



Meet **Minneapolis**
City by Nature

MINNEAPOLIS SCORES BIG

2017
ANNUAL
REPORT

MPLS

MINNEAPOLIS SCORES BIG

Minneapolis scored big in 2017. From filling the convention center to showcasing big air at the X Games and prepping for the Super Bowl, Meet Minneapolis showed visitors why the city earned a spot on so many national “must-visit” lists. We presented our own “best of” lists as well, by hosting the inaugural Minnesota Sports Awards and launching a brand new website showcasing the city.

Meet Minneapolis’ game plan calls for another busy year ahead. In 2018 Minneapolis hosts National Education Association Expo, Women’s National Basketball Association All-Star Weekend, ESPN’s X Games, American Legion’s 100th National Convention, and more than 500 other events that will bring hundreds of thousands of visitors to Minneapolis to help drive our local economy.

• TABLE OF CONTENTS

03	2017 MEET MINNEAPOLIS BOARD OF DIRECTORS
04	DESTINATION TRANSFORMATION 2030
05-06	MEET MINNEAPOLIS
07-08	MINNEAPOLIS CONVENTION CENTER
09-10	SPORTS MINNEAPOLIS
11-12	INSPIRE PUBLIC RELATIONS
13-15	EDUCATE BRANDING & STRATEGY
16	CONNECT PARTNERSHIP MARKETING
17-18	SELL THE CITY SALES
19-20	MINNEAPOLIS VISITOR INFORMATION CENTER
21-22	ENHANCE EXPERIENCES SERVICES
23-24	DEEPEN RELATIONSHIPS PUBLIC AFFAIRS
25-26	MINNESOTA SUPER BOWL LII

CONTENT

2017 BOARD OF DIRECTORS

ALONDRA CANO

City of Minneapolis

JACOB FREY

City of Minneapolis

ELIZABETH GLIDDEN

City of Minneapolis

BETSY HODGES

City of Minneapolis

JOHN QUINCY

City of Minneapolis

KEVIN REICH

City of Minneapolis

MARION GREENE

Hennepin County

LINDA HIGGINS

Hennepin County

BOB LUX

Alatus LLC

MARK ANDREW

GreenMark Enterprises, LLC

JULIE BATLINER

Carmichael Lynch and Carmichael Lynch Relate

ROB MOOR

Taylor Holdings

MELVIN TENNANT

Meet Minneapolis

LISA GOLDSON ARMSTRONG

Board Member

TIM BAYLOR

JADT Group

RICK BERTRAM

Marriott City Center

ANDREA CHRISTENSON

Cushman & Wakefield

RICHARD COPELAND

Thor Construction

DAVID CRONIN

W Minneapolis & Le Meridien Chambers Hotels

LEA HARGETT

JOG Associates, LLC

JULIE "JJ" HAYWOOD

Pizza Luce

MATT HOY

Minnesota Twins Baseball Club

JEFF JOHNSON

Minneapolis Convention Center

JAYNE MILLER

Minneapolis Park & Recreation Board

STEVE CRAMER

Minneapolis Downtown Council
& Downtown Improvement District

JONATHAN WEINHAGEN

Minneapolis Regional Chamber of Commerce

JEANNIE JOAS

Board Member

MARGARET ANDERSON KELLIHER

Minnesota High Tech Association

DOUG KILLIAN

Mall of America

PETER KILLEN

Cara Irish Pubs

JOHN KONECK

Fredrikson & Byron, P.A.

BRIAN LAMB

Metro Transit

KATHLEEN LAMB

McGrann Shea Carnival Straughn & Lamb

ROBERT LILLIGREN

Native American Community Development Institute (NACDI)

STEVE LINDBURG

Radisson Blu Minneapolis

SHAYE MANDLE

Medical Alley Association

BILL MCCARTHY

Minnesota AFL-CIO

TIM MURRAY

Murray's Restaurant

JACK NOBLE

Event Lab

MIKE NOBLE

Best Western Normandy Inn

ERIC PEHLE

Weber Shandwick

AMY PHENIX

Federal Reserve Bank

IRENE QUARSHIE

Target

DUANE RAMSEUR

Walker|West

DARA J. RUDICK

Management HQ, LLC

MAYA SANTAMARIA

Santamaria Broadcasting

DAVE SCHAD

Risdall Marketing Group

SAED WADI

World Street Kitchen

KEVIN WARREN

Minnesota Vikings

MIKE VEKICH

Minnesota Sports Facilities Authority

DENNIS PROBST

Metropolitan Airports Commission



DESTINATION TRANSFORMATION MINNEAPOLIS → 2030

WHERE WE WANT TO BE IN 2030



ATTRACT 50 MILLION VISITORS
32 MILLION TODAY



\$10 MILLION MARKETING CAMPAIGN
ANNUALLY



11 MILLION WINTER VISITORS
6 MILLION TODAY



40,000 HOSPITALITY JOBS
32,500 TODAY

DESTINATION TRANSFORMATION 2030

Implementation of our Destination Transformation 2030 plan is now underway. Introduced in March of 2017, Destination Transformation 2030 is the culmination of a year-long effort involving some 3,500 participants to create a tourism master plan to attract more visitors to the metro to bolster our economy.

One of the most important initiatives this year is a collaborative effort with our stakeholders to pursue the development of a Tourism Improvement District (TID) in Minneapolis. Revenue generated by the TID would be used to increase awareness of Minneapolis as a destination for our national and international corporate, group and leisure markets.

