

2026

MEET MINNEAPOLIS AGENCY OF RECORD RFP

Shaping the Next Bold Chapter for Minneapolis



Meet **Minneapolis**
City by Nature

[minneapolis.org](https://www.minneapolis.org)

Meet Minneapolis: Agency of Record RFP

Shaping the Next Bold Chapter for Minneapolis

This is more than an RFP.

It's an invitation to reimagine how the world sees Minneapolis and to drive real, economic impact on our community.

This process began in the fall of 2025, with the intention of building a long-term brand and demand platform for the city. Since then, Minneapolis has experienced moments that have required care, reflection, and attention. We believe it's important to acknowledge that context while also being clear in our purpose: this work is not a response to any single moment, but a thoughtful, deliberate effort to shape how Minneapolis shows up in the world over time.

We're not looking for another destination campaign. We're looking for a partner bold enough to tell the truth about this city – the warmth, the creativity, the grit, the contrast, the pride – and to translate that story into measurable impact across travel, meetings, and our community. Our goal is to bring this work to market toward the end of 2026, with care, clarity, and confidence in the story we're telling.

Ready to help us make people feel really amazing about Minneapolis? Let's go.

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EXECUTIVE SUMMARY

Meet Minneapolis, the city's official destination marketing organization, is seeking proposals from qualified agencies to serve as our Agency of Record for brand strategy, creative development and integrated campaign execution, including media planning and buying. This program of work is funded by our Minneapolis hotel community.

This partnership represents a defining moment for our city's story. As we look toward the future of tourism, meetings and events, and community pride, we're inviting a creative agency partner to help us shape a unified brand and demand marketing platform that reflects the *real* Minneapolis – bold, welcoming, creative, inclusive, and unlike anywhere else.

The chosen agency will lead the development and activation of a new brand platform **and** demand marketing campaign that inspires people to visit, meet and explore Minneapolis, while driving measurable impact across our key audiences and performance goals.

The ideal agency partner will:

- Have experience working with destination marketing or businesses in the hospitality or attractions industries
- Be able to contribute breakthrough creative and bold, innovative media plans
- Have experience working with culturally and racially diverse individuals and groups as it relates to meeting project goals and objectives.
- Be able to understand key analytics and provide insights into the effectiveness of campaigns
- Provide timely delivery of work and responsive service

The deadline to respond to this RFP (Request for Proposal) is on or before 5:00 p.m., CST on March 11, 2026. It is anticipated that the selected agency partner will begin work in May for campaign deployment in November.

The Meet Minneapolis contact for this RFP is Katie McMahon. All submissions, questions and communications should be sent to her at katiem@minneapolis.org. No phone calls will be accepted.

Minneapolis Tourism Today

A new source of funding: The Minneapolis Tourism Improvement District

The Minneapolis Tourism Improvement District (MTID) is an investment created by the city's lodging community to drive year-round visitation and economic impact for Minneapolis. Funded through a 2% self-assessed fee paid by participating hotels, the TID enables advertising, sales, and destination development efforts designed to grow hotel demand, strengthen the local visitor economy, and enhance the city's profile. Guided by a nine-member governance committee and managed in partnership with



Meet Minneapolis, the MTID ensures that marketing investments are data-informed, results-driven, and aligned with the long-term vitality of the destination. It is the first Tourism Improvement District in Minnesota and one of more than 200 nationwide.

Post 2020 tourism landscape in Minneapolis

Minneapolis experienced significant disruption to visitation beginning in 2020, with impacts driven by the sudden halt of travel, a decline in business travel, shifting workplace patterns, and broader economic and social factors. In April 2020, hotel occupancy in Minneapolis fell to below 4 percent - the lowest among large U.S. cities at the time. In the months that followed, questions around community safety and equity became central, particularly after the murder of George Floyd by Minneapolis police officers and the subsequent social unrest.

Five years later, Minneapolis has made measurable progress in stabilizing and rebuilding its visitor economy. While increased hotel supply has placed pressure on occupancy and overall levels have not yet returned to 2019 benchmarks, the destination has demonstrated clear momentum and renewed competitiveness.

