1 should values the input of its community members and could implement regular feedback mechanisms such as surveys, town hall meetings, and advisory committees. This ongoing dialogue ensures that programming and improvements align with the evolving needs and desires of Rochester residents.

# Revenue Model 1. Opening Winter 2026/2027

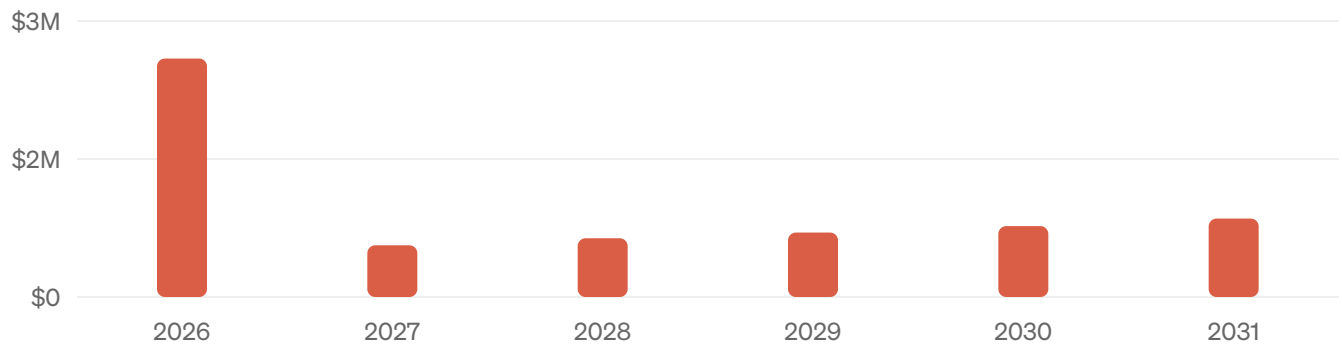
## Yearly Revenue




| Revenue Stream | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| Productions, Venue for hire, tick... | $45,338 | $302,296 | $361,431 | $432,133 | $516,666 |
| Miscellanious Secondary Offeri... | $38,845 | $107,684 | $120,414 | $123,493 | $125,214 |
| % Fee of Catering offerings | $8,400 | $151,188 | $205,949 | $234,514 | $264,424 |
| Liquor and Concession Sales | | $309,040 | $309,782 | $310,527 | $311,273 |
| **Total Revenue** | **$92,582** | **$870,207** | **$997,576** | **$1,100,667** | **$1,217,577** |

# Expenses

## Yearly Expenses




| Expenses | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| **Cost of Goods Sold** | **$23,146** | **$217,552** | **$249,394** | **$275,167** | **$304,394** |
| COGS | $23,146 | $217,552 | $249,394 | $275,167 | $304,394 |
| **Operating Expenses** | **$11,296** | **$83,523** | **$89,911** | **$95,086** | **$100,951** |
| Insurance & Licensure | $6,667 | $40,013 | $40,033 | $40,053 | $40,073 |
| Marketing | $4,629 | $43,510 | $49,879 | $55,033 | $60,879 |
| **Capital Expenses** | **$2,529,707** | | | | |
| Advanced sound systems | $45,000 | | | | |
| Facility Assessment Expense... | $1,782,289 | | | | |
| Year 1 Hard Cost Improveme... | $540,000 | | | | |
| Base facility operating expen... | $162,418 | | | | |
| **Personnel Expenses** | **$27,775** | **$261,062** | **$299,273** | **$330,200** | **$365,273** |
| Personel | $27,775 | $261,062 | $299,273 | $330,200 | $365,273 |
| Talent Procurment | | | | | |
| **Total Expenses** | **$2,591,923** | **$562,137** | **$638,578** | **$700,452** | **$770,619** |

# Dividends

## $0.00

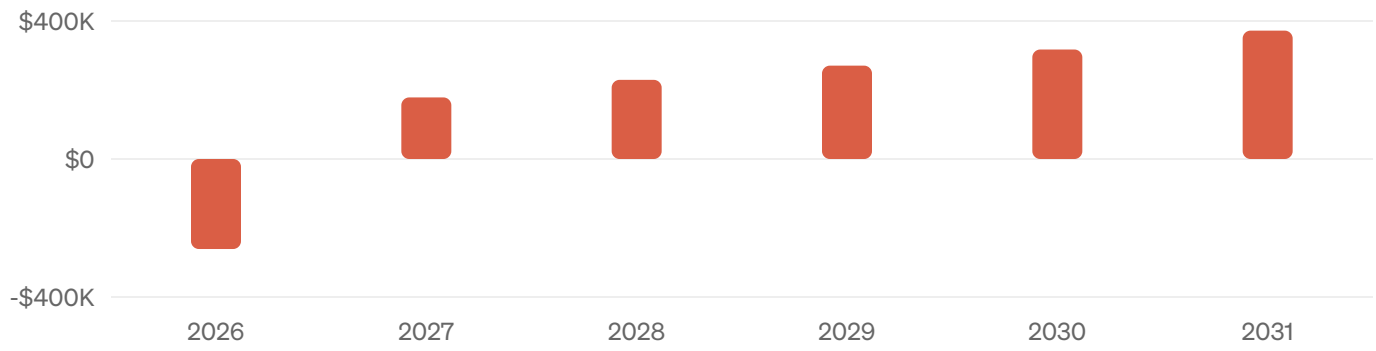
2026 dividends by month




No available data

# Profit & Loss

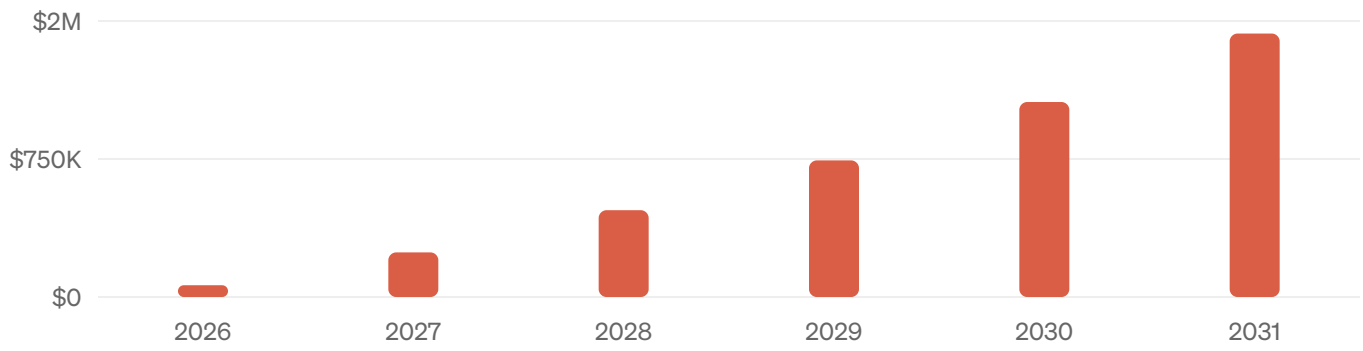
## Yearly Net Profit




| Profit & Loss | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| Revenue | $92,582 | $870,207 | $997,576 | $1,100,667 | $1,217,577 |
| Cost of Goods Sold | $23,146 | $217,552 | $249,394 | $275,167 | $304,394 |
| Gross Margin | $69,437 | $652,656 | $748,182 | $825,500 | $913,183 |
| Gross Margin % | 75% | 75% | 75% | 75% | 75% |
| Operating Expenses | $39,071 | $344,585 | $389,184 | $425,286 | $466,225 |
| **EBITDA** | **$30,366** | **$308,070** | **$358,998** | **$400,214** | **$446,958** |
| Depreciation & Amortizati... | $291,283 | $129,614 | $129,614 | $129,614 | $129,614 |
| EBIT | ($260,917) | $178,456 | $229,383 | $270,600 | $317,344 |
| Interest Expense | | | | | |
| EBT | ($260,917) | $178,456 | $229,383 | $270,600 | $317,344 |
| Income Tax Accrued | | $0.00 | $0.00 | $0.00 | $0.00 |
| **Net Income** | **($260,917)** | **$178,456** | **$229,383** | **$270,600** | **$317,344** |
| Net Income Margin % | 539% | 20% | 23% | 25% | 26% |