MARKETING & PARTNERSHIP

The Marketing Committee worked throughout the year to prepare for the Super Bowl and to ensure we were leveraging our media attention to accentuate winter tourism.

PUBLIC POLICY

The Public Affairs Committee of the board took on the Tourism Master Plan goal of Funding Our Future by researching and examining ways to increase the Meet Minneapolis sales and marketing budget for future years.

TRANSPORTATION WAYFINDING & INFRASTRUCTURE

Our Wayfinding & Infrastructure Committee is meeting with leading consultants to take the first steps toward creating a network of easy-to-follow signs to guide visitors and residents to the city's central business district, commerce centers, neighborhoods and cultural destinations throughout the city.

MEET MINNEAPOLIS

MISSION

The mission of the Meet Minneapolis, Convention + Visitors Association, is to market, sell and maximize the visitor experience of Minneapolis for the economic benefit of our community.



KEY PERFORMANCE INDICATORS

GROUP ROOM NIGHTS:

GOAL: 510,000
ACTUAL: **556,000**

✓ **109%**

TOURISM ROOM NIGHTS:

GOAL: 85,000
ACTUAL: **92,450**

✓ **109%**

MINNEAPOLIS CONVENTION CENTER REVENUE:

GOAL: \$18,700,000
ACTUAL: **\$19,600,000**

✓ **105%**

PRIVATE REVENUE:

GOAL: \$2,500,000
ACTUAL: **\$3,050,000**

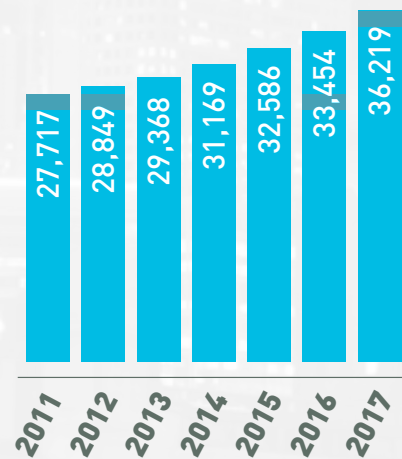
✓ **122%**

WHY THESE NUMBERS MATTER

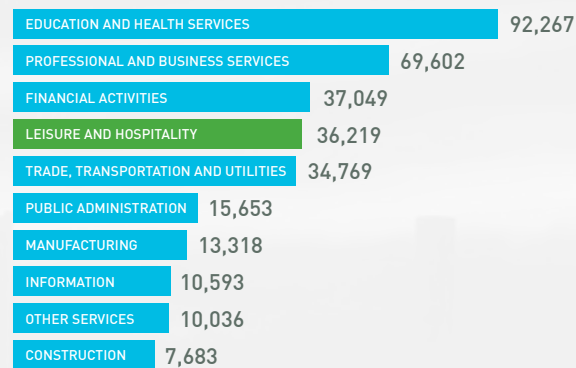
TOURISM IMPACT

The leisure and hospitality industry employed more than 36,000 people in 2017, a little more than 10% of all jobs in Minneapolis. The leisure and hospitality industry is the fourth largest employment sector in the city of Minneapolis. Hospitality jobs employ a high percentage of minority and immigrant workers, giving many people a foot on the first rung of economic stability and career advancement. That, in turn, adds to economic growth in the region, and a good return on investment for the city of Minneapolis.

HOSPITALITY JOB GROWTH



CITY JOBS BY INDUSTRY



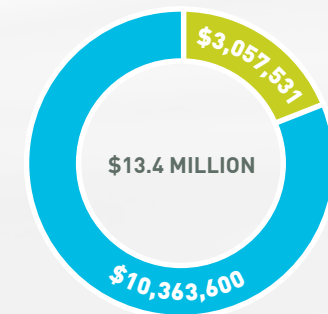
LOOKING AHEAD

The 2017 annual hotel occupancy was 69%. This was down 3.3% from 2016. The decline was driven by exceptional growth of new hotel properties.

Hotel room inventory was up 11.4% in 2017. What drove this inventory? Meet Minneapolis has helped the city maintain a greater than 70% occupancy since 2013, which attracts new development. Also, the Super Bowl and NCAA Final Four bids were awarded to Minneapolis in 2014.

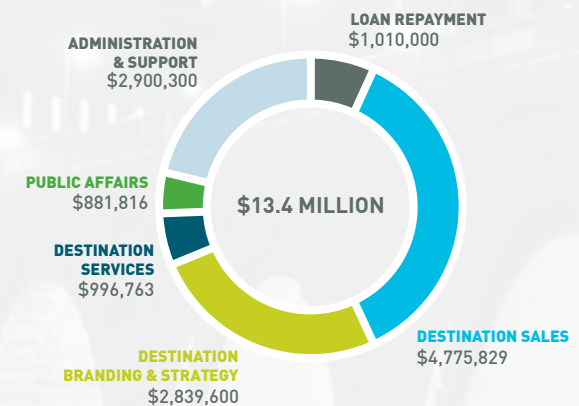
The good news is that consumer demand was also up 7.7% in 2017.

REVENUE BY SOURCE*



CITY OF MINNEAPOLIS **PRIVATE REVENUE**

EXPENSES*



* UNAUDITED

MINNEAPOLIS CONVENTION CENTER

WHO WE ARE

The Minneapolis Convention Center (MCC) is more than just a building – it is a relationship building. We serve our constituencies and stakeholders as the face of Minneapolis to our visitors. We are a tax generating power and an economic spending stimulus to our region. We care about our community by making responsible decisions for our building through sustainable practices recognized through international certifications by LEED and GMIC. Most importantly, we provide jobs that open doors for upward mobility and new beginnings for thousands of people with hospitality at the core of their being.



