



Meet **Minneapolis**
City by Nature

2021

2021 ANNUAL REPORT



LEADING THE PATH
FORWARD
RECONNECT | UPLIFT | INNOVATE

To Our Industry Friends and Stakeholders:

We all hoped for a quicker pace to recovery in 2021. However, our industry faced twists and turns on the path with COVID-19 variants, a major trial that drew worldwide attention and public safety issues – real and perceived. The path forward is far from straight, but we’re picking up speed as we move ahead.

Alongside our partners, the Meet Minneapolis team has steadfastly worked to confirm new business and retain existing business while facing those challenges. We devoted considerable time and resources to reassure customers, as well as their meeting and event attendees, that Minneapolis is welcoming – and ready.

We continued to market to the leisure traveler – inviting them to “Make it a Weekend.” And we encouraged exploration of our city’s unique and diverse neighborhoods as part of our work to promote the Minneapolis Cultural Districts.

We continued to generate new ideas, new campaigns and new ways to support our partners and customers. This innovation will help fuel an inclusive recovery of our industry, and positively impact the economic and social prosperity of our community by attracting visitors and securing more meetings and events.

As a community leading the path forward, we will continue to face our inevitable future challenges with the resolve and professionalism you have come to expect from the Meet Minneapolis team. We thank you for being with us on this journey. We are excited to reconnect in 2022 and beyond.

With Great Expectations,



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2021 BY THE NUMBERS

2021



Gold Medal Park

KEY PERFORMANCE INDICATORS

**Unaudited*



GROUP NIGHTS BOOKED (NET)

98% Goal: 383,868
Actual: 378,304



MCC REVENUE

110% Goal: \$6,585,150
Actual: \$7,270,405



LODGING TAX (NET)

200+% Goal: \$1.0 million
Actual: >\$2.0 million



PARTNER RETENTION

81% Goal: 607
Actual: 494

KEY METRICS



JOBS SUPPORTED

21,268

Minneapolis hospitality jobs

Source: Minnesota Department of
Employment and Economic Development



HOTEL IMPACT

29.9%

Annual Minneapolis hotel
occupancy, 39.8% increase
from 2020



VISITORS

19.7M

Annual visitors (metro)
in 2020, down 43%
from 2019 (34.6 million)

MEET MINNEAPOLIS LEGACY PROJECT



Meet **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.

MEET MINNEAPOLIS LEGACY PROJECT SPEAKER SERIES

The Meet Minneapolis Legacy Project “Talking With Our Community Leaders” series furthers this mission by convening experts in fields such as Minnesota’s history, economic disparities, public health and the intersection of public safety and commerce, and how each of these contributes to our daily lives. Moderated by Sharon Sayles Belton, former Minneapolis mayor and current Vice President of Strategic Partnerships and Alliances at Thomson Reuters, the six events included speakers like former Police Chief Medaria Arradondo, former Council Member Alondra Cano, former Minnesota Supreme Court Justice Alan Page, Minneapolis Schools Superintendent Ed Graff and others.

Recordings of the speaker series can be found at:
minneapolis.org/about-us/meet-minneapolis-legacy-project
or by scanning the QR code.





TALKING WITH OUR COMMUNITY LEADERS

Moderator

SHARON SAYLES BELTON

*V. P. Strategic Partnerships and Alliances,
Thomson Reuters, Government*



Featured Speaker

ALONDRA CANO

*Former Council Member Ward 9,
City of Minneapolis*



Featured Speaker

JUSTICE ALAN PAGE

*Associate Justice, Minnesota Supreme
Court (Retired), Co-Founder of
Page Education Foundation*



Featured Speaker

SUPERINTENDENT ED GRAFF

Minneapolis Public Schools



MINNEAPOLIS CONVENTION CENTER



2021 UPDATES



106
Events hosted



356,305
Event attendees



898
Hospitality industry
jobs supported



Minneapolis Convention Center Plaza

KEY HIGHLIGHTS

KEY EVENT HIGHLIGHTS

- American Specialty Toy Retailing Association Marketplace and Academy
- Eckankar Soul Adventure Seminar
- Healthcare Financial Management Association Annual Conference
- Minneapolis Gift and Art Expo



COVID-19 TESTING

The Minneapolis Convention Center (MCC) served as a State of Minnesota vaccination site for several months, as well as a testing site for most of 2021. The testing location is continuing in 2022.

THE PLAZA RIBBON CUTTING

The Plaza, the newest and most sustainable public green space in downtown Minneapolis, had its official ribbon-cutting ceremony on Sept. 30, 2021. The Plaza features irrigation that utilizes the MCC's stormwater capture system and an urban meadow planted with native tree, wildflower and prairie grass species to create downtown's largest pollinator refuge.