# Balance Sheet- (From Facility Report)

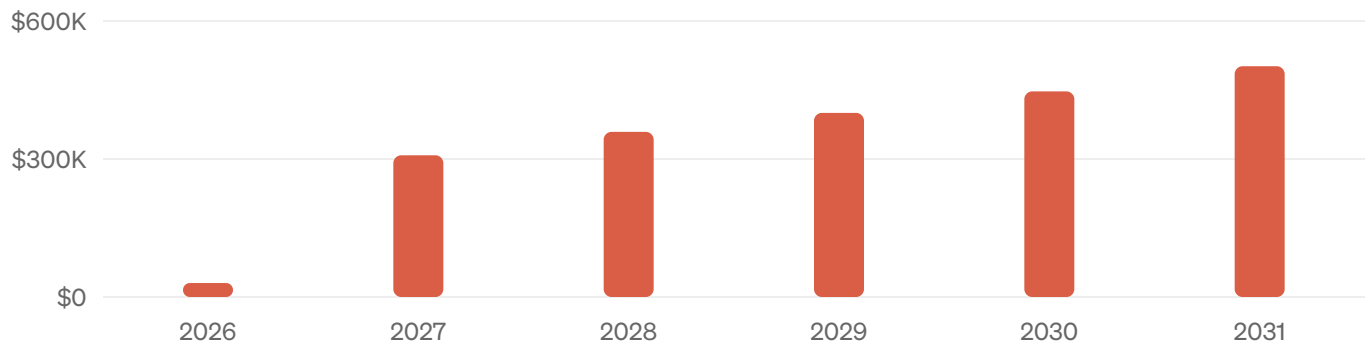
## Yearly Assets




| Balance Sheet | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| Current Assets | ($2,336,922) | ($2,028,852) | ($1,669,854) | ($1,269,640) | ($822,682) |
| Long-term Assets | $2,400,842 | $2,271,228 | $2,141,614 | $2,011,999 | $1,882,385 |
| **Assets** | **$63,920** | **$242,376** | **$471,760** | **$742,359** | **$1,059,703** |
| Current Liabilities | | | | | |
| Long-term Liabilities | | | | | |
| **Liabilities** | | | | | |
| Equity | ($260,917) | ($82,461) | $146,923 | $417,522 | $734,866 |
| **Liabilities & Equity** | **($260,917)** | **($82,461)** | **$146,923** | **$417,522** | **$734,866** |

# Cash Flow

## Yearly Cash




| Cash Flow | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| Operating Cash Flow | $30,366 | $308,070 | $358,998 | $400,214 | $446,958 |
| Investing Cash Flow | ($2,529,707) | | | | |
| Financing Cash Flow | | | | | |
| Cash at Start of Period | ($2,510,222) | ($2,219,321) | ($1,863,719) | ($1,467,097) | ($1,024,317) |
| Net Change in Cash | ($2,499,341) | $308,070 | $358,998 | $400,214 | $446,958 |
| **Cash at End of Period** | **($2,499,341)** | **($2,191,270)** | **($1,832,273)** | **($1,432,058)** | **($985,100)** |

# Funding Plan

Chateau Model 1 requires a  strategic funding plan to support the revitalization of this historic venue and to ensure sustainable operations through its phased improvements. Given the extensive scope—ranging from structural repairs and mechanical system upgrades to ADA accessibility enhancements and highly recommended future expansion to achieve a more natural intended occupancy and draw— a greater plan for a  long term funding approach should be multifaceted, leveraging a blend of private investment, public grants, community fundraising, and debt financing. This plan outlines the sources, strategies, and timing for securing the capital necessary to complete the project's various stages while managing financial risk and maximizing community engagement.

The consultant strongly believes that the most effective and beneficial strategy for long-term success is to restore the theater to near its original occupancy, complemented by attractive amenities. Taking a minimal improvement approach with low occupancy is expected to be financially unsustainable for a proffessonal operator, burdensome for the city, and likely to continue the cycle experienced over the past 15 years of city ownership.

## Capital Requirements

The total estimated funding required for the initial Model 1 renovation phase—including structural repairs, mechanical upgrades, ADA improvements, stage customization, and acoustical treatments—is projected at $3.69 million. A future expansion aimed at restoring the venue to near-original capacity, with modern amenities and comprehensive offerings to ensure long-term viability, will demand a substantial additional investment. This phase may also involve an extended closure period and variable costs depending on design details and market conditions. These Model 1 estimates are based on detailed cost analyses and include contingencies for unforeseen expenses.

## Additional Funding Sources

**1. Public Grants and Historic Preservation Funds:** Given Chateau Model 1's status as a historic landmark, the ownership should aggressively pursue grants from federal, state, and local agencies dedicated to historic preservation. This could include additional funding opportunities from the National Endowment for the Arts, Minnesota Historical Society, and Rochester city cultural funds.

**2. Private Investment and Sponsorships:** The Chateau should pursue private investors, with Chateau Model 1 offering a strong business case that emphasizes long-term revenue from venue rentals, event hosting, and community partnerships. Its greatest potential lies in honoring its original purpose and occupancy levels while incorporating a modern, all-inclusive amenities approach. Additionally, the Chateau should explore strategic partnerships and sponsorships with local businesses and corporations committed to cultural enrichment and community engagement and engage a plan to increase occupancy and features.

**3. Community Fundraising and Membership Programs:** As part of a community-oriented approach, Chateau Model 1 could launch fundraising campaigns, including crowdfunding, gala events, and membership programs. These initiatives will foster community ownership and provide smaller-scale funding that could supplement larger capital sources.

**4. Debt Financing:** To bridge funding gaps and optimize capital structure, Chateau Model 1 could consider low-interest loans or bonds. Collaboration with local banks and credit unions familiar with community development projects will be prioritized to secure favorable terms.

## Funding Strategy and Timeline

The funding plan will be executed in phases aligned with construction and renovation milestones:

- **Phase 1:** Secure initial $3.6 million for critical repairs, upgrades, and ADA compliance. This phase emphasizes stabilizing the property with several moderate phased disruptions.
- **Phase 2:** Begin planning and capital raising for maximum occupancy expansion over the subsequent 24 to 36 months, focusing potential public-private partnerships.
- **Ongoing:** Maintain revenue streams from venue operations to reinvest in maintenance, programming, and incremental improvements.

## Risk Management

To mitigate financial risk, Chateau Model 1 will:

- Maintain transparent financial controls and reporting to build trust with investors and donors.
- Monitor construction costs vigilantly and adjust plans as necessary to stay within budget.
- Establish a contingency reserve fund as part of the capital structure.

## Conclusion

By implementing a diversified and phased funding approach, Chateau Model 1 positions itself to successfully finance the restoration and enhancement of the venue, honoring its historic legacy while adapting to modern community needs. This comprehensive funding plan ensures financial resilience, stakeholder engagement, and a path to realizing the vision for a vibrant cultural asset in Rochester, Minnesota.

# Team & Roles

Chateau Model 1's success in revitalizing a historic city landmark hinges on a dedicated and skilled team. The following key roles are essential to manage restoration, operations, community engagement, and future expansion plans effectively. Each role brings unique expertise and a shared commitment to preserving cultural heritage while enhancing venue functionality and accessibility.

## Venue Manager

Oversees day-to-day operations of Chateau Model 1, ensuring efficient functioning and an exceptional experience for guests and performers.

### Responsibilities

- Manage event scheduling and coordinate with clients and performers
- Oversee facility maintenance and coordinate with contractors
- Ensure compliance with safety, ADA, and regulatory standards

### Personal Attributes

- Detail-oriented
- Proactive problem solver
- Excellent interpersonal skills

### Typical Cost To Hire

$65,000 - $75,000 per year

### Driving Motivators

- Commitment to delivering exceptional guest experience
- Passion for historic preservation
- Desire to foster community engagement

## Restoration Project Manager

Leads structural repair and improvement projects, coordinating contractors and ensuring milestones are met on time and within budget.

### Responsibilities

- Develop and manage restoration project plans and timelines
- Coordinate with engineers, contractors, and city officials
- Monitor budget and quality control throughout the restoration process

### Personal Attributes

- Detail-focused
- Strong leadership skills
- Ability to manage multiple stakeholders

## Chateau Model 1

**Typical Cost To Hire**

$80,000 - $95,000 per year

**Driving Motivators**

- Passion for preserving historic architecture
- Commitment to quality craftsmanship
- Desire to see tangible restoration progress

### Technical Production Director

Oversees stage design, acoustical treatments, and production capabilities to enhance performance quality and audience experience.

**Responsibilities**

- Design and implement customized stage and acoustic solutions
- Manage technical equipment and production crew during events
- Collaborate with performers and event organizers on technical needs

**Personal Attributes**

- Creative and detail-oriented
- Effective communicator
- Adaptable in fast-paced environments

**Typical Cost To Hire**

$70,000 - $85,000 per year

**Driving Motivators**

- Passion for live performance quality
- Commitment to technical excellence
- Desire to innovate production capabilities

### Accessibility Coordinator

Focuses on improving and maintaining ADA accessibility in the venue to ensure an inclusive environment for all visitors. This could be combined in another role.

**Responsibilities**

- Assess current accessibility features and identify areas for improvement
- Coordinate ADA compliance efforts and staff training
- Serve as a liaison for patrons with accessibility needs

**Personal Attributes**

- Empathetic and patient
- Detail-oriented
- Strong advocate for inclusivity

**Typical Cost To Hire**

**Driving Motivators**

$55,000 - $65,000 per year

- Commitment to accessibility and inclusion
- Desire to improve community engagement
- Passion for social equity

## Marketing and Community Engagement Manager

Develops and implements marketing strategies to increase venue occupancy and build strong community relationships.