CARING ABOUT THE COMMUNITY IN 2017 THE MINNEAPOLIS CONVENTION CENTER...

Partnered with Target Center to collect over

16,000
DIAPERS

for hurricane victims.



Designed

85 HOLIDAY CARDS

for Mary's Place run by Sharing and Caring Hands.



Provided over

\$52,000

in rental discounts to local community events.

Made

115

DOG TOYS

for Ruff Start Rescue and Pet Haven.



Made

11 BLANKETS

for victims of human trafficking (organization)



CARING ABOUT THE PEOPLE IN 2017 THE MINNEAPOLIS CONVENTION CENTER...



Hosted

380
EVENTS

ranging from the National Flute Assoc. to the American Assoc. of Cereal Chemists.



Had over

819,000
ATTENDEES

building thousands of relationships.



Occupancy was

60%

10% over similar sized convention centers.

Sustained

7,489

hospitality jobs.





CARING ABOUT THE ENVIRONMENT IN 2017 THE MINNEAPOLIS CONVENTION CENTER...

Planted

24

TYPES OF
PLANTS

in our pollinator
garden that help
preserve bees.



Stormwater system prevented

**5 MILLION
GALLONS**

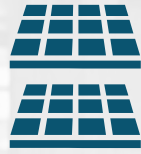
of runoff from flowing into the
Mississippi River.



Offset

100%

of the center's electricity
usage by renewable energy.



LOOKING AHEAD

SUSTAINABILITY REPORTS

Beginning in 2018, each event planner will receive a post-show report detailing their event's sustainability efforts including water, energy and waste. We care about our environmental impact, and we want our partners to care too.

SECRET SHOPPER

In 2018, we will use Secret Shoppers to provide insight into the attendee's experience.

CAPITAL PROJECTS

In 2017, the Minneapolis Convention Center debuted digital signage outside exhibit halls. In 2018, we will update restrooms, upgrade the kitchen infrastructure, and upgrade meeting room lighting to LED.

SUSTAINABILITY GOALS

BY 2020

- Recycle 60% of all waste
- Reduce water usage by 50%
- Reduce energy by 20%

THE MINNEAPOLIS CONVENTION CENTER LOOKS FORWARD TO WELCOMING THOUSANDS OF PEOPLE IN 2018 INCLUDING:

- Society for Mining, Metallurgy & Exploration – 5,000 attendees
- National Education Association – 16,000 attendees
- American Legion – 10,000 attendees
- National Baptist Convention – 20,000 attendees
- Society of Women Engineers – 6,000 attendees

SPORTS MINNEAPOLIS

WHO WE ARE

The mission of Sports Minneapolis is to recruit, enhance and produce sporting events in the Minneapolis area for the benefit of our community. We do this by partnering with event rights holders, assisting them with venue selection, event services, volunteer identification, and marketing and promotional support.

2017 was an especially successful year for Sports Minneapolis. Our team goal was 110,000 nights for the year, and we blasted right past it with 112,799 rooms, 112% of our goal.

SPORTS MINNEAPOLIS ADVISORY BOARD

LESTER BAGLEY

Minnesota Vikings

JIM DENN

FOX Sports North

KIP ELLIOTT

Minnesota Twins

JACOB FREY

Mayor of Minneapolis

JOHN GUAGLIANO

Minnesota United FC

MITCH HELGERSON

Minnesota Wild

JEFF JOHNSON

Minneapolis Convention Center

TED JOHNSON

Minnesota Timberwolves & Minnesota Lynx

TOM MCGINNIS

University of Minnesota Athletics Department

JAYNE MILLER

Minneapolis Parks and Recreation Board

ROB MOOR

Taylor Holdings

SANDY SWEETSER

Target Center

PATRICK TALTY

U.S. Bank Stadium

MELVIN TENNANT

Meet Minneapolis

2017 BIG WINS

X GAMES

ESPN, the leading action sports content provider and creator of the X Games, chose Minneapolis as the host city for the X Games in 2017 and 2018. Held at U.S. Bank Stadium on July 13 - 16, 2017, over 110,000 people attended. Minneapolis looks forward to welcoming the X Games back to Minneapolis July 19 - 22, 2018.



VOLLEYBALL

USA Volleyball returned to Minneapolis for its 38th annual USA Volleyball Girls' Junior National Championships. The Minneapolis Convention Center hosted 1,264 youth clubs competing in 26 divisions for the national title, June 25 - July 4, 2017. More than 41,000 volleyball players, coaches and spectators attended. The economic impact was estimated at \$50 million over the 10-day tournament.



MINNESOTA SPORTS AWARDS

On Wednesday, December 13, Sports Minneapolis, powered by Meet Minneapolis, held the first-ever Minnesota Sports Awards at Target Center. A sold-out crowd of more than 400 guests saw the star-studded event, which included Rod Carew, Ahmad Rashad, Lindsay Whalen, and Adam Thielen. FOX Sports North carried a live stream of the event across its digital channels. The network followed up by airing an hour-long show with highlights from the awards gala on Thursday, Dec. 28.



We received nearly 200 nominations during the public nomination process. Athletes from all over the state got a nod in a variety of sports, from downhill skiing to track and field. This event is not just for the pros. We were proud to feature both collegiate and high school athletes.

