



March 25, 2015

Health & Human Services Reform Committee

The Rochester Convention & Visitors Bureau would like express our support for HF 1960, a bill adding to the definition of a lodging establishment for the purposes of long-term medical lodging. HF 1960 will enable us to better serve our unique customers and facilitate growth to Rochester and Minnesota's lodging industry.

As many of you know, Rochester is seeing a growth in long term medical visitors, specifically destination cancer & transplant patients. As a result, we need to address the way non-typical lodging establishments are licensed and inspected. Currently it is problematic that these establishments are not licensed and inspected as lodging establishments. Therefore destinations like ours cannot promote them as a place for visitors / patients to stay.

We are currently serving hundreds of long-term patients every day in Rochester and with the opening of the new Mayo Clinic proton beam-therapy cancer center, it is expected that we will be treating an additional 2400 patients annually. Many of these guests are in Rochester and Minnesota for months at a time and they desire a more homelike situation instead of a traditional hotel setting.

It may be helpful for you to review a couple of these websites to understand these operations:

Serenity House Network

<http://www.shnrochestermn.com>

Rochester Furnished Homes

<http://www.rochesterfurnishedhomes.com/>

Rochester Furnished Apartments

<http://www.rochester-furnished-apartments.com/>

Rochester's Hospitality Industry is our regions 2<sup>nd</sup> largest industry employing over 12,000 people and at the same time provides invaluable support to our largest employer and most significant stakeholder. As our industry continues to grow and flourish, we must continue to serve our visitors in meeting their needs which produces very important revenue streams to these local businesses. Without our ability to offer and promote lodging in non-typical establishments, growth will be inhibited and we would lose market share to other destination medical centers.

On behalf of our Board of Directors and stakeholders at the Rochester Convention & Visitors Bureau, I offer our full support toward HF 1960.

Yours in Hospitality,

A handwritten signature in black ink, appearing to read 'Brad M. Jones', with a stylized flourish at the end.

Brad M. Jones

Executive Director / CEO

Rochester Convention & Visitors Bureau