### Responsibilities

- Create marketing campaigns targeting local organizations and audiences
- Manage social media, public relations, and community outreach
- Coordinate partnerships with local cultural and arts groups

### Personal Attributes

- Creative and outgoing
- Strong networker
- Results-driven

### Typical Cost To Hire

$60,000 - $70,000 per year

### Driving Motivators

- Passion for arts and culture
- Desire to grow community participation
- Commitment to promoting historic venues

## Catering coordinator and Operations Assistant

Supports small catering prep operations and assists with logistical tasks to facilitate smooth event execution.

### Responsibilities

- Assist in setup and breakdown of catering and event spaces
- Maintain small catering prep area and inventory
- Support venue staff with miscellaneous operational tasks
- Could assist in fostering partnerships with caterers and event planners to promote and rent the facilities.

### Personal Attributes

- Dependable and flexible
- Team player
- Detail-oriented

### Typical Cost To Hire

### Driving Motivators

## Chateau Model 1

$35,000 - $45,000 per year

- Desire to support community events
- Interest in hospitality and event management
- Commitment to operational excellence

At Chateau Model 1, fostering a strong team development and culture is essential to successfully reviving and sustaining the historic venue. The organization should prioritize cultivating an environment where collaboration, innovation, and respect for heritage thrive. Employees and collaborators should share a commitment to excellence in restoring and enhancing the venue's unique historical and cultural atmosphere, while also welcoming modern technologies and accessibility. This culture encourages continuous learning, community engagement, and adaptability to meet evolving needs, potentially laying a foundation for long-term growth and the eventual restoration to the original 1000-seat capacity. By valuing inclusivity, transparency, and a shared vision, Chateau Model 1 ensures that its team remains motivated, cohesive, and aligned with the broader mission of cultural preservation and community enrichment.

# Operations Plan

Chateau Model 1's operations plan is designed to support the revitalization and ongoing functionality of a historic city venue, ensuring a seamless experience for performers, patrons, and partners while aligning with long-term growth objectives or sale. The operations would balance preservation with modernization to maintain the venue's unique atmospheric charm and historical significance while providing state-of-the-art production capabilities and enhanced accessibility. To achieve this, the operational framework would cover facility management, event scheduling, maintenance, staffing, vendor coordination, safety compliance, and future expansion readiness. This comprehensive approach is critical to sustaining efficient daily operations and positioning Chateau Model 1 as a premier community event hub in Rochester, Minnesota.

## Facility Management and Maintenance

Maintaining the structural integrity and aesthetic appeal of the historic venue should always be a priority. Operations should include regular inspections and scheduled maintenance of the building's exterior, interior, and mechanical systems. Structural repairs and improvements should be closely monitored to ensure longevity and safety. Routine cleaning, janitorial services, and upkeep of common areas will ensure a welcoming environment for visitors. Specialized attention should be given to acoustical treatments and stage equipment maintenance to preserve high-quality performance conditions.

## Event Scheduling and Utilization

Chateau Model 1 should implement a centralized booking system that facilitates efficient scheduling and maximizes venue utilization within its 490-person capacity. The system will accommodate a diverse range of events including community gatherings, performing arts shows, lectures, and private functions. Priority scheduling should be given to local organizations and recurring events that align with the venue's mission. The operations team will coordinate closely with event clients to understand technical needs and ensure that all production, accessibility, and logistical requirements are met.

## Staffing and Human Resources

A skilled operations team would be central to delivering exceptional venue experiences. Key roles include an Operations Manager, Technical Director, Facilities Maintenance Staff, Box Office Personnel, and Event Coordinators. Staff training should cover customer service, safety protocols, ADA compliance, and technical equipment operation. The team will also liaise with contractors and vendors for specialized services such as catering setup, security, and cleaning. Volunteer programs may be developed to engage the community and extend operational support during large or multiple simultaneous events.

## Vendor and Catering Coordination

Although Chateau Model 1 does not operate with full food service, a small catering prep area should be maintained to support external catering vendors. Operations should establish partnerships with trusted local caterers to offer food and beverage services that complement events. Coordination with vendors should include scheduling deliveries, setting up service stations, and adhering to health and safety regulations. Additionally, relationships with technical suppliers and rental companies for staging, lighting, and sound equipment should be managed to ensure readiness and reliability.

## Accessibility and Safety Compliance

Ensuring ADA accessibility is a cornerstone of Chateau Model 1's operational commitment. All access points, restrooms, seating accommodations, and pathways will conform to ADA standards, supported by staff trained to assist patrons with disabilities. Safety protocols will include regular fire and emergency drills, clear signage, and compliance with city and state regulations. The venue/operator and owner should maintain appropriate insurance coverage and conduct risk assessments for all activities to safeguard guests, staff, and property.

## Production Capabilities and Technical Support

The venue's customized stage and upgraded production infrastructure should be managed by a dedicated technical team. This includes operation and maintenance of sound systems, lighting rigs, projection equipment, and acoustical treatments designed to optimize audience experience. Technical rehearsals will be scheduled as part of event planning to ensure smooth performances. Ongoing investments will be made to keep production technology current and to support evolving artistic requirements.

## Future Expansion Planning

Operations Should incorporate scalability by preparing logistical frameworks and maintenance schedules that anticipate a more full and complete restoration towards the original capacity. This includes planning for additional staffing, expanded technical infrastructure, enhanced crowd management strategies, and increased facility maintenance needs. Coordination with city officials and stakeholders will ensure compliance with zoning and historic preservation guidelines. By integrating future expansion considerations early, Chateau Model 1 can maintain operational continuity and support growth without compromising quality or safety.

In summary, Chateau Model 1's operations plan is a carefully structured blueprint that ensures day-to-day excellence and sustainable growth. It integrates preservation, accessibility, technical innovation, and community engagement to revitalize a treasured historic venue into a vibrant cultural centerpiece for Rochester, Minnesota.

# Risk Analysis

Revitalizing a historic venue such as Chateau Model 1 involves a range of risks that can impact project timelines, budgets, operational success, and long-term sustainability. A comprehensive risk analysis is essential to anticipate potential challenges and develop mitigation strategies to ensure the successful transformation and operation of the venue. The risks broadly fall into categories including financial, regulatory and compliance, operational, market and competitive, structural and technical, and community and stakeholder-related risks.

## Financial Risks

One of the primary risks involves securing adequate funding for structural repairs, mechanical upgrades, ADA accessibility improvements, and advanced production system installations. Cost overruns due to unforeseen structural issues or delays can strain the budget.  Economic downturns or shifts in donor and sponsor interest might affect the availability of funds. Furthermore, operating costs after renovation, including maintenance of updated systems and staff expenses, could exceed initial projections if not carefully managed. It is believed this model will prove the difficult to see financial gain and the slowest revenue growth .

## Regulatory and Compliance Risks

Given the building's historic status, all renovations must comply with local, state, and federal preservation guidelines. Failure to obtain necessary permits or to meet historic preservation standards could delay the project or result in costly modifications. ADA compliance improvements also require adherence to precise standards; any oversight can lead to legal challenges or exclusion of key audience segments. Environmental regulations related to construction or mechanical system upgrades could introduce additional complexities and expenses.

## Structural and Technical Risks

Restoring a large historic structure often reveals hidden defects such as compromised foundations, outdated electrical wiring, or hazardous materials like asbestos or lead paint. These issues could significantly delay progress and increase costs. Mechanical systems upgrades and acoustical treatments must be carefully integrated within the existing architecture, as improper installation may impair functionality or damage historic features. Customized stage construction and modern production capabilities also carry risk if they do not meet technical requirements or audience expectations.

## Operational Risks

Using the Model 1 option will repeatedly disrupt operations. Hindering booking confidence for larger scale events, corporate and private life events . Using a phased model poses greater risk of errors. Disjointed planning and repeat work.

Pre and Post-renovation, the ability to attract and retain a consistent calendar of events is critical, at all phases future booking and sale activity should be constant. Without food operations and with limited catering prep, the venue may not meet the full needs of many clients, potentially limiting bookings. Staffing challenges, such as recruiting skilled technical and venue management personnel, could impact event quality. Maintenance of new mechanical and production systems requires specialized expertise; failure to maintain these systems could reduce venue reliability and reputation.

## Market and Competitive Risks

Chateau Model 1 faces competition from other local venues in Rochester and nearby areas that may provide larger capacities, food service, or additional amenities. Its current 490-person capacity restricts the size and variety of events it can host, limiting revenue potential. Fluctuations in market demand or changes in community engagement could affect event bookings. Additionally, a phased renovation plan would be disruptive, and the venue's limited space flexibility and flow constrain the range of possible offerings.