A committee of sports executives and sports journalists selected the finalists and winners for five of the awards. The public cast their votes via the Star Tribune website for the Minnesota Sports Moment of the Year.

WINNERS

HIGH SCHOOL ATHLETE OF THE YEAR:

Taylor Anderson - Eagan High School
Sam Carlson - Burnsville High School

COLLEGIATE ATHLETE OF THE YEAR:

Temi Ogunrinde - University of Minnesota

PROFESSIONAL ATHLETE OF THE YEAR PRESENTED BY FOX SPORTS NORTH:

Sylvia Fowles - Minnesota Lynx

MINNESOTA SPORTS MOMENT OF THE YEAR:

Farmington Softball State Title

COURAGE AWARD:

Maddie Muelken - Farmington Softball

LIFETIME ACHIEVEMENT AWARD:

Rod Carew - Minnesota Twins

LOOKING AHEAD

NATIONAL ASSOCIATION OF SPORTS COMMISSIONS (NASC)

The premier annual meeting for the only non-profit, 501(c)3 trade association for the sports tourism industry, the 26th Annual NASC Symposium, comes to Minneapolis in April. Providing industry-leading educational and business development opportunities, 1,000 symposium attendees will experience firsthand Minneapolis' appeal as a sports destination.

ESPN X GAMES 2018

The X Games are back at U.S. Bank Stadium July 19 - 22. Guests will have access to all the BMX, Moto X and Skateboarding events inside U.S. Bank Stadium. Musical guests include Kaskadee, Ice Cube, Brother Ali and Zedd.

WNBA ALL-STAR GAME

While they've appeared in the WNBA Finals in five of the last six seasons, this is the first time the Lynx will host the WNBA All-Star Game. The league's midseason showcase takes over the Target Center on July 28.

AMERICAN NINJA WARRIOR

This competition features elite athletes and everyday people showing off their athletic abilities on an elaborate obstacle course. Qualifying rounds for the 10th season will be held at U.S. Bank Stadium on May 25 and 26.

NCAA VOLLEYBALL CHAMPIONSHIP

The 2018 championship marks the first time the event will be held at the Target Center and just the second time it's been in the Twin Cities. Catch the National Semifinal match on December 13 and the NCAA Championship match on December 15.



Lowry Avenue Bridge

INSPIRE

PUBLIC RELATIONS

Public Relations is responsible for publicizing Minneapolis, the Minneapolis Convention Center and the Meet Minneapolis organization to the media.

2017 NEWS MEDIA COVERAGE

In 2017, we were featured in 900+ news stories and earned more than 2.34 billion impressions.

2017 SOCIAL MEDIA

- Added nearly 13,400 new followers
- Generated more than 4.9 million impressions
- Ended 2017 with 71,600+ followers across all social channels



NEW YORK CITY – MEDIA TRIP

We met with 10 reporters and editors at high-profile publications and media outlets including: the Associated Press, Condé Nast Traveler and Travel + Leisure.

MAJOR TRAVEL LISTS

NEW YORK TIMES:

“52 Places to go in 2017”

CONDÉ NAST TRAVELER:

“18 Best Places to Travel in 2018.”

ASSOCIATED PRESS:

“From Malta to Minneapolis, a look at where to go in 2018”

FROMMER’S:

“20 Top Destinations for a Winter Vacation in the U.S.A.”

LONELY PLANET:

“Best in the U.S.” The US destinations you need to see in 2018

INSPIRE



YORBA

"The Times They Are A-Changin'"

LEARN

▶ BRANDING & STRATEGY

The Destination Branding and Strategy team creates dynamic promotional programs and materials, enabling the other departments to carry out their sales initiatives.

2017 BIG WINS

A NEW BRAND VOICE

A major undertaking this year was setting the tone of what we do. We asked ourselves, “How would Minneapolis talk to visitors if it was a person?” Asking this question gave us a fresh look at what Minneapolis has to offer visitors and how our voice and storytelling should evolve to reflect our unique city personality.

- After conducting stakeholder interviews to establish the Minneapolis draw and vibe, we established a more confident brand voice and position: “You’ve never met a place quite like this. Meet Minneapolis.”
- New brand assets, including an updated video, support this message
- Following our new website launch, work is also underway to integrate the new brand voice across all marketing communications

A NEW WEBSITE

With over 600+ pages of content, the Meet Minneapolis website is an important reflection of the city and a critical tool in the marketing and selling of Minneapolis to visitors, meeting planners and sport events rights holders. The website redesign project was an organization-wide effort with marketing leading each team through extensive needs and functionality analysis, content and photography audits, site navigation and design requirements. The new website launched in late December, just in time for record breaking traffic in January and February with Super Bowl LII visitors seeking information on the best ways to enjoy Minneapolis.

CONTENT EXPANSION

- **Neighborhoods:** 12 new visitor guides draw visitors to explore the downtown core and beyond – highlighting our unique and diverse businesses
- **Brand Voice Integration:** We revised and created hundreds of articles, bringing to life the “You’ve never met a place quite like this” sentiment
- **Event Content Campaigns:** Beyond promoting events, we provided visitors with detailed information on what to see and do when visiting Minneapolis for events such as “What to do before and after a Twins game”

PHOTOGRAPHY

We researched and partnered with the Minneapolis creative photography community to source a wide variety of dramatic and diverse photography to highlight our vibrant and colorful city.