SELL THE DESTINATION

2021 UPDATES



326

Total groups booked



378,304

Future booked room nights



153

Cancelled groups

49%

Rebooked room nights

KEY FUTURE EVENTS BOOKED

- **American Veterinary Medical Association** | *2027 Annual Conference*
- **CONNECT** | *Marketplace 2023*
- **GALA Chorus** | *2024 Festival*
- **The United Methodist Church** | *2022 UMC General Conference*



KEY SALES INITIATIVES

CUSTOMER ADVISORY BOARD MEETING

Nine members of the Customer Advisory Board were in attendance at the November board meeting. Agenda items included an overview of Minneapolis today, our road map for recovery and values-based marketing.

SALES TRADE SHOWS

The Meet Minneapolis sales team continued their work to market and sell Minneapolis through attending in-person trade shows including:

- Association Forum's Holiday Showcase
- Brand USA Travel Week
- ConferenceDirect Annual Partner Meeting
- ConferenceDirect CEO Summit
- CONNECT Marketplace
- Delta Vacations University
- HelmsBriscoe Annual Business Conference
- IMEX
- IPW
- Maritz Global Events NEXT
- Meetings Professionals International - World Education Conference
- Professional Conference Management Association EduCon
- Religious Conference Management Association
- Rocky Mountain International



Customer Advisory Board Meeting



IMEX

SPORTS MINNEAPOLIS

2021 UPDATES



62

Total groups booked



130,858

Future booked room nights



6

Cancelled
events

3

Rebooked
events



2022 NHL Winter Classic at Target Field



KEY EVENTS BOOKED

- 2022 NHL WINTER CLASSIC
- USA FENCING | 2022 National Championships
- 2023 NAGAAA GAY SOFTBALL WORLD SERIES
- TWO USA VOLLEYBALL TOURNAMENTS



KEY SALES INITIATIVES

Sports Minneapolis attended 14 events, including sales mission trips to New York City, Colorado Springs and several confidential event scouting trips for tentative and future bids, as well as Sports ETA, Connect Sports and US Sports Congress.



Past USA Volleyball Girls' Junior National Championship at MCC

PARTNERSHIP

PARTNER RETENTION



32

New partners in 2021
(494 total)



114

Partners cancelled in 2021



50%

Cancelled due to
COVID-19



25%

Out of business
due to COVID-19



Partner event at St. Anthony Falls Visitor Center and Lock and Dam



KEY PARTNERSHIP PROJECTS

PARTNER WEBINARS

Ten “State of Tourism and Hospitality in Minneapolis” webinars were held with over 200 registered attendees each month. Speakers included Dave St. Peter, Minnesota Twins, and Jerry Hammer, Minnesota State Fair.

PARTNER EVENT

In August, a partnership event was held at the St. Anthony Falls Visitor Center and Lock and Dam in partnership with Minneapolis Downtown Council, Mississippi Park Connection and the National Park Service. It was a special morning of networking and exploration on the Mississippi River that featured tours with National Park Service Rangers, a walk on the lock wall, panoramic views of the falls and an opportunity to discover the history and impact of the area.



Partner Minneapolis Institute of Art (Mia)



Partner La Doña Cervecería

MARKET THE DESTINATION

MINNEAPOLIS.ORG



1.9M

Total website traffic
(54% increase over 2020)

83%

Organic website traffic
(51.6% increase over 2020)



614,600

Outbound partner website clicks
(61.8% increase over 2020)



28

New articles on
minneapolis.org



150+

New city images
acquired



Midtown Global Market, East Lake Street

KEY MARKETING PROJECTS

CULTURAL DISTRICTS

As part of the Minneapolis 2040 plan to strengthen neighborhoods, the City of Minneapolis identified seven Cultural Districts to highlight the rich sense of cultural and/or linguistic identity rooted in communities significantly populated by people of color, Indigenous people and/or immigrants. The City of Minneapolis has partnered with Meet Minneapolis to help promote the Minneapolis Cultural Districts to our visitor community through local, first-person guides and a new dedicated website, mplsculturaldistricts.org.

TOP 8 REASONS WHY CAMPAIGN

To support the recovery of the hospitality sector in Minneapolis, the marketing team developed a flexible and phased strategic marketing recovery and communications plan to address concerns and readiness of our key audiences to plan meetings, events and leisure travel in Minneapolis.

MAKE IT A WEEKEND CAMPAIGN

Promoting weekly events to drive leisure travel and increase hotel stays, this marketing campaign utilized unique content, website slider images and banner ads that inspired visitors to “make it a weekend” and stay at one of the featured hotels.

EXPEDIA CAMPAIGN

Meet Minneapolis partnered with Expedia on a co-op campaign to drive hotel bookings.