## Community and Stakeholder Risks

Community support is vital for a historic venue's success. Resistance from neighborhood groups or preservation advocates could arise if the renovations are perceived to compromise historic integrity or increase noise and traffic. Maintaining transparent communication and involving stakeholders in the planning process mitigates this risk. Additionally, partnerships with local organizations and performers are essential; failure to secure these relationships could impact the venue's role as a community hub. With the amount of event venues available in the community a 490 occupancy with limited amenities and flexibility of offerings will have a much greater risk of low bookings.

## Mitigation Strategies

To address these risks, Chateau Model 1 will conduct thorough structural assessments early in the project, engage experienced preservation architects and contractors, and implement rigorous project management protocols. Financial planning will include contingency budgets and diversified funding sources. Close coordination with regulatory bodies will ensure compliance. Post-renovation operations will focus on building a strong event calendar through targeted marketing and community engagement. Continuous maintenance plans and staff training will be prioritized to ensure operational excellence.

In conclusion, while the risks are substantial given the complex nature of restoring and modernizing a historic event venue, careful planning, stakeholder collaboration, and phased implementation can effectively mitigate these challenges and secure Chateau Model 1's long-term viability and cultural contribution to Rochester.

# Pre-Launch

After launching Chateau Model 1 as a revitalized historic venue, a structured and comprehensive post-launch checklist is essential to ensure smooth operations, successful occupancy growth, and long-term sustainability. This checklist focuses on operational, marketing, maintenance, community engagement, and strategic growth tasks to stabilize the venue and prepare for future expansion towards the original 1000-seat capacity.

## Operational Setup and Staff Training

- Finalize hiring and training of operational staff
  - Front of house team trained on customer service and ADA accommodations
  - Technical staff oriented on new production capabilities and acoustical systems
  - Maintenance team briefed on ongoing structural and mechanical upkeep
- Implement venue management software for bookings, ticketing, and event scheduling
- Establish standard operating procedures (SOPs) for event day workflows

## Marketing and Community Engagement

- Launch targeted marketing campaigns to local organizations, performers, and audiences
- Develop partnerships with community groups, local artists, and event promoters
- Schedule and promote initial events to showcase the upgraded venue capabilities
- Collect and analyze audience feedback to refine offerings and services

## Maintenance and Facility Management

- Conduct a detailed facility inspection post-launch to identify immediate repair needs
- Establish routine maintenance schedules for exterior, mechanicals, and ADA features
- Monitor acoustical treatments and production equipment performance during events
- Plan phased upgrades in infrastructure aligning with the goal of expanding to 1000 seats

## Financial and Administrative Tasks

- Track initial revenue streams, expenses, and cash flow against budget projections
- Set up regular financial reporting and review meetings
- Apply for relevant grants or funding opportunities for historic preservation and accessibility improvements
- Ensure all insurance policies and legal permits are in place and updated

## Customer Experience and Feedback

- Implement a system for collecting attendee and client feedback post-events
- Train staff to handle accessibility requests and special accommodations effectively
- Monitor occupancy rates and adjust event scheduling to maximize utilization
- Develop loyalty programs or incentives to build a regular patron base

## Strategic Planning for Expansion

- Begin feasibility studies and architectural planning for restoring to original occupany
- Engage with historical preservation consultants and city planners
- Explore funding and partnership opportunities for large-scale renovation projects
- Keep the community informed and involved in future development plans

Thoroughly addressing these tasks immediately after launch will position Chateau Model 1 for operational success, enhanced community presence, and a sustainable path toward fulfilling its larger vision of cultural and functional restoration.

# Post-Launch

Successfully launching Chateau Model 1 as a revitalized community event venue marks the beginning of a critical phase focused on operational excellence, community engagement, and sustainable growth. The following comprehensive post-launch checklist outlines essential tasks and priorities that will ensure the venue meets its occupancy goals, maintains its historic charm, and provides exceptional experiences for all users. This implementation plan is structured to address immediate operational needs, ongoing facility management, marketing, and long-term strategic development towards increasing venue capacity and enhancing functionality.

## Operational Readiness

- Conduct a thorough post-launch evaluation of all mechanical and structural systems
  - Verify functionality of updated an d existing mechanical systems and HVAC
  - Confirm ADA accessibility features are fully operational and compliant
  - Test stage equipment and acoustical treatments under live conditions
- Establish standard operating procedures (SOPs) for daily venue management
  - Staff scheduling and role assignments
  - Safety and emergency protocols
  - Maintenance and cleaning routines
- Finalize and review vendor agreements for catering prep support and other services

## Community and Client Engagement

- Launch an outreach program targeting local performers, organizations, and community groups
  - Schedule and host familiarization tours
  - Develop partnerships with cultural institutions and event promoters
- Initiate a booking system and calendar management
  - Prioritize diverse event types to maximize venue utilization
  - Encourage repeat bookings and community involvement
- Collect and analyze feedback from initial events to identify improvement areas

## Marketing and Public Relations

- Roll out a targeted marketing campaign emphasizing the venue's unique blend of historic ambiance and modern amenities
  - Utilize local media, social platforms, and community bulletin boards
  - Highlight accessibility improvements and production capabilities
- Update the venue website and digital presence with current event schedules and booking information

- Plan and host a series of grand re-opening events or showcases to boost visibility

## Facility Maintenance and Upgrades

- Implement a preventative maintenance schedule for all mechanical and structural components
- Monitor acoustical treatments and stage setups, making adjustments as needed
- Begin planning for the phased expansion to restore seating capacity toward the original 1000 seats
  - Conduct feasibility studies and community impact assessments
  - Explore fundraising and grant opportunities

## Financial Management

- Set up post-launch financial tracking and reporting systems
- Review initial revenue streams against projections
- Adjust pricing and service offerings based on market response
- Develop a budget and timeline for future restoration phases

## Staff Training and Development

- Provide ongoing training on new technologies and customer service excellence
- Encourage staff feedback to refine operational processes
- Foster a culture of preservation and innovation aligned with the venue's mission

This checklist ensures Chateau Model 1 not only meets immediate post-launch demands but also strategically positions itself for sustained growth and eventual expansion back to its historic grandeur.

# 5 Year Plan

Following the launch of Chateau Model 1, the implementation plan focuses on continuous enhancements, operational stability, audience engagement, and strategic expansion over the next four years. This approach ensures the venue grows sustainably towards the long-term goal of restoring full 1000-seat capacity while maintaining cultural heritage and improving community value. The checklist below outlines critical activities year by year to guide systematic progress.

## Year 2: Stabilization and Initial Enhancements

- **Operational Optimization**
  - Refine event scheduling and booking processes to maximize occupancy
  - Establish partnerships with local organizations and performing arts groups
  - Launch targeted marketing campaigns to build community awareness
- **Facility Improvements**
  - Complete any remaining exterior and mechanical system upgrades
  - Initiate minor interior renovations focusing on audience comfort
  - Expand catering prep capabilities to support larger events
- **Accessibility and Technology**
  - Conduct ADA compliance audits and implement recommended adjustments
  - Upgrade production capabilities, including lighting and sound systems
  - Install additional acoustical treatments in critical areas

## Year 3: Audience Growth and Programming Expansion

- **Programming Development**
  - Introduce diverse event programming including concerts, theater, and community events
  - Develop recurring event series to build loyal audience segments
  - Collaborate with educational institutions for workshops and performances
- **Marketing and Outreach**
  - Enhance digital presence with improved website and social media engagement
  - Initiate audience feedback mechanisms to tailor offerings
  - Expand outreach to regional and niche markets
- **Infrastructure and Capacity Planning**
  - Begin feasibility studies for phased seating expansion
  - Upgrade backstage facilities and artist amenities
  - Expand catering areas to support larger events

## Year 4: Expansion and Capacity Enhancement Planning

- **Seating Capacity Expansion**
  - Finalize architectural and engineering plans for expanding occupancy to a more natural capacity
  - Secure necessary permits and community approvals
  - Identify and apply for funding or grants to support expansion
- **Technological Upgrades**
  - Integrate advanced production technology for enhanced event capabilities
  - Implement energy efficiency upgrades to mechanical systems
- **Community Engagement**
  - Organize community forums to gather input on expansion and programming
  - Launch loyalty programs and membership drives

## Year 5: Major Renovation and Restoration Phase

- **Construction and Restoration**
  - Begin phased reconstruction to approach original capacity
  - Preserve and restore historic architectural elements during construction
  - Upgrade all additional mechanical and electrical systems to modern standards
- **Operational Scaling**
  - Expand staffing and operational resources to support increased capacity
  - Develop new marketing strategies to attract larger regional and national events
- **Sustainability and Legacy Planning**
  - Establish endowment funds or long-term financial plans to sustain operations
  - Create educational and cultural legacy programs linked to the venue's history

This phased and comprehensive plan ensures Chateau Model 1 evolves from a revitalized 400-seat venue into a fully restored historic theater, empowering it to serve Rochester’s cultural and community needs for decades to come.