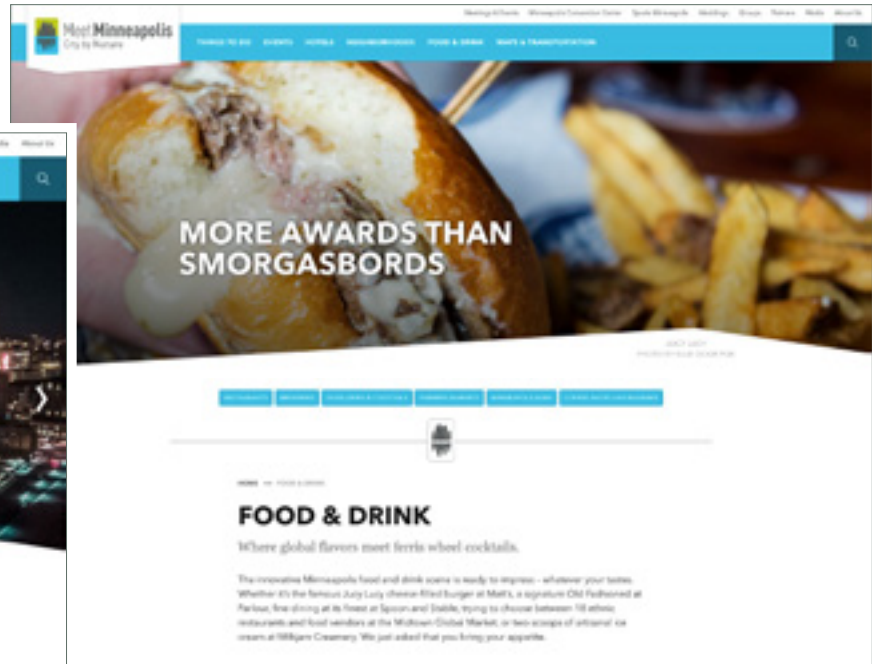
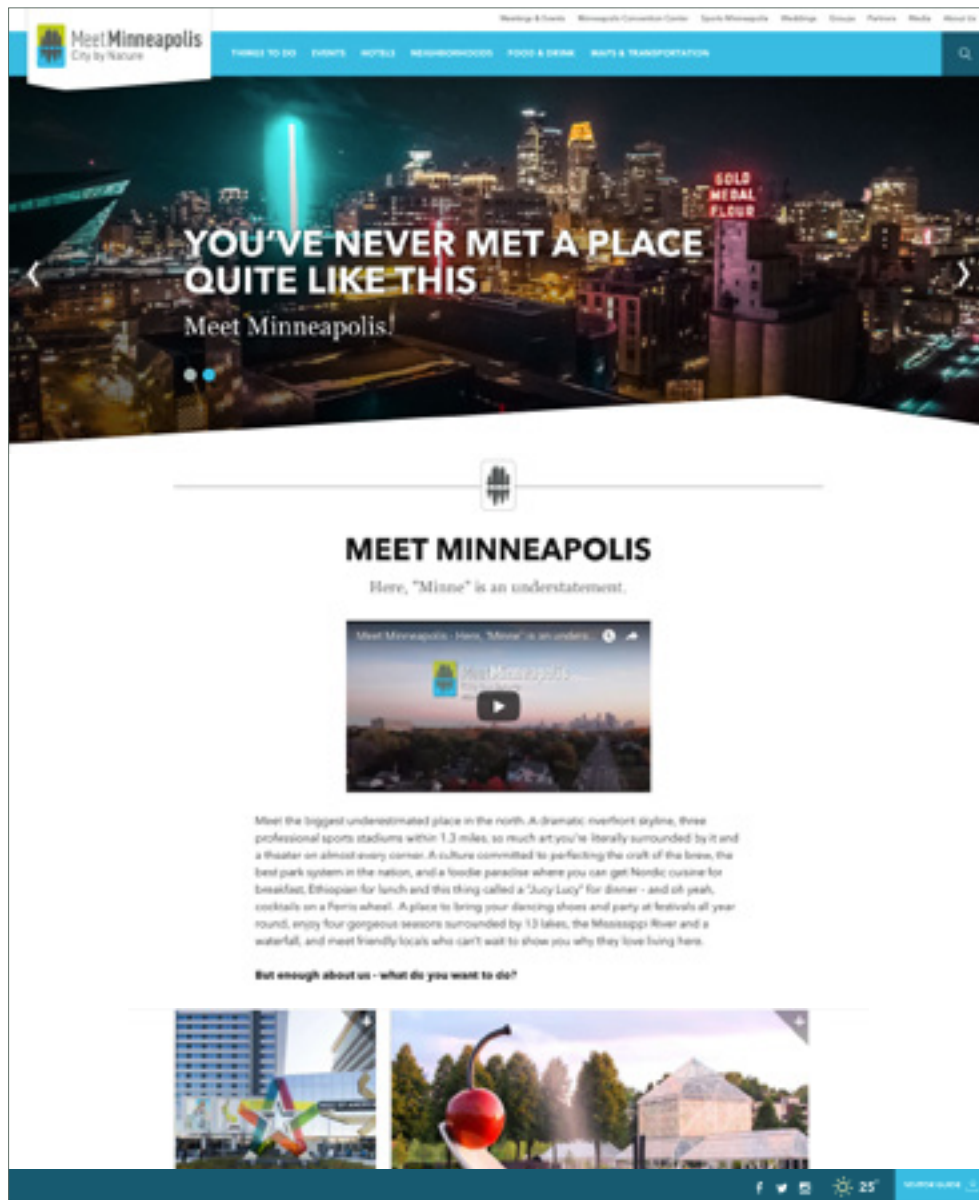
IMPROVED FUNCTIONALITY

We rolled out enhanced functionality throughout the site including interactive Minneapolis Convention Center floor plans, improved partner/vendor/venue search-and-compare functions and improved user navigation.

