



Member Update

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By Tony Burton • Mar 10, 2025

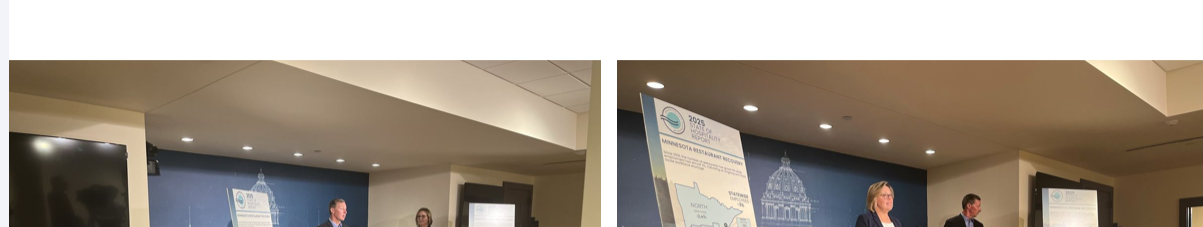
Smart Brevity® count: 3 mins...830 words

In today's March 10, 2025 Update:

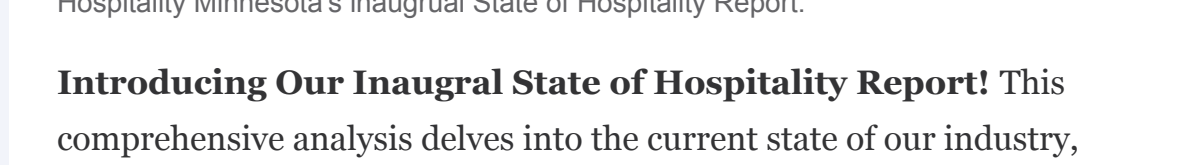
- Introducing: Hospitality Minnesota's Inaugural State of Hospitality Report
- **Hospitality Leaders: Connect with Decision Makers at the 2025 Vendor Expo!**
- Wednesday: Hospitality Minnesota to Host 100+ Advocates for Day at the Capitol
- Thursday: ProStart Programs to Compete at the Minnesota ProStart Invitational
- Federal Advocacy Opportunities: Join HM and National Partners in DC
- In the News

We would like to thank our Member Update Sponsor - [Ecolab](#) - for their contributions and commitment to Minnesota's hospitality industry!

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Introducing: Hospitality Minnesota's Inaugural State of Hospitality Report



Angie Whitcomb and Robert Kisabeth address the press during a conference for Hospitality Minnesota's inaugural State of Hospitality Report.

Introducing Our Inaugural State of Hospitality Report! This comprehensive analysis delves into the current state of our industry, revealing both the challenges we face and the opportunities that lie ahead.

The big picture: Our report paints a clear picture that Minnesota's hospitality industry is navigating a complex landscape.

By the numbers: While we contribute a significant \$392 billion annually to the state's GDP, recovery from the pandemic remains incomplete.

Key findings reveal concerning trends:

- **Declining Revenue and Customer Traffic:** Nearly 50% of businesses report lower revenue, and over 50% report decreased customer traffic compared to pre-pandemic levels.
- **Financial Strain:** Over 35% of businesses are experiencing some stage of financial decline.
- **Lodging Challenges:** Hotel occupancy rates are still lagging behind 2019 figures.
- **Restaurant Struggles:** Restaurants are facing rising labor costs and workforce shortages, despite an increase in establishments.

However, there's hope! Our report highlights the remarkable growth of hospitality workforce development programs, including the Hospitality Minnesota Education Foundation's [ProStart Program](#).

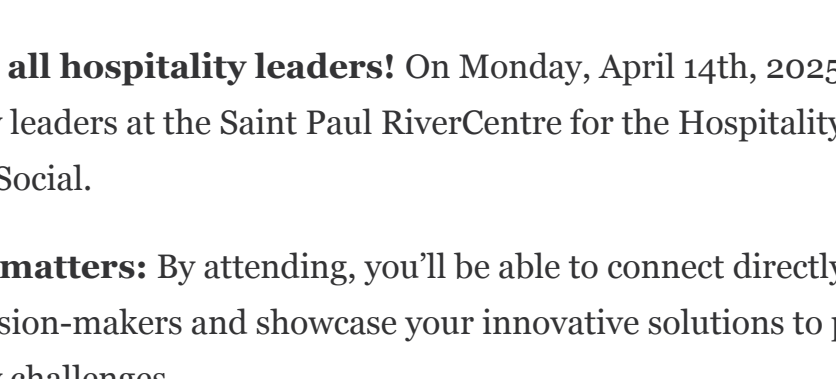
- **Exponential Growth:** Student enrollment in our programs have surged, with over 13,000 participating across the state, up from under 6,000 in 2022.
- **Yes, and:** Thousands of our program participants are already contributing to our industry's workforce.
- **The bottom line:** Hospitality Minnesota Education Foundation's programs are vital in addressing our workforce shortages and continued investment in our workforce development is crucial to the sustainability of our industry.

What's next: In the lead up to Wednesday's Day at the Capitol, the Association premiered the report moments ago during a press conference in Saint Paul. [Click here to access the full report.](#)



PROUD SUPPORTER OF HOSPITALITY MINNESOTA

Hospitality Leaders: Connect with Decision Makers at the 2025 Vendor Expo!



MONDAY, APRIL 14, 2025

SAINT PAUL RIVERCENTRE
175 KELLOGG BLVD W, SAINT PAUL, MN 55102

Calling all hospitality leaders! On Monday, April 14th, 2025, join industry leaders at the Saint Paul RiverCentre for the Hospitality Vendor Expo & Social.