# Financing

No available data

# Taxes

| Taxes | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|---|---|---|---|---|
| **Tax Accrued** | **$0.00** | **$0.00** | **$0.00** | **$0.00** | **$0.00** |
| Corporate Income Tax | | $0.00 | $0.00 | $0.00 | $0.00 |
| Value Added Tax (VAT) | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| **Tax Paid** | | **$0.00** | **$0.00** | **$0.00** | **$0.00** |
| Corporate Income Tax | | | $0.00 | $0.00 | $0.00 |
| Value Added Tax (VAT) | | $0.00 | $0.00 | $0.00 | $0.00 |

CITY OF ROCHESTER MINNESOTA

# REQUEST FOR ACTION

**Rochester Public Transit Sustainability**

**MEETING DATE:**
**January 12, 2026**

**ORIGINATING DEPT:**
**Transit & Parking Services**

**AGENDA SECTION:**
**Presentation Items**

**PRESENTER:**
**Rachel Fautsch**

## Report Narrative:

Rochester Public Transit (RPT) is currently operating under financial conditions that are not sustainable over the long term. Reduced ridership, combined with the need to reassess system coverage and the local share of state and federal grants increasing, has led to operating costs exceeding available revenues. In response, the transit team is pursuing strategies to reduce financial losses while increasing system efficiency and revenue.

This work takes a holistic view of the transit system and began with the Fall 2025 service changes. Additional and more substantial adjustments to fixed-route operations are anticipated as part of the Spring 2026 service changes. With the upcoming launch of Link BRT, alongside the continued operation of fixed-route and paratransit services, it is imperative that the City evaluates current service levels and implements appropriate changes to ensure the long-term success and sustainability of the public transit system.

No Council action is required at this time. However, Council input is critical as staff continues to refine service strategies and prepare for upcoming decisions that will shape the future of public transit in Rochester.

**Anticipated Council actions related to Public Transit in 2026 include:**

- Award of the Transit Operations Request for Proposals (Q3 2026)
- Release of the Advertising Request for Proposals (Q3 2026)
- Release of the Transit Development Plan Request for Proposals (Q2 2026)

Rochester Public Transit provides approximately 650,000 passenger trips annually; this is reflective of post-2020 numbers that exceeded 2 million riders annually. The system serves 75% of the City's population, with 93% of the workforce located within one-half mile of a transit stop. Through contracted operations, it is anticipated that more than 100 employees are engaged in the delivery of transit services.

## Priorities & Foundational Principles:

Fiscal Responsibility & Sustainability

## Prepared By:

Rachel Fautsch

## Attachments:

Presentation - Transit Sustainability

ROCHESTER
TRANSIT
& PARKING

# TRANSIT SUSTAINABILITY

Study Session: January 12, 2026

# Rochester Public Transit

- Fixed Route
  - 26 routes
  - Over 650,000 annual rides
  - 75% of the City population and
  - 93% of jobs are within half a mile of a transit stop

