



Meet **Minneapolis**  
City by Nature

# 2020 ANNUAL REPORT

# RESILIENCY

## AND THE ROAD TO RECOVERY



After a decade of growth in meetings, events and tourism, Meet Minneapolis began 2020 with great expectations. While the year was a challenge for everyone, it was particularly devastating for Minneapolis and its 36,000 hospitality workers.

Yet, even with the ongoing uncertainty and setbacks, there are glimmers of hope. We consistently see examples of perseverance and resiliency, as our community and our industry keeps improvising and moving forward. For the Minneapolis economy to recover, it is critical that we continue to focus on the recovery efforts of our local tourism and hospitality industries, as well as working to demonstrate how Minneapolis is a city leading the way forward with societal change.

As we anticipate the future, we look forward to bustling hotel lobbies, crowded stadiums, busy downtown streets and packed restaurants. We are focused on our strategies to support the city of Minneapolis and the recovery of our industry.

*Melvin Tennant*



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# KEY 2020 SUPPORT INITIATIVES

# SUPPORTING LOCAL PARTNERS & LOCAL BUSINESSES

## ● WE NEED US

Meet Minneapolis partnered with Carmichael Lynch Relate on a social media campaign to remind Minneapolis residents that local shops, restaurants and businesses “need us” to shop local during the pandemic. This resulted in 1,239,500+ impressions and over 9,000 visits to [Minneapolis.org](https://www.meetminneapolis.org).

## ● INFLUENCER PROGRAM

This summer we partnered with Minneapolis influencers to build awareness on how they can safely enjoy visiting local businesses. We highlighted diverse Minneapolis restaurants and retail shops, with a focus on safety protocols and resulted in more than 70,000 Instagram impressions.

## ● PARTNER OUTREACH

The Partnership team supported partners by keeping them informed and connected throughout the pandemic.

- **700 direct calls** were made to partners during the early days of the shutdown
- **8 Virtual Coffee Talks** were hosted sharing stories of resilience (212 registrants)
- **8 Monthly COVID-19 Impact & Meet Minneapolis Recovery Planning - The State of Tourism and Hospitality in Minneapolis Webinars** since June (1,796 registrants)

### Featured speakers include:

- Bryan Ryks, Metropolitan Airports Commission
- Chief Medaria Arradondo, Minneapolis Police Department
- Norma Dean, Delta Air Lines
- Kristen Prestegaard, Mia
- Sarah Psick, Psick Capitol Solutions

- **Google My Business training webinars** taught partners how to update their Google profile with new hours, COVID-19 related information, delivery/takeout options and more (75 registrants)

## ● DESTINATION BRANDING AND STRATEGY

Over 25 articles were created supporting partner businesses. Topics included “Ways to Practice Social Distancing in Minneapolis,” “Travel the World with Minneapolis Takeout” and “Help Local Minneapolis Businesses by Shopping Online.”



# SUPPORTING THE INDUSTRY & COMMUNITY

- **ADVOCACY EFFORTS**

Meet Minneapolis worked during the 2020 Legislative Session(s) to prepare enabling legislation for Tourism Recovery and Improvement Districts (TRID) for local governments in Minnesota to consider as a tool for tourism development. The development of a TRID in Minneapolis will help to advance tourism in the city and provide an opportunity for a speedy recovery of our hotel industry.

Meet Minneapolis was supportive of the Minnesota Tourism Growth Coalition's effort to secure COVID-19 crisis grant funding for destination marketing organizations (DMO), and U.S. Travel's efforts to include DMOs in the Payroll Protection Program Loan Program. Staff also participated throughout the year in Minnesota Governor Tim Walz's Roundtable Discussion groups that looked at efforts to re-open both restaurants and the meetings/event industry venues while weighing public health concerns for Minnesotans.

- **MINNEAPOLIS LEGACY PROJECT**

In response to the death of George Floyd, Meet Minneapolis formed the Meet Minneapolis Legacy Project. Its mission is to develop targeted social justice and racial reconciliation initiatives for Meet Minneapolis team members and the broader hospitality/tourism industry that will assist in rebuilding and restoring hospitality industry workers, local businesses and the community at large. Through this work, we will reinforce that the local hospitality industry is a major economic and social contributor to the community in prosperous and in challenging times.



# SUPPORTING MEETINGS & EVENTS EFFORTS

- **8 REASONS WHY MARKETING EFFORTS**

Meeting planners are concerned about the health and safety status of cities where they are hosting events. They want to know that Minneapolis is ready to welcome visitors and attendees back. Due to these needs, Meet Minneapolis developed a simple print ad and video that addressed these concerns called: "When You're Ready - 8 Reasons to Consider Minneapolis."