Why it matters: By attending, you'll be able to connect directly with key decision-makers and showcase your innovative solutions to pressing industry challenges.

Act now: This is your prime opportunity to expand your network and business within Minnesota's vibrant hospitality sector. Secure your spot today and drive your business forward!

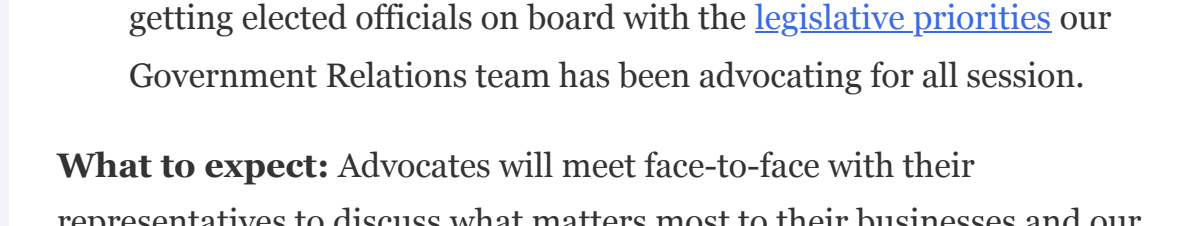
[Register Here!](#)



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Wednesday: Hospitality Minnesota to Host 100+ Advocates for Day at the Capitol



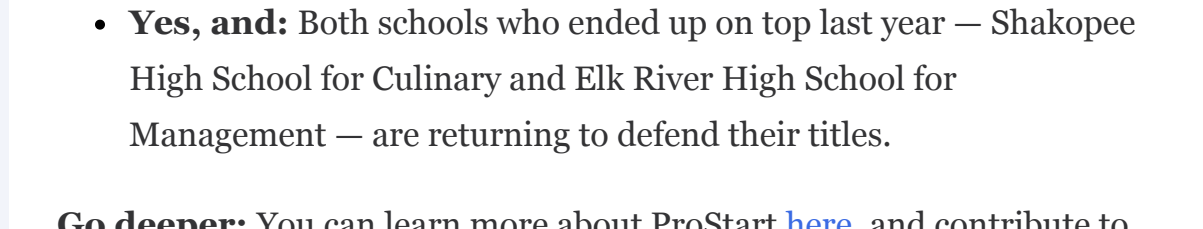
MARCH 12, 2025 | MINNESOTA STATE CAPITOL

Stay informed: This Wednesday, Hospitality Minnesota will be hosting 100+ hospitality advocates to advance the interests of the industry in Saint Paul.

- **Why it matters:** Hearing from hospitality owners and operators about what operational burdens keep them up at night is critical to getting elected officials on board with the [legislative priorities](#) our Government Relations team has been advocating for all session.

What to expect: Advocates will meet face-to-face with their representatives to discuss what matters to their businesses and our industry. Attendees will advocate for continued workforce development funding, statewide social districts, a crucial fix to Minnesota's price transparency law, and more.

Thursday: ProStart Programs to Compete at the Minnesota ProStart Invitational



THURSDAY, MARCH 13, 2025
ST. PAUL RIVERCENTRE

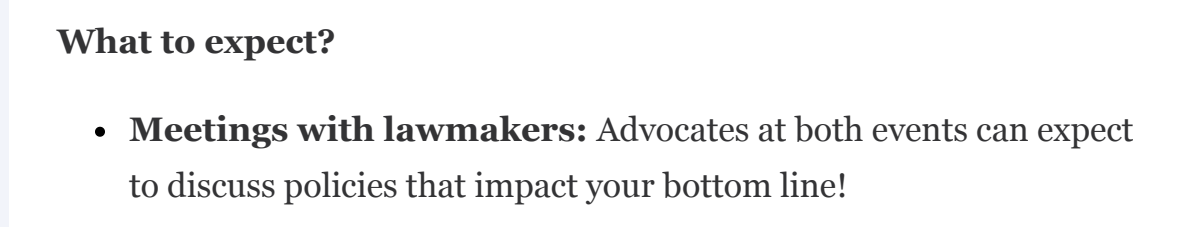
Get ready: This Thursday, our Education Foundation will crown it's 2025 ProStart Culinary and Management Champions, who will go on to represent Minnesota at the National ProStart Invitational May 2-4, 2025 in Baltimore, Maryland.

What it takes to win: This year's culinary champions will have to defeat 15 other teams in a high-stakes, fast-paced top-chef style competition to make it to Baltimore. Our management champions will have to beat out 4 other teams to win the title.

- **Yes, and:** Both schools who ended up on top last year — Shakopee High School for Culinary and Elk River High School for Management — are returning to defend their titles.

Go deeper: You can learn more about ProStart [here](#), and contribute to our ongoing ProStart fundraiser [here](#).

Federal Advocacy Opportunities: Join HM and National Partners in DC



Restaurateurs: Join us at the National Restaurant Association's [Public Affairs Conference](#) April 1-3 in Washington DC! ([Register here](#))

Hoteliere: Join us at the American Hotel & Lodging Association's [Hotels on the Hill](#) Advocacy Conference May 13-14 share the issues most impacting your business. ([Register here](#))

What to expect?

- **Meetings with lawmakers:** Advocates at both events can expect to discuss policies that impact your bottom line!
- **Top Political Speakers:** Gain insights from industry experts.
- **Networking Events:** Build connections with your peers.

Questions? Reach out to [Hanna](#) or [Angie](#) for more information.

In the News

- [Grassroots efforts sprout to help Latino businesses](#) | Star Tribune

See you back here next week!

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