2017 HIGHLIGHTS

- 1.98M sessions (1.86M organic search sessions)
- 4.3M pageviews
- 2:08 average time of site
- 609,000+ outbound clicks on Partner Listings
- Top Landing Pages: Event Calendar, Maps & Transportation, 150 Things to Do and Minneapolis Convention Center

REIMAGINED MINNEAPOLIS.ORG



LOOKING AHEAD

CONTENT

We will continue to refine the website, including content creation based on visitor search and site performance.

BRAND VOICE INTEGRATION

We will infuse our engaging written voice and our updated photography throughout all marketing communications – with a special emphasis on the Minneapolis Convention Center and Group Sales work.

DIVERSE VOICES

In 2018, our list of contributors - writers and creators – will grow to more deeply reflect the diverse voices in our community.

CONNECT

PARTNERSHIP MARKETING

Our members support Meet Minneapolis as we work as a team to market the city as a premier destination. Our goal is to bring people to Minneapolis, and by doing so, bring business to our members.

Membership helps our partners make connections, get in front of people looking for information about Minneapolis, receive business referrals from staff and Visitor Information centers, and get leads from conventions, groups, and weddings.

2017 BIG WINS

 **627**
PARTNER ORGANIZATIONS

 **96**
NEW PARTNERS IN 2017

 **111**
HOTEL PARTNERS

 **129**
RESTAURANT PARTNERS

 **90%**
RETENTION RATE IN 2017

 **254**
SERVICE PARTNERS

 **133**
ATTRACTION PARTNERS

 **1831**
PARTNERS WHO ATTENDED OUR EVENTS

LOOKING AHEAD

We are always looking for ways to better serve our partners. Our newest initiatives include:

- Moving to calendar year billing in 2019 to allow the organization become more efficient and focus our time on helping partners connect with the business coming to town.
- New partners can now pay invoices online!
- Branching outside of downtown – our redesigned website, Minneapolis.org, features robust neighborhood breakouts to guide visitors to great places beyond the downtown core.
- Highlighting diverse partnership through a self-identifying survey which helps us better measure our recruitment efforts to ensure we are reaching a wider range of businesses that contribute to - and benefit from - the tourism economy.



Minneapolis skyline from the Hennepin Bridge

SELL THE CITY

SALES

More than twenty sales professionals power our Destination Sales team, which is deployed across geographical and vertical markets to ensure Minneapolis remains the destination of choice for our clients and their group needs.

KEY TRADESHOWS AND INDUSTRY EVENTS

Our team visits key trade shows and industry events such as IMEX America, Professional Convention Management Association (PCMA), Meeting Professionals International (MPI), Religious Conference Management Association (RCMA) and many others to drive sales.

We conduct hundreds of site visits annually with our clients and our team leverages marquee events to conduct familiarization (FAM) trips highlighting Minneapolis as a destination for future clients.

We hosted two FAM trips in 2017. During the ESPN X Games in July, we brought in 10 major corporate and association conference planners. Super Bowl week gave us the opportunity to host 85 clients representing nearly every single market segment.

2017 BIG WINS

The Destination Sales team broke numerous records for Meet Minneapolis in 2017. Among them, a 5.9% increase in the number of future group room nights booked. The team also saw a 16.8% increase in leisure room sales over 2016.

MAJOR CLIENT EVENTS

Our team hosted major client events in 2017 that will pay dividends in the years ahead. In July, Meet Minneapolis hosted the Opening Reception for the American Association of Medical Society Executives (AAMSE), a collection of Medical Association key decision makers and influencers, during their annual meeting. September brought Experient's 2017 Encounter Conference to Minneapolis, showcasing the city to 150 Experient Sales Network and Sourcing Managers.

LOOKING AHEAD

MAJOR BOOKINGS SECURED IN 2017

AMERICAN SOCIETY FOR MASS SPECTROMETRY ANNUAL CONFERENCE: JUNE 5-9, 2022

 **6,500** PEOPLE IN ATTENDANCE

 **\$17.5M** ESTIMATED ECONOMIC IMPACT

 **17,305** TOTAL ROOM NIGHTS

BREWERS ASSOCIATION 2022 CRAFT BREWERS CONFERENCE MAY 2-5, 2022

 **8,500** PEOPLE IN ATTENDANCE

 **\$17.5M** ESTIMATED ECONOMIC IMPACT

 **16,753** TOTAL ROOM NIGHTS

NATIONAL BAPTIST CONVENTION USA, INC. 2018 ANNUAL SESSION SEPTEMBER 3-8, 2018

 **10,000** PEOPLE IN ATTENDANCE

 **\$30.6M** ESTIMATED ECONOMIC IMPACT

 **11,825** TOTAL ROOM NIGHTS

EVANGELICAL LUTHERAN CHURCH OF AMERICA 2021 YOUTH GATHERING JUNE 29 - JULY 3, 2021

 **40,000** PEOPLE IN ATTENDANCE

 **\$65.9M** ESTIMATED ECONOMIC IMPACT

 **57,780** TOTAL ROOM NIGHTS

SHRINERS INTERNATIONAL 2022 IMPERIAL SESSION JULY 2-7, 2022

 **9,000** PEOPLE IN ATTENDANCE

 **\$10.6M** ESTIMATED ECONOMIC IMPACT

 **11,281** TOTAL ROOM NIGHTS

MINNEAPOLIS VISITOR INFORMATION

WHO WE ARE

The Minneapolis Visitor Information (MVI) is our connection with all visitors, including people who live and work in the city. From our location directly across from the Nicollet METRO light-rail train station, we help travelers find their way on the transit system. We're here to help with directions, share schedules, and even point the way to a great restaurant, pub or theater. Looking for the quickest route to the ball game? We'll get you there.