- **INCENTIVE PROGRAM**

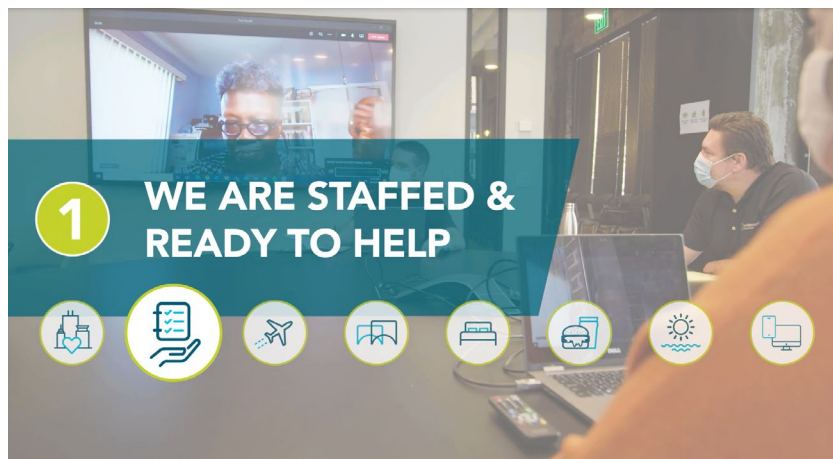
Meeting planners are concerned about meeting financial goals in a post-COVID world. In response, Meet Minneapolis, Sports Minneapolis, the Minneapolis Convention Center and our hotel partners put together incentive packages for event planners considering Minneapolis for an event in 2021 or 2022. Incentives include complimentary parking, food and beverage discounts and more.

- **MEET MINNEAPOLIS CUSTOMER ADVISORY BOARD**

Meet Minneapolis engaged with its customer advisory board virtually in July. They were instrumental in helping us tell our story to meeting planners effectively.



Minneapolis Convention Center Client Experience



"When You're Ready - 8 Reasons to Consider Minneapolis." Video



Minneapolis Marriott City Center

# SUPPORTING MEETINGS & EVENTS EFFORTS

- **DES CERTIFICATION**

A trio of Meet Minneapolis and Minneapolis Convention Center staff members earned the Digital Event Strategist (DES) certification offered through the Professional Convention Management Association (PCMA). This certification demonstrates professionals are knowledgeable and well-equipped to assist meeting planners who need to develop and produce engaging live stream and digital events.

- **MINNESOTA SPORTS & EVENTS**

In response to the competitive marketplace of attracting large-scale sports championships and other events to the region, leaders of the Minnesota sports franchises, business community and hospitality industry came together to formalize existing partnerships under one regional entity as Minnesota Sports and Events (MNSE).

When MNSE secures a bid, the organization will then serve as the event's permanent Local Organizing Committee, providing operations, marketing, fundraising and event support.

The commission is led by President and Chief Executive Officer Wendy Blackshaw, whose 30+ years of experience includes executive roles with Super Bowl LII, Mall of America, Sun Country Airlines and Minnesota North Stars.



# 2020 BY THE NUMBERS

## KEY PERFORMANCE INDICATORS

*\*Unaudited*



### GROUP ROOM NIGHTS BOOKED

**89%** Goal: 559,600  
Actual: 496,816



### MCC REVENUE

**31%** Goal: \$20,431,950  
Actual: \$6,313,334



### LODGING TAX RECEIPTS

**25%** Goal: \$10,461,140  
Actual: \$2,652,863



### PARTNERSHIP RETENTION

**79%** Goal: 727 partners  
Actual: 575 partners

## KEY METRICS



### JOBS SUPPORTED

**19,721**

Minneapolis hospitality jobs  
through Q3 2020

Source: Minnesota Department of  
Employment and Economic Development



### HOTEL IMPACT

**21.4%**

Minneapolis hotel occupancy





# Minneapolis

Convention Center

## 2020 UPDATE

The Minneapolis Convention Center had to reimagine success and turned its focus to helping the community by becoming a COVID-19 testing and vaccination site. In addition, the facility became Global Biorisk Advisory Council STAR certified. The performance-based accreditation program is widely regarded as the cleaning industry's gold standard for safe venues.



**316,243** | MCC  
EVENT  
ATTENDEES



**3,722** | HOSPITALITY  
INDUSTRY JOBS  
SUPPORTED



**74** | MCC  
EVENTS  
HOSTED



# SELL THE DESTINATION

## 2020 UPDATE



**413**  
Cancelled events

**44%**  
Of cancelled events rebooked



**526,218**  
Lost room nights



**229,742**  
Room nights rebooked

## 2020 UPDATE



**31**  
Cancelled events



Amateur and youth sporting events are expected to be first events to return.