Scan to visit the Minneapolis Cultural Districts website



PROMOTE THE DESTINATION

SOCIAL MEDIA



23.8M

Total social media impressions
(217% increase over 2020)



147,123

Social media followers
(6.9% increase over 2020)

Paid social media promotions included: Make It A Weekend, The Bachelorette and Cultural Districts marketing campaigns, plus a hotel staycation local influencer campaign.

MEDIA



354

Meet Minneapolis
involved stories



1.2B

Total media impressions



Lowry Avenue Bridge



KEY ARTICLES

Vogue.com | *"With a Menu of Indigenous Ingredients, Owamni Is a Must-Visit Dining Destination"*

VOGUE

FOOD

With a Menu of Indigenous Ingredients, Owamni Is a Must-Visit Dining Destination

BY NYLAR BOSTON
OCTOBER 11, 2021



Conde Nast Traveler | *"Where to eat, stay and play in Minneapolis (You won't even mind the cold.)"*

Condé Nast Traveler

DESTINATIONS
Where to Eat, Stay, and Play in Minneapolis

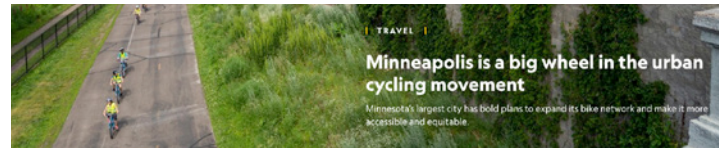
You don't even mind the cold.

BY ASHLEA HALPERN
April 27, 2021



National Geographic Traveler | *"Minneapolis is a big wheel in the urban cycling movement"*

NATIONAL GEOGRAPHIC



ENHANCE THE VISITOR EXPERIENCE

2021 UPDATES



161
Groups
hosted



171,709
Hotel room
nights



35
Site visits
hosted

KEY SERVICES HIGHLIGHTS

KEY EVENTS

- American Specialty Toy Retailing Association
- Healthcare Financial Management Association

PRE-PROMOTES

Services team members attended four events in 2021 to create excitement and encourage attendance when the events come to Minneapolis in 2022.

- **Shriners International** | *Houston, Texas*
- **Brewers Association** | *Denver, Colorado*
- **Argentum** | *Phoenix, Arizona*
- **Airports Council International** | *Reno, Nevada*



Open Streets West Broadway

HOSPITALITY HERO

After a hiatus in 2020, Meet Minneapolis is pleased to honor the following Hospitality Heroes in 2021:

- Q1** | Jeff Berres, Executive Chef, Millennium Minneapolis
- Q2** | Blaine Larson, Sales Coordinator, The Marquette Hotel
- Q3** | Bijan Berenjian, General Manager, Rem5VR
- Q4** | Brantley Johnson, Guest Experience Representative, U.S. Bank Stadium

OPEN STREETS MINNEAPOLIS ACTIVATIONS

Open Streets are free, family-friendly events in which local nonprofit Our Streets Minneapolis partners with the City of Minneapolis to temporarily close major thoroughfares to car traffic, opening them to people biking, walking, rolling and connecting with neighbors and local businesses. Meet Minneapolis Visitor Services participated to share information and answer questions of attendees at the West Broadway, Lyndale and Minnehaha events.

MEET MINNEAPOLIS VISITOR CENTER

After a 15-month pandemic closure, Meet Minneapolis reopened the visitor center on July 1, 2021, and welcomed back our retail partner, Minnesota Makers, in October.

- Jan–Feb 2021** | Promoted Lake Street small businesses by showcasing a window display that featured artwork and merchandise from Lake Street Council.
- Nov–Dec 2021** | Hosted Minnesota African American Heritage Museum and Gallery Holiday Tree Exhibit: “A Soulful Holiday,” featuring six one-of-a-kind mannequin trees created by local artist Alicia Smiley.



Q3 Hospitality Hero Award, Bijan Berenjian



“A Soulful Holiday”

PUBLIC AFFAIRS

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, pink, and blue. In the foreground, a wide river flows, with a large, modern arch bridge spanning across it. The city buildings are silhouetted against the bright sky. The overall scene is peaceful and scenic.

KEY INITIATIVES

ADVOCACY

Meet Minneapolis worked with other destination marketing organizations, chambers of commerce, communities and private industry partners to advance enabling legislation during the 2021 legislative session for the development of Tourism Recovery and Improvement Districts in the state of Minnesota. The legislation was presented and discussed in the Tax Conference Committee for inclusion in the Omnibus Tax Bill, but at the final hour, was not included.

In the 2022 session, this group will add additional industry partners and believe that Tourism Recovery and Improvement Districts will be a tool for local municipalities in Minnesota to consider for recovery of their own hospitality industries, if passed.