Recent years have been marked by several landmark moments that underscore Minneapolis' ability to host major events and attract visitors at scale. These include a record-breaking hotel weekend in June 2024 during Taylor Swift's two-night stop over during Pride weekend; hosting the 2024 U.S. Olympic Gymnastics Team Trials; and another record-setting hotel weekend in July 2025 driven by large-scale meetings and conventions. Beyond these marquee moments, a strong and diverse calendar of cultural, sporting, and business events continues to drive visitation, overnight stays, and economic impact across the city.

In early 2026, Minneapolis experienced heightened national attention related to federal immigration enforcement activity, creating uncertainty for residents, workers, and visitors. This moment has had measurable effects on the visitor economy, including short-term impacts on travel sentiment, event attendance, and discretionary travel.

We anticipate the campaign launching in late 2026, and it should be a deliberate, sustained investment in destination marketing - designed to raise awareness, inspire travel, and convert interest into hotel stays in a highly competitive leisure and meetings market. This context informs, but does not define, the scope of this campaign.

Meet Minneapolis: Looking Ahead

Minneapolis is a city defined by creativity and contrast - big-city energy paired with expansive natural beauty, a nationally recognized arts and culture scene, and a sense of warmth that consistently surprises visitors.

It is not a destination defined by a single headline, moment, or season. Today, Minneapolis is at a pivotal moment: ready to reintroduce itself with clarity, confidence, and consistency—reflecting both who we are now and where we are headed next.



Meet Minneapolis is looking for a creative, strategic, and media-savvy partner to help us write that story - and bring it to life in ways that can't be ignored and inspires people to *visit, meet, and experience Minneapolis like never before.*



ABOUT MEET MINNEAPOLIS

Meet Minneapolis is the city’s destination marketing organization. We work across meetings and conventions, tourism, and community engagement — partnering with the Minneapolis Convention Center, hospitality businesses, and civic leaders to tell the story of our city and drive measurable impact for the local economy. We also partner with the City of Minneapolis on marketing the [Cultural Districts](#) to visitors, supporting their [Sister City](#) relationships and subsidizing event development through our [Community Events Assistance Program](#).

Meet Minneapolis Mission

At Meet Minneapolis, our mission is to positively impact the economic and social prosperity of our Minneapolis community. By attracting visitors, meetings and events, our work directly supports local workers and businesses and generates critical revenues.

Our Work: Promoting Minneapolis and attracting meetings, events and visitors

By promoting all the remarkable features, assets, and businesses across the city of Minneapolis and working with meeting planners and events rights holders, Meet Minneapolis brings 600 to 700+ conventions, groups, sporting events and conferences to Minneapolis and the Minneapolis Convention Center each year. This important work significantly contributes to the tens of millions of visitors that come to the metro region each year.

Our Impact: Visitors generate critical incremental tax revenue and support job growth

Visitors bring more than their luggage! Our work - and that of our nearly 500 partner organizations - has a far greater purpose than merely bringing visitors to Minneapolis and the region. What we do impacts our community in critical, meaningful, and unexpected ways - from the millions of dollars in additional tax revenue that’s generated by visitor spending - to supporting nearly 30,000 tourism and hospitality jobs in Minneapolis.

Our Purpose: Supporting our high-quality of life in Minneapolis

Bottom-line, tourism isn’t just about attracting people to visit Minneapolis - it’s about supporting all the things we love about living here and supporting the high quality of life we want for our city- today and in the future.

[Learn more about the impact and purpose of tourism.](#)

Core Values

Service | Collaboration | Inclusion | Authenticity | Passion | Integrity

Organizational Goals & KPIs

Meet Minneapolis tracks multiple indicators to evaluate the health of the tourism economy and our various programs, including additional industry research. The organization’s performance is evaluated

based on the following four 2026 key performance indicators (KPIs):

- Group Hotel Room Nights
- Minneapolis Convention Center Revenue
- Partnership Retention and Growth
- Lodging Tax Receipts

THE NATURE OF DESTINATION MARKETING

Marketing a city isn't like selling a product. We don't "own" what we market. We don't control it. And we don't have a point-of-sale system. And yet, our work influences millions of decisions every year, from booking a major convention to choosing your next weekend getaway.

