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,

[Signature]

Melvin Tennant
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2021
BY THE NUMBERS

Gold Medal Park
KEY PERFORMANCE INDICATORS

**GROUP NIGHTS BOOKED (NET)**
- Goal: 383,868
- Actual: 378,304

**MCC REVENUE**
- Goal: $6,585,150
- Actual: $7,270,405

**LODGING TAX (NET)**
- Goal: $1.0 million
- Actual: >$2.0 million

**PARTNER RETENTION**
- Goal: 607
- Actual: 494

**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)

**JOBS SUPPORTED**
- 21,268
  - Minneapolis hospitality jobs

**Source:** Minnesota Department of Employment and Economic Development

KEY METRICS

98%

110%

200+%
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](http://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

Memorialize the Movement exhibition in Phelps Field Park
MINNEAPOLIS CONVENTION CENTER

2021 UPDATES

106 Events hosted

356,305 Event attendees

898 Hospitality industry jobs supported
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
2021 UPDATES

62
Total groups booked

130,858
Future booked room nights

6
Cancelled events

3
Rebooked events
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.
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.
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
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.
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
KEY ARTICLES

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

Conde Nast Traveler | “Where to eat, stay and play in Minneapolis (You won’t even mind the cold.)”

National Geographic Traveler | “Minneapolis is a big wheel in the urban cycling movement”
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
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.
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