

# Meeting Facilities Price Comparison

## RESORTS ARE A BETTER VALUE

### SITUATIONAL ANALYSIS

A sluggish economy, global tensions and extensive budget concerns in state and local governments have once again prompted some to ask whether holding meetings and conferences at Minnesota's resorts is economically responsible. In an effort to provide a clear sense of costs at meeting facilities, the following documents an equal comparison of costs between two Twin Cities hotels and meeting facilities, one suburban conference center, and Ruttger's Bay Lake Lodge, a resort conference center in Deerwood, Minnesota.

### REQUEST FOR PROPOSAL (RFP)

Organizations typically distribute requests for proposals to potential meeting facilities for meetings. Copies of past RFPs served as the catalyst for a mock RFP. This mock RFP was created and distributed by an independent consulting firm.

The mock RFP sought bids for a 3-day, 2-night meeting September 16 - 18, 2009, for 150 seminar attendees. It listed specifications for parking, audio/visual equipment needs, room accommodations, meeting facilities, food provisions for three days, service fees, all city and state taxes, and included a sample itinerary.

Facilities were required to coincide only those specifications and itinerary listed, and submission was requested no later than January 30, 2009.

Here are the results:

DESCRIPTION	DOWNTOWN HOTEL A	DOWNTOWN HOTEL B	SUBURBAN CONFERENCE CENTER	RUTTGER'S BAY LAKE LODGE
LODGING & FOOD, SERVICE FEES, A/V, PARKING, TAX	\$65,412.79	\$58,547.51	\$72,022.52	\$48,195.53
PERCENTAGE HIGHER THAN RUTTGER'S	31%	15%	49%	

# PRODUCTIVE MEETINGS

Travel for training and staff development at off-site meetings and conferences is often the first casualty when government agencies and private businesses cut expenses.

But a productive meeting isn't an expense - it's an investment - and we want your stockholders, board members, and taxpayers to know that holding your meeting at **Ruttger's Bay Lake Lodge** makes good fiscal sense.

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## EFFICIENCY SAVES TIME AND MONEY

At Ruttger's Bay Lake Lodge you work with one person for every detail of your meeting. You sign only one contract. That saves you time - as much as 50% - and greatly reduces the potential for mistakes during the meeting and billing problems afterward.

## GROUPS COME HERE TO WORK

On average, groups at Ruttger's meet for 8.5 hours per day. Planning. Producing. Accomplishing. Working. They know because they keep track. (Ordinarily, that's just good service, but at times like these, it's also good information.)

## STUDIES SHOW PRODUCTIVITY IMPROVES WITH TIMELY BREAKS

Studies show downtime restores energy levels, improves concentration, revitalizes attendees, and makes meetings more productive. The secret is not spending too much time or energy getting to the fun. We provide nature trails, swimming, tennis, fishing, golf - all less than 2 minutes away. So it's refresh, re-energize, and get back to work.

## SMALL THINGS MEAN BIG SAVINGS AND LESS STRESS

You don't pay for parking at Ruttger's. Coffee doesn't cost \$40 a pot. AND you can walk down the hall for a relaxed dinner rather than fight traffic.

## 89% OF MEETING PLANNERS RATE THEIR RUTTGER'S EXPERIENCE EXCELLENT

The other 11% rate their experience Good.

## LOCATION + PREPARATION = PRODUCTIVITY

There is a direct correlation between preparation time and meeting productivity. Your meeting isn't an event, it's a process - so Ruttger's provides the planning help you need *before you arrive*.

## QUANTITATIVE PROOF OF ROI

Ruttger's can help you perform the qualitative and quantitative research necessary to determine the ROI of your meeting. The planners can help you arrange surveys, focus groups, and one-on-one interviews with your stakeholders that help you assess the real value of improved organizational performance, member retention, networking and other goals of your meeting.

## THE MEETINGS NEVER REALLY END

Experience shows that meetings at Ruttger's Bay Lake Lodge are continued informally over dinner, social hours, and throughout recreational activities. Networking and bonding are invaluable tools toward improving morale and productivity.

## FEWER DISTRACTIONS MEAN BETTER RESULTS

Holding a meeting at your office means distractions - phone calls, email, etc. That limits productivity. Plus, when your people head home for the night, they're suddenly thinking about family concerns, not what they learned in meetings. That means limited retention - up to 40% less, studies show. No concern like that at Ruttger's!