- Link Bus Rapid Transit
  - Anticipated 11,000 rides per day

- Paratransit
  - Over 50,500 rides in 2024

ROCHESTER TRANSIT & PARKING

# Understanding Funding Sources

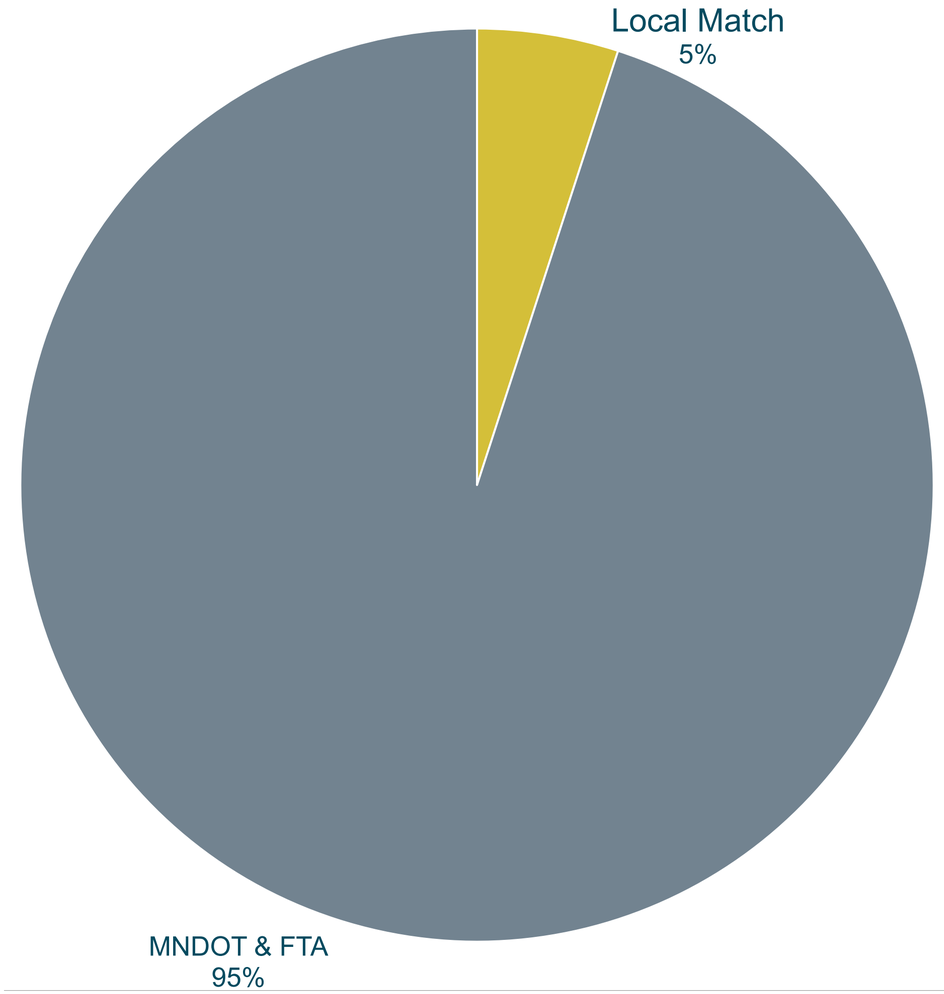
**MNDOT**

**FTA**

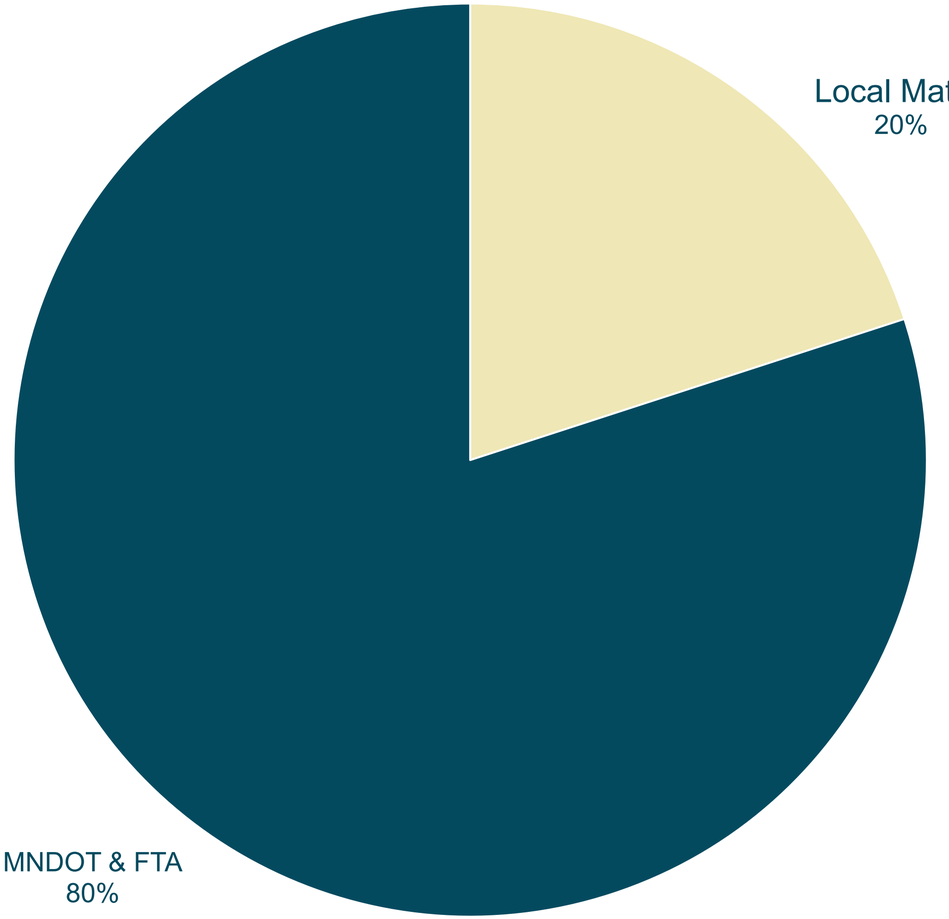
**Local Share**

# High level view of funding 2025

## 2025 Operations Funding

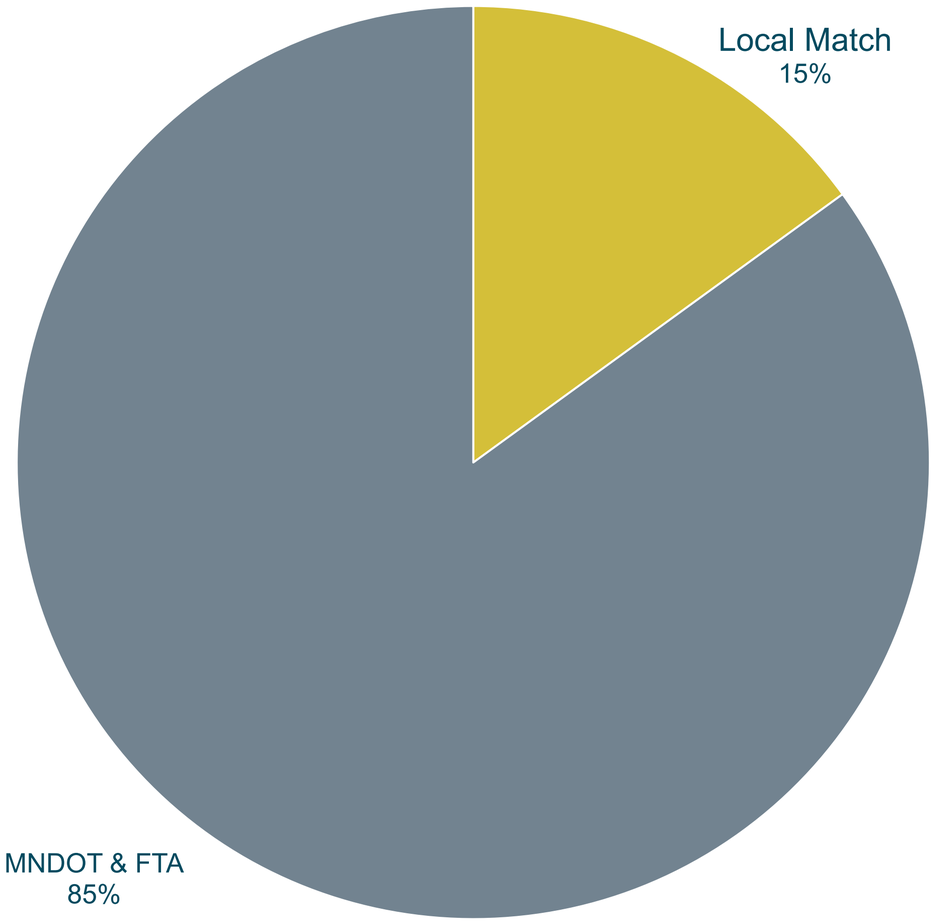



## 2025 CIP Funding

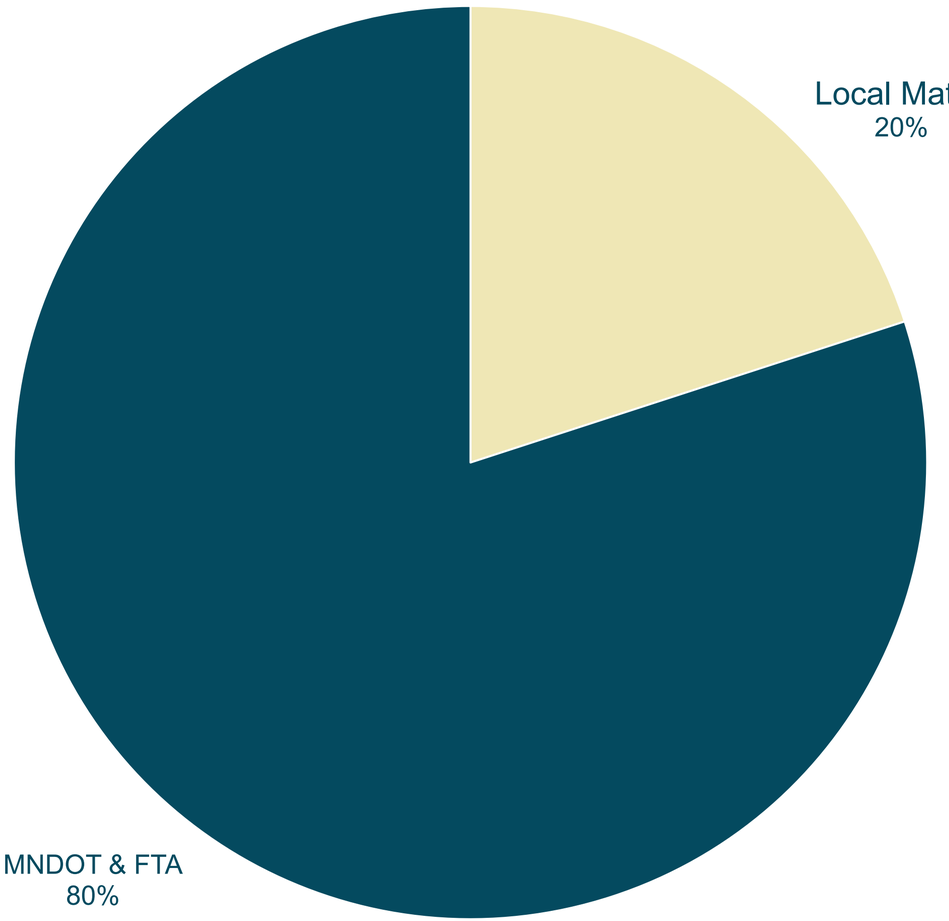


# High level view of funding 2026

## 2026 Operations Funding




## 2026 CIP Funding



# Assuming Operations are $12 million

2025: 5% Local Match: **$600,000**

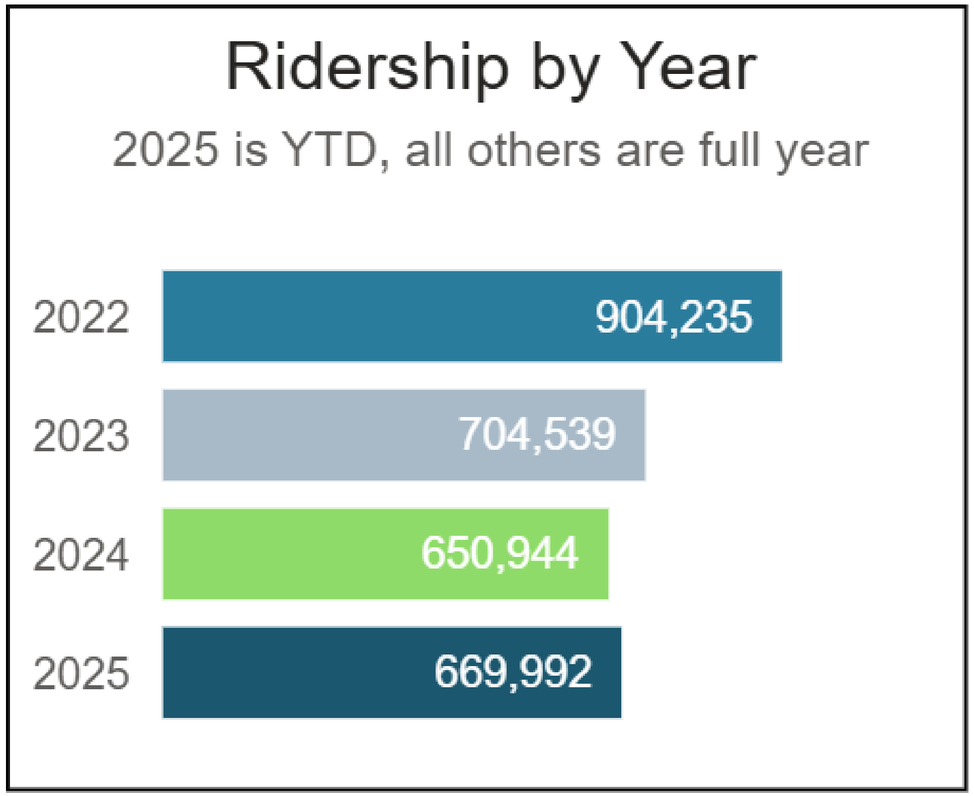
2026: 15% Local Match: **$1,800,000**

ROCHESTER
TRANSIT
& PARKING

# Financial Outlook

# Why is our revenue down?

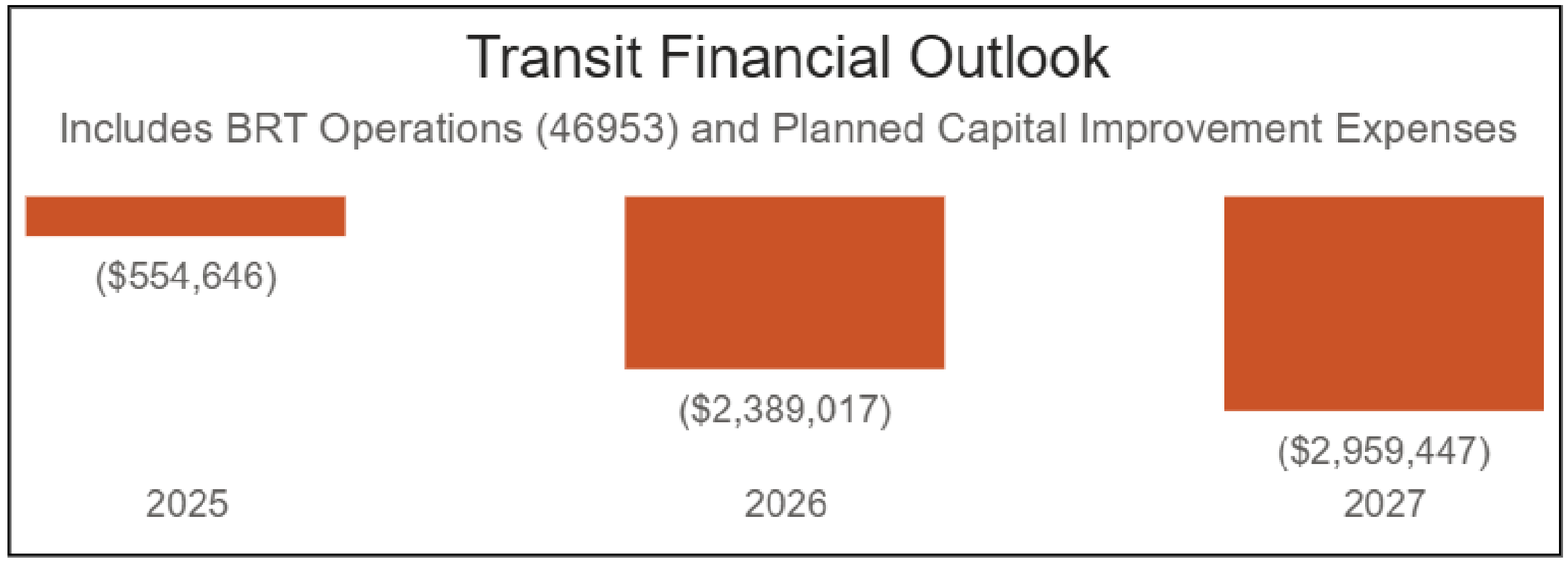
- Local match to state grant dollars (operating), 5% to 15%
- ZIPS Paratransit
- Fixed Ridership and Efficiency



# Operations and CIP Budget

## Transit Fund

$5.29 M



# What are we doing?

Service Changes