We're marketing a living, breathing ecosystem - a collection of people, communities, stories, businesses, attractions, venues, and experiences that together define what Minneapolis *feels* like. That's what makes destination marketing both complex and incredibly rewarding.

Unique Challenges

- **No Point of Sale:** We don't sell tickets, rooms, or reservations directly. Our success is measured by how effectively we inspire visitation, bookings, and engagement through our partners.
- **Diverse Audiences:** We must speak authentically to leisure travelers, meeting planners, event attendees, and residents - each with distinct motivations and expectations.
- **Shared Ownership:** The Minneapolis brand belongs to everyone who lives, visits, and invests here. Authenticity and inclusivity are essential.
- **Complex Ecosystem:** Destination marketing sits at the intersection of tourism, economic development, and community pride. Every campaign must balance emotional storytelling with measurable results.
- **Perception vs. Reality:** Minneapolis faces challenges of perception and awareness - making creative storytelling and consistency vital.

Unique Opportunities

- **A Brand with Depth and Purpose:** Minneapolis has a rich, layered story to tell - one rooted in creativity, nature, diversity, and resilience.
- **Emotional Power:** Destination brands inspire connection and loyalty that last well beyond a single trip or meeting.
- **Cross-Audience Synergy:** Strong destination marketing converts visitors to advocates and residents to ambassadors.
- **Infinite Storytellers:** Our brand lives through the stories and experiences others share — creating exponential reach.

The “Sea of Sameness”: The destination marketing world is full of campaigns that look and sound alike - the same highlight reels of breweries, food, arts, sports, and smiling locals. Every city claims to be “vibrant,” “authentic,” or “cool.” We’re looking for an agency that can cut through that sameness with ideas that are *undeniably Minneapolis* — concepts that take creative risks, lean into contrast, and make people stop, look, and *feel something real*. This will not be easy - and that’s exactly the point.

We’re seeking an agency that understands (or is eager to master) the art and science of destination marketing - one that can navigate the complexity of marketing something intangible, dynamic, and human. We want a partner who knows how to turn perception into passion and brand storytelling into measurable results.

PROJECT OVERVIEW

Meet Minneapolis is seeking an Agency of Record (AOR) to lead the strategy, creative development, and media execution for integrated brand and demand marketing efforts. This multi-year partnership (three years, with renewal options) will support both leisure travel and meetings and conventions marketing, with the goal of strengthening brand perception, increasing visitation, and driving economic impact.

The AOR will serve as the lead strategic and creative partner responsible for:

- Developing and stewarding a unified brand platform for Minneapolis across all audiences and channels.
- Producing the full range of creative assets required to support brand and demand marketing, including video, photography, digital content, campaign toolkits, meeting planner assets, tradeshow activations, and seasonal or trip-driving extensions.
- Planning, executing, and optimizing year-round leisure and meetings demand campaigns.
- Planning and buying integrated media across paid, owned, and earned channels.
- Delivering measurement, reporting, and optimization to maximize performance and return on investment.

Agencies may propose partnerships with specialized firms (e.g., influencer marketing, production, or performance media). However, the AOR will remain accountable for overall strategy, creative cohesion, integration, and performance across all marketing efforts.

Objectives

The selected agency partner will:

- Establish a clear and compelling brand platform for Minneapolis that provides long-term strategic direction and consistency.

- Translate brand strategy into effective upper-funnel awareness campaigns and lower-funnel, trip-driving initiatives for leisure travelers and meeting planners.
- Increase awareness, positive perception, intent, and conversion related to visiting, meeting, and hosting events in Minneapolis.
- Connect long-term brand building with short-term demand activation through a cohesive, integrated marketing approach.
- Use data, insights, and performance analytics to inform decision-making and continuously improve campaign effectiveness.

