



Meet **Minneapolis**
City by Nature

Annual Report

2022

**Make waves.
Create change.
In Minneapolis.**

Greetings,

Minneapolis is not the same city it was in 2019. The events of the past three years have fundamentally impacted our community in profound ways.

What has emerged is a renewed passion for creating and embracing change for our city's residents, businesses and visitors. Alongside our partners, Meet Minneapolis continues its work to stimulate an inclusive recovery for our community while also dedicating ourselves to boldly telling our rich and diverse story. Authenticity has become our north star.

In 2022, Meet Minneapolis launched the "Make waves. Create change. In Minneapolis." sales and marketing initiative to encourage planners who have a passion for embracing and creating change to make Minneapolis their destination of choice for their meeting or event. Based on the level of customer engagement – and the year we had in 2022 on the road to recovery – we are encouraged that many of them are willing to join us on our journey.

In Minneapolis, you can see it, hear it, taste it, and experience it – waves of change are all around. With a diverse collection of voices, our community continues to evolve, expand upon ideas, and grow together for a stronger and more dynamic Minneapolis.

On behalf of our team at Meet Minneapolis, we thank you for supporting the important work we do to make waves and create change in our community.



With appreciation and optimism,

Melvin Tennant

Melvin Tennant, CAE

CEO & President, Meet Minneapolis

KPI

Key Performance Indicators

(Unaudited)

➤ **Group Room Nights:**
491,578

2019: 556,700

➤ **MCC Revenue:**
\$16.2 Million

2019: \$21.1 Million

➤ **Partner Retention:**
473 Partners

2019: 692 Partners

➤ **Lodging Tax:**
\$8.7 Million

2019: \$8.3 Million

Thank you to our 2022 Board Members

THANK YOU

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Minnesota Vikings
Board Secretary Treasurer

Al Bangoura
Minneapolis Park
& Recreation Board

Sara Barrow
Xcel Energy

Julie Batliner
Carmichael Lynch
Immediate Past Chair

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Brick & Brew Properties

Jason Chavez
City of Minneapolis

Steve Cramer
Minneapolis Downtown
Council & Downtown
Improvement District

Kip Elliott
Minnesota Twins

Irene Fernando
Hennepin County

Jacob Frey
City of Minneapolis

Chelsie Glaubitz Gabiou
Minneapolis Regional
Labor Federation, AFL-CIO

Lisa Goodman
City of Minneapolis

Andrea Jenkins
City of Minneapolis

Jeff Johnson
Minneapolis
Convention Center

Wes Kooistra
Metro Transit

Emily Koski
City of Minneapolis

Chris LaTondresse
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W Minneapolis -
The Foshay

Katie Luber
Minneapolis
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Powderhorn Park
Neighborhood Association

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Mark Nerenhausen
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Timberwolves & Lynx

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Brian Ryks
Metropolitan Airports
Commission

Deepak Subbaiah
The Westin Minneapolis

Melvin Tennant
Meet Minneapolis

LaTrisha Vetaw
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Minneapolis Regional
Chamber of Commerce

John Yeaton
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