Collaborations

CIP – Only Essentials

# Updates from Fall Service Changes

- Reduction of service area and overlapping routes, removal of 4 routes
- Frequency change of evening routes and 102 (7 routes total)
- Route alignment for 5 routes
- Boardings have increased from 7 to 8 boardings per hour
- Preliminary data indicate cost per boarding has decreased
- Trip performance has increased from 97.7% to 99.8%

# Potential Spring Service Changes

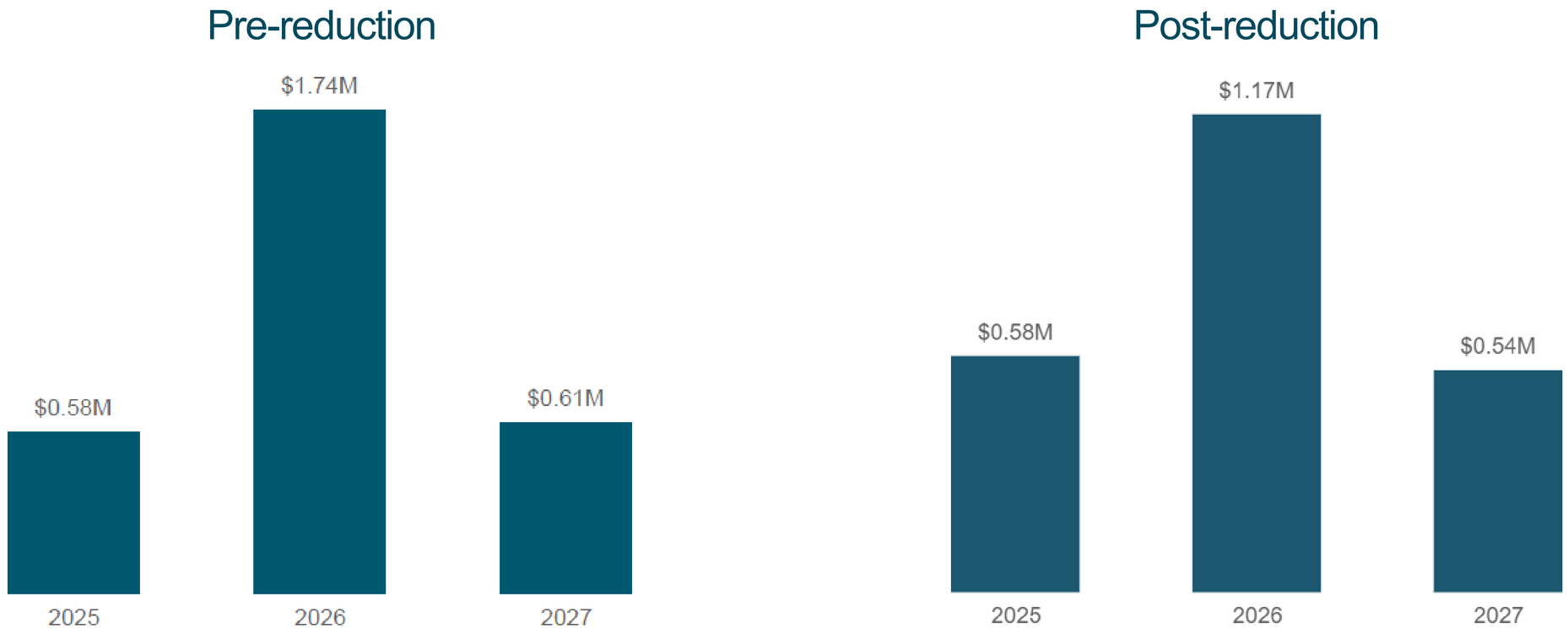
- Improve low performing routes:

  21, 23, 24, 101, 102, 116, 203, 306, 314, 412, 418, 419 and 505
- Address declining ridership
- Work with Operator on Blocks and Runs
- Maintain and Enhance High-Performing Routes, potential express routes
- Transitioning away from “Loop” Service to “Two-way” service
- Reduction of Holiday service hours

# Delaying or Removal of non-essential CIP

Preliminary assessments have resulted in the removal of:

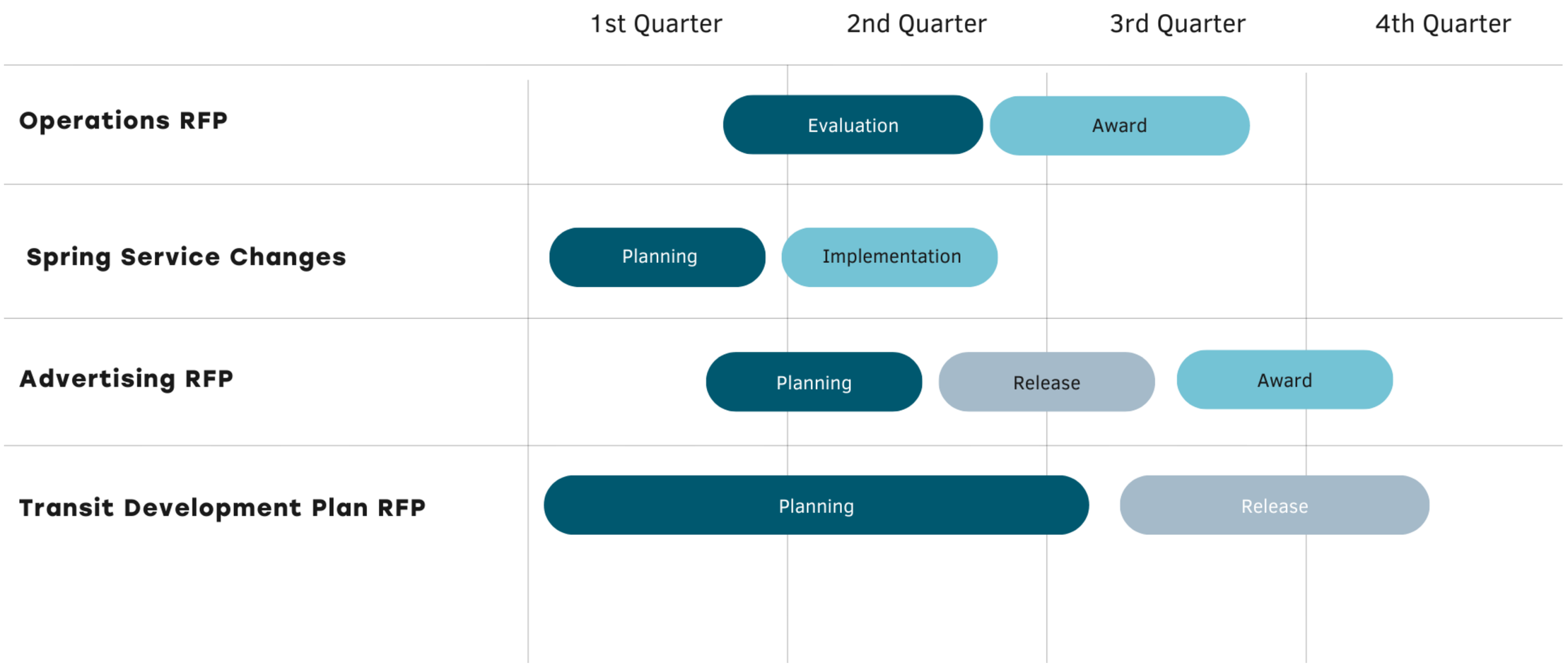
- Non-essential fleet
- Non-essential software upgrades