Target Audiences

This unified brand and campaign system should resonate across:

Primary:

- **Leisure Travelers**
 - Residents
 - Minneapolis-St. Paul metro area
 - Regional drive market (typically 60-300 miles from Minneapolis)
 - Chicago
- **Meeting Planners:** Meeting and event decision-makers across a range of geographic and organizational segments, including:
 - National and Local Associations
 - National and Local Corporate
 - Diversity
 - Faith-based
 - Union
 - Sports

Secondary:

- **Meeting Attendees** (defined as visitors already attending events who can extend stays or return as leisure travelers)

BRAND + DEMAND: TWO CAMPAIGNS, ONE STORY

Our marketing must do two things - and do them brilliantly:

- Build the brand
- Drive the trip or book the meeting

They are distinct but deeply connected. Both must work together to make people feel something about Minneapolis - and then do something about it. The selected agency must demonstrate how these campaigns will work independently and together across all audiences.

Brand Marketing: Emotion + Identity

The brand campaign defines the heart of who we are. It builds long-term connection, strengthens reputation, shifts perception, and unites our audiences under one authentic voice.

Example (Leisure):

A year-round “This is Minneapolis” story told through tactics like inspiring video, social storytelling, experiential marketing and activations, and OOH. The goal: create emotional connection and pride that makes people want to experience it for themselves.

Example (Meetings):

A “This is Minneapolis” video and LinkedIn content series that showcases Minneapolis as a place where events thrive and attendees feel welcome. The goal: build awareness and elevate Minneapolis’ reputation as a world-class meeting destination.

It must:

- Build awareness and positive perception of Minneapolis as a destination – and it must make you FEEL something and break through the sameness that clutters the destination marketing landscape.
- Create a unified brand identity and tone that’s flexible across audiences (leisure travelers and meeting planners).
- Serve as a long-term storytelling platform that inspires connection.
- Strengthen civic pride and stakeholder alignment.

Measures of success: awareness, perception, engagement, and share of voice.

Demand/Trip Driving Marketing: Action + Conversion

Demand/Trip-Driving Marketing turns brand emotion into measurable results. These campaigns meet

travelers and meeting planners closer to their point of decision - providing timely, relevant reasons to choose Minneapolis *now*.

- For leisure travelers, demand marketing is trip-driving: it promotes the *what* - the events, festivals, sports, arts, and experiences that spark intent to visit and book the trip.
- For meeting planners, it's lead/RFP/booking-focused: it showcases the *what* – the award winning convention center, our compact city and 10k hotel rooms, the unique attendee experience, and drives RFP submissions, site visits, and booked future room nights.

Demand/Trip-Driving campaigns must:

- Drive travel, meeting, and event decisions through targeted, data-driven marketing.
- Deliver tailored messaging by audience, channel, and funnel stage.
- Integrate across paid, owned, and earned media to generate measurable results.

Measures of success (vary by audience): conversions, RFPs, room nights, leads, website traffic, and bookings.

How Brand and Demand Interact

Brand and demand campaigns should feel like two sides of the same story — creatively connected, strategically aligned, and easily recognized as Minneapolis.

- The brand campaign builds the emotional *who*.
- The demand campaign delivers the action orientated and practical *why and how and when*.
- Together, they ensure every awareness moment leads to an opportunity for action - whether that's booking a trip or submitting an RFP.

Integration Expectation

We're looking for an agency that can:

- Articulate the strategic relationship between brand and demand in destination marketing.
- Show how each campaign manifests across audiences and media.
- Demonstrate how insights inform both awareness and conversion.
- Deliver a cohesive ecosystem where every touchpoint feels unmistakably Minneapolis.

THE CURRENT STATE AND COMPETITION

There are multiple destination marketing organizations in Minnesota, with distinct voices. We work collaboratively within our community, including with Explore Minnesota Tourism, Visit Saint Paul, Bloomington Minnesota Travel and Tourism, and other entities. Additional partners include Minnesota Sports and Events, the Greater MSP Partnership, Minneapolis downtown council, Minneapolis Regional Chamber of Commerce, the Metropolitan Airports Commission, the Mall of America and many others. Each organization maintains its own separate identity and program of work.

For leisure marketing, we broadly compete within the attention economy and against other destinations. While some visitors may be choosing between destinations, often they are choosing whether to travel for that show/concert/food/event at all.