MVI PARTNERSHIPS

The MVI formed a new partnership with the Minnesota State Fair, making us the only downtown outlet to sell pre-fair discount admission tickets. The move was a win for customers who purchased 1,254 tickets, 141 Midway/Kidway tickets and 218 Blue Ribbon Bargain Books.

LOVE FROM MINNEAPOLIS



The MVI's retail partner is Love From Minneapolis. Guests can treat themselves or others to a gift of Minneapolis-branded ceramics, glassware, prints, clothing and work by some of the most talented artists in Minnesota.



2017 IN-STORE EVENTS

FIRST THURSDAYS

The first Thursday of every month we host public events over the lunch hours to drive awareness of the Minneapolis Visitor Information and increase retail sales. 2017 event highlights include:

X GAMES

Forty youths received a free art class with local skateboard artist Mark Rivard and a pair of tickets to X Games. Kids also designed their own skateboards.



BLOOD DRIVE

Our guests donated 25 pints of blood to Memorial Blood Centers. Donors received swag bags including discounts and gift certificates to some of our member partners.

PUPPY CUDDLE

Visitors paid to snuggle with adoptable puppies, raising \$1,000 for a local animal rescue organization.



FREE COFFEE & DONUTS

We gave away 230 donuts and 8 pounds of coffee, increasing foot traffic by 143% and retail sales by 481% compared to the same day in 2016.

FREE BICYCLE TUNE UP

Our friends from One On One Bicycle Studio came in to give free bike checks and tune ups, while Nice Ride handed out free helmets.



2017 BIG WINS

- 54,905 visitor guides distributed
- 50,772 visitor maps distributed
- Visitors from all 50 states, Washington DC, Puerto Rico and Guam
- Visitors from 8 of 10 Canadian provinces
- Visitors from 60 international countries
- Home of the Mary Tyler Moore statue during construction on Nicollet. Supported fans and media after the passing of the actress
- 7,796 visitor packets mailed out in 2017
- 14,380 digital downloads of visitor guide in 2017
- 942 tourism calls in 2017

LOOKING AHEAD

In 2018, the MVI continues with monthly First Thursday events. Events include Bold North Super Bowl merchandise promotions, a Crew 52 Appreciation discount, another puppy cuddle, and a partnership with the Minnesota Twins and Minnesota Timberwolves to promote our Ultimate Sports Ticket.

Larger events are being planned around major events coming to town including the 2018 X Games and the WNBA All-Star Game this July.

Ticket partnerships will continue with the Minnesota State Fair. The MVI is exploring other ticket partnerships like city tours, attractions and theaters.



Carriage ride on the Stone Arch Bridge

ENHANCE EXPERIENCES

SERVICES

The Destination Services department assists meeting planners for booked conventions with logistical needs, building attendance and delivering a quality experience to attendees.

2017 BIG WINS

Our team assisted planners for:

681 TOTAL EVENTS

66 INTERNATIONAL GROUPS

449 NATIONAL GROUPS

87 REGIONAL GROUPS

840k TOTAL ESTIMATED ATTENDANCE

\$661 ECONOMIC IMPACT
MILLION



LOOKING AHEAD

In 2018, the Destination Services team will play a vital role in preparing for the NCAA Men's Final Four in March 2019. They will collaborate with the Minnesota Local Organizing Committee to assist with everything ranging from welcome programs for hotels to volunteers and much more.

Destination Services is already working with a wide variety of groups ranging from American Oil Chemists to the Midwest Poultry Federation, to the National Association for Gifted Children. Among the largest groups we are assisting:



2019 NCAA Men's Final Four



National Educational Association
16,000 attendees in July



National Baptist Convention
20,000 attendees in September



American Legion
9,500 attendees in August
celebrating their 100th anniversary



A member of the White Earth Nation performs at Foire de Tours

DEEPEN RELATIONSHIPS

PUBLIC AFFAIRS

The Public Affairs team advocates for public policy for the hospitality industry, works with the local community as well as with Minneapolis Sister Cities to build relationships that foster international travel, business investments and vitality in our community and across the globe.

2017 BIG WINS

SISTER CITIES PROGRAM

Minneapolis welcomed delegations to the city from the following Sister Cities in 2017:

CUERNAVACA, MEXICO
ELDORET, KENYA
IBARKAI CITY, JAPAN

KUOPIO, FINLAND
TOURS, FRANCE
UPPSALA, SWEDEN



Minneapolis Sister Cities celebrated the 25th anniversary of the Sister City relationship between Harbin, China and Minneapolis. 2017 was the 10th year of Sister Cities Day, a celebration open to the public on Nicollet Island Pavilion with entertainment and free ice cream.