**308,073**  
Lost room nights



**1M+**  
Prospective room nights

# PARTNERSHIP

## 2020 UPDATE

 **33** | NEW PARTNERS IN 2020

 **143** Partners cancelled in 2020

 **37** Cancelled businesses were restaurants

 **95** Cancelled due to COVID-19

 **31** Cancelled businesses were service providers



# MARKET THE DESTINATION

## CONTENT



**50+**

New articles on [minneapolis.org](https://www.minneapolis.org)



**25+**

Articles related to COVID-19 & supporting local businesses

## SOCIAL MEDIA



**137,584**

Social media followers



**7.5M**

Total social media impressions

## MINNEAPOLIS.ORG



**2.1M**

Page views



**379,920**

Outbound partner website clicks



**1.2M**

Total website traffic

**83%**

Organic search traffic

# ENHANCE THE VISITOR EXPERIENCE

## 2020 UPDATE

The Services team prepared to welcome guests back to Minneapolis by creating COVID-19 safety protocols for event attendees and providing meeting planners with COVID-19 and public safety information. They developed in-person, clean and safe site visit protocols and successfully completed multiple in-person site visits in 2020.



*In person sales meeting check-in station*



# PUBLIC AFFAIRS

## 2020 UPDATE

- **INDUSTRY INSIGHTS**

Research staff had an especially busy year monitoring the negative effects of COVID-19 on the Minneapolis hospitality industry. They provided industry updates, trends and recovery forecasts with the destination branding and strategy team through monthly State of the Industry presentations for stakeholders and partners.

Additional reports were provided to the City of Minneapolis on a weekly basis and to the Greater MSP Recovery Dashboard developed in late 2020.

- **MINNEAPOLIS GLOBAL PARTNERSHIP PROGRAM**

Meet Minneapolis works with our local sister city committees to foster greater understanding and develop mutual projects with the 12 international partners that are recognized by the City of Minneapolis.

Due to COVID-19 restrictions and public health concerns, all sister city activities and official visits after March were postponed. Minneapolis did recognize three important sister city anniversaries in 2020 - Ibaraki City, Japan (1980); Eldoret, Kenya (2000); and Uppsala, Sweden (2000).



# THANK YOU TO OUR 2020 BOARD MEMBERS

**MARK ANDREW**, *Friends of the Lock & Dam | Immediate Past President*

**LESTER BAGLEY**, *Minnesota Vikings*

**AL BANGOURA**, *Minneapolis Park & Recreation Board*

**JULIE BATLINER**, *Carmichael Lynch | Chair*

**TIM BAYLOR**, *JADT Group*

**LISA BENDER**, *City of Minneapolis*

**RICK BERTRAM**, *Marriott City Center | Secretary Treasurer*

**JAN CALLISON**, *Hennepin County*

**ALONDRA CANO**, *City of Minneapolis*

**ANDREA CHRISTENSON**, *Cushman & Wakefield*

**ANGELA CONLEY**, *Hennepin County*

**RICHARD COPELAND**, *Thor Trucking | Vice-Chair*

**STEVE CRAMER**, *Minneapolis Downtown Council & Downtown Improvement District*

**AMOL DIXIT**, *Hot Indian Foods*

**STEVE FLETCHER**, *City of Minneapolis*

**JACOB FREY**, *City of Minneapolis*

**CHELSIE GLAUBITZ GABIOU**, *Minneapolis Regional Labor Federation, AFL-CIO*

**LISA GOODMAN**, *City of Minneapolis*

**JULIE "JJ" HAYWOOD**, *Pizza Luce*

**JEFF JOHNSON**, *Minneapolis Convention Center*

**WES KOOISTRA**, *Metro Transit*

**KATHLEEN LAMB**, *McGran Shea Carnival Straughn & Lamb*

**ROBERT LILLIGREN**, *Native American Community Development Institute*

**SHAYE MANDLE**, *Medical Alley Association*

**ANDREA MOKROS**, *Weber Shandwick*

**TIM MURRAY**, *Murray's Restaurant*

**MARK NERENHAUSEN**, *Hennepin Theatre Trust*

**MIKE NOBLE**, *Best Western Normandy Inn*

**KEVIN REICH**, *City of Minneapolis*

**JENNIFER RIDGEWAY**, *Timberwolves & Lynx*

**DARA RUDICK**, *Management HQ*

**MARK RUFF**, *City of Minneapolis*

**BRIAN RYKS**, *Metropolitan Airports Commission*

**MELVIN TENNANT**, *Meet Minneapolis | President*

**MIKE VEKICH**, *Minnesota Sports Facilities Authority*

**GIA VITALI**, *City of Minneapolis*

**ABDI WARSAME**, *City of Minneapolis*

**JONATHAN WEINHAGEN**, *Minneapolis Regional Chamber of Commerce*



SIGNATURE PARTNERS



1.800.445.7412 [minneapolis.org](http://minneapolis.org)