Most of our visits come from the five state area. We anticipate that a majority of the media spend will be within our primary markets in our first year(s).

SCOPE OF SERVICES

This overview outlines the core areas of focus for the partnership. The detailed Scope of Work and campaign briefs will be co-created with the selected agency once the partnership begins, to ensure alignment, clarity, and collaboration from day one.

A. Brand Strategy & Development

- Conduct discovery and research across audiences.
- Define brand positioning, architecture, and messaging.
- Develop visual and verbal identity systems.
- Deliver a comprehensive brand framework that connects across leisure, meetings, and local audiences.

B. Creative Campaign Development

- Concept and produce fully integrated Brand and Demand/Trip-Driving campaigns.
- Develop campaign assets for all relevant channels - paid, owned, and earned.
- Create toolkits and adaptable content systems for seasonal extensions, trip-driving campaigns, and internal use.

C. Media Strategy, Planning & Buying

- Develop an annual integrated media strategy and channel mix aligned with both brand storytelling and demand/booking objectives.
- Manage all media buying, placement, optimization, and performance tracking.
- Recommend partnership, sponsorship, and influencer strategies that extend reach and engagement.

D. Digital & Content Integration

- Collaborate with Meet Minneapolis' digital and social teams to align brand and demand content strategies.
- Provide creative recommendations and digital assets for owned platforms (web, social, CRM).
- Ensure paid and owned efforts work together to guide audiences from inspiration to action.

E. Measurement & Optimization

- Establish clear KPIs for both brand and demand campaigns including awareness, perception, engagement, conversion, and RFP metrics.
- Build performance dashboards and provide regular reporting, insights, and optimization recommendations.

BUDGET AND TERMS OF CONTRACT

Budget

The anticipated total annual marketing budget range of \$1.5 - \$1.75 million inclusive of brand strategy, creative production, and paid media.

Agencies should outline how their proposed approach fits within that range, including a recommended allocation by discipline (strategy, creative, media, production, etc.).

This is a three-year contract, and we have budgeted \$1.75 million for both 2027 and 2028. It is subject to change based on occupancy tax collections, which fund destination marketing and other budgetary decisions and should not be construed as guaranteed.

Terms

The agency contract will be for a term of three years, with renewal options.

RFP RESPONSE REQUIREMENTS

We want to see your best thinking - strategic, creative, measurable, and Minneapolis-worthy. Your proposal should include:

1. **Cover Letter:** A dated cover letter that describes the agency's background, clients, experience, and specific areas of expertise in relation to the scope of work outlined. Include number of years in business and scope of general services provided to clients. Please include:



- Company name (full legal entity)
- Company address
- Primary contact name
- Contact phone
- Contact email
- List of office locations and number of employees at each.

If the agency plans to use any subcontractors they must be mentioned here, along with their business experience and a brief description of how the partnership would operate.

2. **Agency Background and Expertise:** Detailed description of the agency's background, experience, and specific areas of expertise, providing work samples as appropriate. Please include:

- Tell us why you're interested in working with Meet Minneapolis.
- A brief statement about why your agency is uniquely qualified to work on this project, how you differentiate yourself from your competitor.
- Describe your agency's commitment to diversity, equity, and inclusion and outline your team's representation from underrepresented and/or marginalized groups. We are especially seeking examples that reflect diversity within our audience profile, such as work that successfully engages culturally diverse audiences with travel intent or lifestyle-driven motivations.
- Describe your agency's in-house capabilities.
- Share any experience with tourism, hospitality, or travel accounts. Include client name and brief overview of services provided.
- Describe your organization's experience providing similar services including strategic planning, creative development, media buying, and marketing campaign execution.
- Share three case studies from within the past five years that most closely align with our marketing needs. Include the challenge, creative examples, media plans, and a summary of the outcomes.

The same information for all proposed subcontractors should be included as well. A detailed explanation of how the account will be administered with the use of subcontractors – including share of billings, financial reporting, and invoicing and accounting – is required.

3. **Understanding of Destination Marketing and Minneapolis:** Demonstrate your understanding of the unique challenges and opportunities of marketing a *place and marketing Minneapolis* versus a *product* - including multi-audience storytelling and conversion.