FOIRE DE TOURS

Minneapolis was the guest of honor at the 2017 Foire de Tours in our sister city, Tours, France. Picture the Minnesota State Fair - only this fair features exquisite French foods, and a chance for Minneapolis to market itself to the more than 300,000 people who visit Foire de Tours every year. The goal of participating in this event was to showcase Minneapolis as a tourist destination and to promote the two daily nonstop flights from Paris to Minneapolis.

The booth at the expo pavilion featured Minnesota's own award-winning chef, Sean Sherman, founder of The Sioux Chef, which is revitalizing Native American cuisine both nationally and internationally. The ten-day exhibit also highlighted Minnesota culture and history. The invitation was especially meaningful as Tours is marking the 100th anniversary of the American arrival in France during World War I.



MINNESOTA SUPER BOWL LII

MEET MINNEAPOLIS FROM BID TO BOLD RESULTS

From our role in winning the bid to supporting multiple committees to showcasing the city, the Super Bowl involved every part of Meet Minneapolis, allowing our organization to strategically leverage the event for future economic impact in the city.



DESTINATION SALES

Our targeted plan to secure future business included:

- Hosting 85 clients representing more than 250,000 room nights
- Showcasing full, active venues across the city
- Highlighting the vibrancy of the winter tourism experience

DESTINATION SERVICES

The services team helped ensure a welcoming visitor experience through:

- Frontline hospitality training for more than 600 staff members from hotels, restaurants, attractions and transportation services
- Supporting the 142 contracted hotels utilizing up to 20,000 rooms on peak nights
- Coordinating the welcome program for hotels in the room block as well as area restaurants, retailers, MSP Airport, and taxi and Uber drivers, as well as distributing 35,000 welcome buttons, and 10,000 decals
- Running the Dayton's Project Information Booth with Meet Minneapolis employees - 28 staff volunteers pulled 46 volunteer shifts adding up to 207 hours during Super Bowl week in addition to their "day" jobs

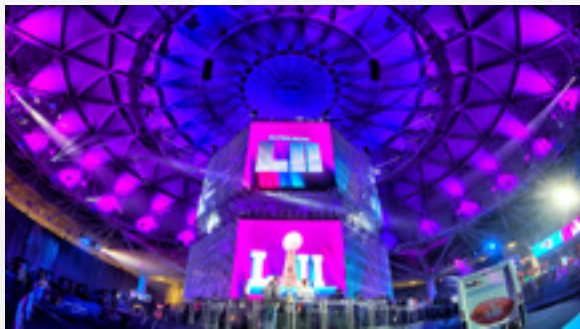
VOLUNTEER PROGRAM

- Meet Minneapolis was embedded with the Super Bowl Host Committee Crew 52 Volunteer program as committee leaders, trainers and interviewers.
- Meet Minneapolis is acquiring the EWG (formerly Rosterfy) volunteer management program, which we will utilize for future groups needing volunteers

MINNEAPOLIS CONVENTION CENTER

Home to the Super Bowl Experience, the Minneapolis Convention Center transformed into an interactive football showcase.

- 107,000 people attended the Super Bowl Experience across 8 days
- The busiest day – the Saturday before the game – saw 35,000 guests
- More than 26,000 coats were checked during the event
- MCC staff worked more than 30,000 hours



PARTNERSHIP

To support our partners and their goals to attract Super Bowl guests, we:

- Hosted a Super Bowl information event with 225 attendees
- Created neighborhood-centric content for social media
- Shared information on tips to leverage the Super Bowl through multiple marketing channels

CO-MANAGED SUPER BOWL VENUE PORTAL

- Developed database highlighting 275+ venues across the region
- Used by sponsors, teams, NFL owners and others to find venues for more than 160 events that took place during the Super Bowl

PUBLIC RELATIONS & MEDIA

PROACTIVE MEDIA OUTREACH

The public relations team made the most of our spotlight by:

- Utilizing the Super Bowl as a timely event, pitching Minneapolis to national media as a must-visit destination in 2018
- Updating all media assets including imagery, video and story ideas
- Working with media across platforms, resulting in 532 stories and 1,457,860,204 impressions from January 1 – February 4, 2018

SOCIAL MEDIA

- Meet Minneapolis' social media channels provided front-row access to a wide array of official and un-official Super Bowl events
- In the ten days surrounding the game, we developed 37 Instagram Posts, 81 Instagram Stories, 93 Tweets, 19 Facebook posts

MARKETING

With an updated website design, fresh imagery and an emboldened "Modest Moxie" tone, the marketing team:

- Created a time-relevant Super Bowl content section including fan-specific portals, transportation information and things to see and do
- Produced 52 "Must See" articles - one for every week leading up to the event - highlighting area attractions
- Managed an expansive calendar of official and unofficial Super Bowl events
- Achieved record traffic to Minneapolis.org, including 162,959 visitors in the 10 days leading up to the event – more than all of January 2017

MINNEAPOLIS VISITOR INFORMATION

Located on Nicollet and just steps from the official entrance to Super Bowl LIVE, Minneapolis Visitor Information:

- Extended hours to mirror Super Bowl LIVE's later close and maximize the foot traffic
- Hosted daily artist events to highlight local community creators
- Repurposed our break room to extend warmth and indoor facilities to law enforcement officers and Downtown Improvement District ambassadors
- Leveraged record traffic - 13,867 visitors for the 10 days, versus 1,337 during the same time period in 2017 - to support a 2866% increase in retail sales



Meet **Minneapolis**
City by Nature



Minneapolis
Convention Center



1.800.445.7412 minneapolis.org