# What’s next?

- Radical and innovative thinking
- RFP for Advertisement
- Incidental and Joint Usage
- Spring Service Changes
- Transit Development Plan
- Execution of Operations Contract
- Conservative CIP

# 2026


1st Quarter
2nd Quarter
3rd Quarter
4th Quarter
Operations RFP
Evaluation
Award
Spring Service Changes
Planning
Implementation
Advertising RFP
Planning
Release
Award
Transit Development Plan RFP
Planning
Release

CITY OF ROCHESTER MINNESOTA

# REQUEST FOR ACTION

**Study Session Schedule**

**MEETING DATE:**
**January 12, 2026**

**ORIGINATING DEPT:**
**City Administration**

**AGENDA SECTION:**
**Presentation Items**

**PRESENTER:**
**Alison Zelms**

## Report Narrative:
The Study Session Schedule as of January 5, 2025.

## Priorities & Foundational Principles:
Quality Services for Quality Living

## Prepared By:
Emily Blahnik

## Attachments:
Study Session Calendar as of January 5, 2026

# Study Session Calendar

| | Topic | Estimated Time in Minutes | Meeting Location | Responsible Department | Meeting Date |
|---|---|---|---|---|---|
| 1 | **Council Meeting** | | Council Chambers | | 01/05/26 |
| 2 | **Study Session (75 Minutes Available)** | | Council Chambers | | 01/12/26 |
| 3 | Transit Sustainability | 60 | Council Chambers | Transit & Parking | 01/12/26 |
| 4 | Chateau Theatre Operations and Investment | 45 | Council Chambers | Administration | 01/12/26 |
| 5 | **Council Meeting** | | Council Chambers | | 01/21/26 |
| 6 | **Study Session (0 Minutes Available)** | | Council Chambers | | 01/26/26 |
| 7 | City Council Training | 180 | Council Chambers | Administration | 01/26/26 |
| 8 | **Council Meeting** | | Council Chambers | | 02/02/26 |
| 9 | **Study Session (30 Minutes Available)** | | Council Chambers | | 02/09/26 |
| 10 | City Council Rules and Procedures Review | 60 | Council Chambers | City Clerk | 02/09/26 |
| 11 | Better Public Meetings | 90 | Council Chambers | City Clerk | 02/09/26 |
| 12 | **Council Meeting** | | Council Chambers | | 02/18/26 |
| 13 | **Study Session (90 Minutes Available)** | | Council Chambers | | 02/23/26 |
| 14 | Historic District Public Realm Plan | 45 | Council Chambers | Community Development | 02/23/26 |
| 15 | Action Plan & KPI Update | 45 | Council Chambers | Administration | 02/23/26 |
| 16 | **Council Meeting** | | Council Chambers | | 03/02/26 |
| 17 | **Study Session (150 Minutes Available)** | | Council Chambers | | 03/09/26 |
| 18 | Housing Code Update | 30 | Council Chambers | Community Development | 03/09/26 |
| 19 | **Council Meeting** | | Council Chambers | | 03/16/26 |
| 20 | **Study Session (180 Minutes Available)** | | Council Chambers | | 03/23/26 |
| 21 | **Council Meeting** | | Council Chambers | | 04/06/26 |
| 22 | **Study Session (120 Minutes Available)** | | Council Chambers | | 04/13/26 |
| 23 | Factors Influencing the Supplemental Budget | 60 | Council Chambers | Administration | 04/13/26 |
| 24 | **Council Meeting** | | Council Chambers | | 04/20/26 |
| 25 | **Study Session (180 Minutes Available)** | | Council Chambers | | 04/27/26 |
| 26 | **Council Meeting** | | Council Chambers | | 05/04/26 |
| 27 | **Study Session (0 Minutes Available)** | | Council Chambers | | 05/11/26 |
| 28 | City Council Bus Tour | 180 | Council Chambers | Administration | 05/11/26 |
| 29 | **Council Meeting** | | Council Chambers | | 05/18/26 |
| 30 | **Study Session (180 Minutes Available)** | | Council Chambers | | 05/27/26 |
| 31 | **Council Meeting** | | Council Chambers | | 06/01/26 |
| 32 | **Study Session (60 Minutes Available)** | | Council Chambers | | 06/08/26 |
| 33 | RPU Water Supply Plan Update | 60 | Council Chambers | RPU | 06/08/26 |



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| | Topic | Estimated Time in Minutes | Meeting Location | Responsible Department | Meeting Date |
|---|---|---|---|---|---|
| 34 | 2026 Legislative Session Update | 60 | Council Chambers | Administration | 06/08/26 |
| 35 | **Council Meeting** | | Council Chambers | | 06/15/26 |
| 36 | **Study Session (180 Minutes Available)** | | Council Chambers | | 06/22/26 |
| 37 | **Council Meeting** | | Council Chambers | | 07/06/26 |
| 38 | **Study Session (30 Minutes Available)** | | Council Chambers | | 07/13/26 |
| 39 | Fee Schedule and 2027 Supplemental Baseline Budget | 90 | Council Chambers | Administration | 07/13/26 |
| 40 | Audit | 60 | Council Chambers | Administration | 07/13/26 |
| 41 | **Council Meeting** | | Council Chambers | | 07/20/26 |
| 42 | **Study Session (120 Minutes Available)** | | Council Chambers | | 07/27/26 |
| 43 | RPU Power Supply Plan Update | 60 | Council Chambers | RPU | 07/27/26 |
| 44 | **Council Meeting** | | Council Chambers | | 08/03/26 |
| 45 | **Study Session (135 Minutes Available)** | | Council Chambers | | 08/10/26 |
| 46 | Action Plan Update | 45 | Council Chambers | Administration | 08/10/26 |
| 47 | **Council Meeting** | | Council Chambers | | 08/17/26 |
| 48 | **Study Session (0 Minutes Available)** | | Council Chambers | | 08/24/26 |
| 49 | City Administrator’s Recommended Supplemental Budget | 180 | Council Chambers | Administration | 08/24/26 |
| 50 | **Council Meeting** | | Council Chambers | | 09/09/26 |
| 51 | **Study Session (0 Minutes Available)** | | Council Chambers | | 09/14/26 |
| 52 | City Administrator’s Recommended Supplemental Budget | 180 | Council Chambers | Administration | 09/14/26 |
| 53 | **Council Meeting** | | Council Chambers | | 09/21/26 |
| 54 | **Study Session (180 Minutes Available)** | | Council Chambers | | 09/28/26 |
| 55 | **Council Meeting** | | Council Chambers | | 10/05/26 |
| 56 | **Study Session (135 Minutes Available)** | | Council Chambers | | 10/12/26 |
| 57 | RPU Electric Line Extension & Water Development Fees (preview for 2027) | 45 | Council Chambers | RPU | 10/12/26 |
| 58 | **Council Meeting** | | Council Chambers | | 10/19/26 |
| 59 | **Study Session (180 Minutes Available)** | | Council Chambers | | 10/26/26 |
| 60 | **Council Meeting** | | Council Chambers | | 11/02/26 |
| 61 | **Study Session (120 Minutes Available)** | | Council Chambers | | 11/09/26 |
| 62 | 2027 Legislative Priorities | 60 | Council Chambers | Administration | 11/09/26 |
| 63 | **Council Meeting** | | Council Chambers | | 11/16/26 |
| 64 | **Study Session (180 Minutes Available)** | | Council Chambers | | 11/23/26 |
| 65 | **Council Meeting** | | Council Chambers | | 12/07/26 |
| 66 | **Council Meeting** | | Council Chambers | | 12/14/26 |