4. **Work Process:** We are interested in understanding your creative approach and how you work. While we have done our best to outline a scope, we acknowledge that the assistance we need is complex and we are in the foundation building stage. We welcome additional feedback or refinements to this scope that would help us reach our goals.
 - Describe your approach to analyzing and understanding a client’s business and identifying opportunities for growth, including your experience with and approach to audience targeting. Explain how you apply insights, learning, research, and analytics to the strategic process. Explain how you have included diverse perspectives from the onset of your process and how it is interwoven.
 - Describe your process for onboarding and how you plan to continually provide fresh thinking throughout the relationship.
 - Describe how the agency would approach this scope of work.
 - Describe your strategic approach to uniting brand and demand/trip-driving marketing - showing how you’ll build emotional connection *and* drive measurable action across leisure, meetings, and local audiences.
 - Describe your creative approach and process for developing breakthrough ideas. Include conceptual examples, tone boards, or previous work that shows how you build campaigns that stand out from the “sea of sameness.”
 - Define your approach to success metrics, attribution, and reporting cadence for both brand and demand campaigns.
5. **Media & Channel Strategy:** Outline how you’ll connect audiences across paid, owned, and earned channels. Include how you’ll balance brand awareness and demand marketing/trip-driving marketing to drive both visitation and meeting bookings.
6. **Team & Structure:** Introduce key team members and partners, including roles, experience, and day-to-day collaboration approach. The team must include members with demonstrated cultural competency and individuals who have multicultural backgrounds. Diverse perspectives must be represented in the strategic/creative process.
7. **Relevant Work & Case Studies:** Include examples of destination, travel, or multi-audience brand work with measurable results. Highlight how you’ve helped other clients balance long-term brand building with short-term performance.
8. **Budget & Fee Structure:** Provide a high-level cost breakdown, fee model, and recommended budget allocation across strategy, creative, media, and production.

9. **References:** Provide three relevant client references with contact information. These references may be contacted to verify agency's ability to fulfil the contract.

EVALUATION CRITERIA

Meet Minneapolis will choose an agency that best meets the needs of the organization. To be considered, the agency must have employees in the Minneapolis-Saint Paul region. The following criteria will be used when evaluating proposals:

- Strategic insight and understanding of destination marketing
- Understanding of Minneapolis and its unique selling points
- Creativity and originality of thinking
- Integration of brand and demand strategies
- Media expertise and analytical rigor
- Team chemistry and collaboration
- Value and cost effectiveness

EVALUATION SCORING

Proposals will be evaluated by a selection committee including representatives from Meet Minneapolis, the MTID Hotel Committee, and the Meet Minneapolis Board. The following criteria will guide the evaluation process:

Category	Description	Suggested Weight
Strategic Approach & Understanding of Destination Marketing	Demonstrates a deep understanding of destination marketing and the unique challenges/opportunities of marketing Minneapolis as a place (not a product). Shows the ability to unite brand and demand marketing to drive visitation, meeting bookings, and local engagement.	25%
Creative Thinking & Campaign Approach	Demonstrates breakthrough creative thinking and a process that produces emotionally resonant, distinctive, and inclusive work. Shows ability to develop multi-audience campaigns that stand out from the “sea of sameness” and elevate the Minneapolis brand.	25%
Work Process, Research & Measurement	Demonstrates a strong strategic process grounded in insights, analytics, and diverse perspectives. Shows clarity on how success will be measured through metrics, attribution, and reporting cadence for both brand and demand campaigns.	15%
Agency Experience, DEI Commitment & Relevant Work	Brings proven expertise in tourism, hospitality, or place marketing with demonstrated outcomes. Shows authentic commitment to diversity, equity, inclusion, and representation in client work. Includes relevant case studies with measurable results.	10%
Media & Channel Strategy	Presents an integrated, thoughtful approach to connecting audiences across paid, owned, and earned channels, balancing long-term brand awareness with short-term conversion and trip-driving impact.	10%
Team & Collaboration	Demonstrates that the proposed team (and subcontractors, if applicable) has relevant expertise, cultural competency, and a strong plan for collaboration with Meet Minneapolis.	10%

Category	Description	Suggested Weight
Budget & Value	Provides a clear, transparent budget and fee structure aligned with the proposed scope. Demonstrates value, flexibility, and understanding of resource allocation priorities.	5%

Each proposal will be evaluated using a weighted scoring matrix based on these criteria. Finalists may be invited to present their proposal to the committee before final selection.