Meet Minneapolis also joined the Minnesota Tourism Growth Coalition to secure crisis grant funding for Minnesota destination marketing organizations through Explore Minnesota Tourism.

INDUSTRY INSIGHTS

Staff continued to monitor the negative impact of COVID-19 on the hospitality industry, including workforce issues, as business returns to the community. Insights, metrics and future forecasts were provided by staff at regular “State of the Industry” partner webinars. Regular reports were provided to the City of Minneapolis and the Greater MSP Recovery Dashboard.

MINNEAPOLIS GLOBAL PARTNERSHIP PROGRAM (SISTER CITIES)

In 2021, Minneapolis recognized the 60th anniversary of our sister city relationship with Santiago, Chile, and the 30th anniversary of our relationship with Tours, France.

THANK YOU TO OUR 2021 BOARD MEMBERS

MARK ANDREW, *Friends of the Falls | Immediate Past Chair*

LESTER BAGLEY, *Minnesota Vikings | Secretary/Treasurer*

AL BANGOURA, *Minneapolis Park & Recreation Board*

JULIE BATLINER, *Carmichael Lynch | Chair*

TIM BAYLOR, *JADT Group*

LISA BENDER, *City of Minneapolis*

ALONDRA CANO, *City of Minneapolis*

ANDREA CHRISTENSON, *Cushman & Wakefield*

RICHARD COPELAND, *Thor Truc King*

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

KIP ELLIOT, *Minnesota Twins*

IRENE FERNANDO, *Hennepin County Commissioner*

STEVE FLETCHER, *City of Minneapolis*

JACOB FREY, *City of Minneapolis*

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

LISA GOODMAN, *City of Minneapolis*

KEN JARKA, *Hilton Minneapolis*

ANDREA JENKINS, *City of Minneapolis*

JEFF JOHNSON, *Minneapolis Convention Center*

WES KOOISTRA, *Metro Transit*

KATHLEEN LAMB, *McGrann Shea Carnival Straughn & Lamb*

CHRIS LATONDRESSE, *Hennepin County Commissioner*

ROBERT LILLIGREN, *Native American Community Development Institute*

WADE LUNEBURG, *UNITE HERE Local 17*

SHAYE MANDLE, *Medical Alley Association*

JULIE MANNING, *University of Minnesota*

ANDREA MOKROS, *Fairview Health Services*

TABITHA MONTGOMERY, *Powderhorn Park Neighborhood Association*

MARK NERENHAUSEN, *Hennepin Theatre Trust*

KEVIN REICH, *City of Minneapolis*

JENNIFER RIDGEWAY, *Minnesota Timberwolves & Lynx*

DARA RUDICK, *Management HQ*

BRIAN RYKS, *Metropolitan Airports Commission*

MELVIN TENNANT, *Meet Minneapolis | President*

MIKE VEKICH, *Minnesota Sports Facilities Authority*

JONATHAN WEINHAGEN, *Minneapolis Regional Chamber of Commerce*

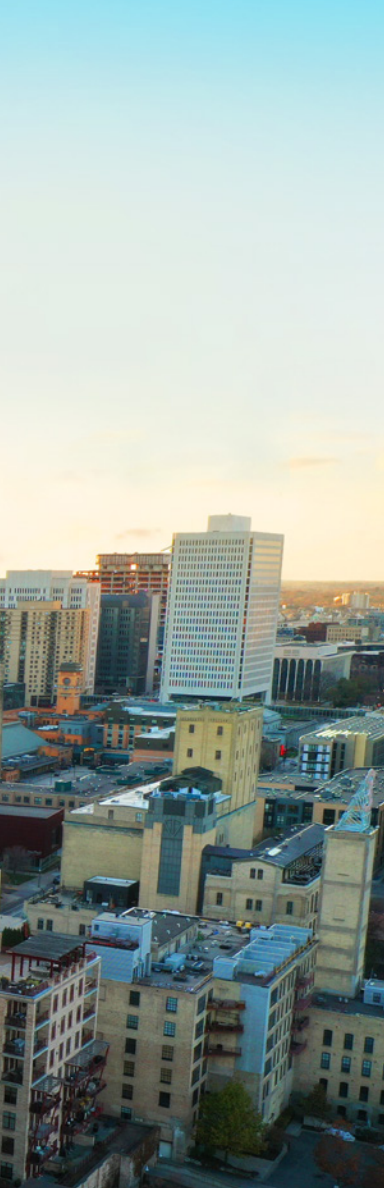
JOHN YEADON, *Hyatt Regency Minneapolis*



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Minneapolis
Convention Center



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SIGNATURE
PARTNERS



888.676.MPLS (6757)

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