SELECTION PROCESS & TIMELINE

How to Submit a Proposal

Agencies responding to this RFP must submit an electronic proposal via email to katiem@minneapolis.org before 5 pm on March 11, 2026.

If the agency would like to submit hard copies in addition to the required electronic proposal, they must include three copies. Email katiem@minneapolis.org to schedule a drop off time at the Meet Minneapolis office.

Selection Process

Following the receipt of initial RFP responses, Meet Minneapolis will select the agencies deemed qualified to move to Round 2. Round 2 agencies will be asked to meet in person at Meet Minneapolis to share a capabilities presentation with the Meet Minneapolis agency review committee. The committee will make a final selection based on these presentations. If not already a partner, selected agency is expected to become a partner of Meet Minneapolis, with annual \$500 dues.

RFP TIMELINE

Deadlines for submission of all materials is 5 pm CST on the respective dates designated below.

Milestone	Date
RFP Issued	February 1, 2026
Questions Due	February 11, 2026
Responses to Questions Posted	February 18, 2026
Proposals Due	March 11, 2026
Finalists Notified	March 16, 2026
In-Person Finalist Presentations	Week of April 6, 2026
Selected Agency Notified	April 15, 2026
Contract Start	April 27, 2026
Campaign Development Kick-Off	Week of May 4, 2026
Brand Strategy & Creative Development	May – August 2026
Production & Media Build-Out	September – October 2026
Campaign Launch	Late fall 2026

SUBMISSION INSTRUCTIONS

- **Format:** PDF
- **Delivery:** Submit electronically to katiem@minneapolis.org
- **Subject Line:** *Meet Minneapolis AOR RFP – [Agency Name]*
- **Deadline:** March 11, 2026, at 5 p.m.

Questions should be submitted to Katie McMahan, Sr. Marketing Manager, katiem@minneapolis.org no later than February 11, 2026.

ADDITIONAL INFORMATION

- Meet Minneapolis may share background materials (strategic plans, research, or past campaigns) upon request.
- Meet Minneapolis reserves the right to modify, postpone, or cancel the RFP process at any time.
- All materials submitted will remain confidential and used solely for evaluation.

Let's Do Something Bold Together

We're not just looking for an agency. We're looking for a partner - one who believes, like we do, that Minneapolis deserves to be seen, heard, and experienced in full color.

If that excites you, we can't wait to meet you.

This is your invitation to help shape the next bold chapter for Minneapolis.

APPENDIX A – ADDITIONAL INSIGHTS & RESOURCES

General Leisure Travel Insights

The following companies all provide frequently updated, free information on national travel and tourism research, trends, and insights. This should not be considered a comprehensive list.

[CivicScience](#)

[Destination Analysis](#)

[The Harris Poll](#)

[Longwoods International](#)

[Miles Partnership](#)

[Tourism Economics](#)

Minneapolis Specific Leisure Travel Insights

To support this RFP process, Meet Minneapolis is providing access to a selection of market research and audience insights typically shared with partners. These materials offer helpful context on visitor behavior, travel trends, and market performance to inform strategic thinking and proposal development.

<https://www.minneapolis.org/partners/travel-research/>

Password: passw0rd

Meet Minneapolis Campaign History

Additional research, historical context, and campaign materials will be shared with shortlisted agencies in Round 2.

Meet Minneapolis Photo and Video Assets

The links below provide access to Meet Minneapolis' public video and photography libraries, including our Vimeo channel and Media Hub. These assets are available for reference and use, and offer additional context on our visual style, tone, and past campaign execution across seasons and channels.

[Meet Minneapolis Vimeo channel](#)

[Meet Minneapolis Media Hub](#)