



Request for City Council Committee Action from the Neighborhood and Community Relations Department

Date: August 10, 2012

To: Council Member Robert Lilligren, Chair, Committee of the Whole

Referral to: City Council

Subject: Expansion of 2013 Neighborhood USA Conference Partnership to include the Minneapolis Parks and Recreation Board.

Recommendation: City Council authorization to:

1. Amend the existing partnership agreement between the City of Minneapolis and the Citizens for a Loring Park Community to add the Minneapolis Park and Recreation Board, and
2. To authorize the Neighborhood and Community Relations Department to execute the necessary documents for a new partnership agreement between the City of Minneapolis, the Citizens for a Loring Park Community and the Minneapolis Parks and Recreation Board, to host the 2013 Neighborhoods USA conference under the amended agreement.

Previous Directives: Council authorized the Neighborhood and Community Relations Director to execute the necessary agreements for the City of Minneapolis, in partnership with the Citizens for a Loring Park Community, to host the 2013 Neighborhoods USA conference at the August 19, 2011 City Council meeting.

Department Information

<p>Prepared by: David Rubedor, Neighborhood and Community Relations Director Howard Blin, Community Engagement Manager</p> <p>Approved by: David Rubedor, Neighborhood and Community Relations Director _____ Paul Aasen, City Coordinator _____</p> <p>Presenters in Committee: David Rubedor, Director, NCR Jana Metge, Citizens for a Loring Park Community Jayne Miller, Park Board Superintendent</p>

Financial Impact

Per the previous directive, the City has entered into a contract with Neighborhoods USA to serve as the host city for the 2013 Neighborhoods USA Conference. The local partnership agreement between the City of Minneapolis and the Citizens for a Loring Park Community is being expanded to include the Minneapolis Parks and Recreation Board. The financial

impact of the conference on the City remains the same. The expansion of the partnership agreement does not change the financial impact. These contracts place the following commitments on the City:

- The agreement with Neighborhoods USA commits the City to host the conference. It also requires the host city to designate a Conference Coordinator. Jana Metge of Citizens for a Loring Park Community continues to serve as Conference Coordinator and will be assisted by Neighborhood and Community Relations staff.
- As the conference host, should the City cancel the event or fail to perform, the City would be liable for a potential liquid damages penalty of \$25,000 or actual damages, whichever is greater.
- As the conference host, the City is be responsible for any costs not covered by fundraising. Fundraising is underway. We anticipate to raise sufficient funding for the conference. If fundraising falls short of expectations, the Conference budget will be adjusted accordingly to reduce expenses.

Community Impact

- Neighborhood Notification:

The City's Neighborhood and Community Relations Department along with the Neighborhood Community Engagement Commission will work with all 71 Minneapolis neighborhood associations to plan and promote the event. A key goal for the event is to encourage participation from neighborhood and cultural organizations in the city. Promotion of the conference among these groups will be ongoing over the next two years.

- City Goals:

This action supports the City goals of

- One Minneapolis
 - Race and Class gaps are closed in employment and housing
 - New arrivals are welcomed, diversity embraced
- A City that Works
 - Shared democracy empowers residents as valued partners
 - 21st Century government: collaborative, efficient and reform minded
 - Transparency, accountability and fairness are our hallmarks
 - Strong partnerships with parks, schools, government, nonprofits and private sectors

Supporting Information

The Conference

The annual Neighborhoods USA Conference is the premier neighborhood conference in the nation. Minneapolis has been awarded the May 22 – 25, 2013 conference at the Hyatt Regency Hotel. This event will bring over 800 participants to the city and offers a tremendous opportunity to showcase Minneapolis, our neighborhoods and our values of community engagement.

Hosting the conference will support the effort to redefine the relationships between the City and its neighborhoods. The intent is to use the event as a catalyst for communications

between neighborhoods building collaborations and learning from some of the best practices from across the county.

Conference Organization

The 2013 Neighborhoods USA conference will be developed and administered through the partnership between the City of Minneapolis, the Minneapolis Parks and Recreation Board and Citizens for a Loring Park Community. A local conference planning committee comprised of neighborhood organizations, local activists, the City of Minneapolis, the City of St. Paul and various other community partners, will design the conference.

- Conference Planning Committee: This committee provides the logistical support for planning conference workshops, tours, receptions and engagement of local participants and partners. The following committees shall be sub-committees of this committee:
 - Exhibitor Committee
 - Neighborhood Pride Tours Committee
 - Social Events and Meals Committee
 - Workshop Support Committee
 - Registration and Program Booklet Committee
 - Registration Booth Committee
 - Volunteers Committee
 - Speakers Committee

Primary Duties of Citizens for a Loring Park Community

Minnesota State law limits the City's participation in hosting a conference. In order to comply with State law and to increase local participation, the City needs to partner with a local organization. The host hotel is located in the Loring Park neighborhood. Citizens for a Loring Park Community has agreed to partner with the City on hosting and organizing the conference. Citizens for a Loring Park Community has strong community connections and has the capacity to engage Minneapolis neighborhoods and carry out the other duties of the partnership agreement.

As the neighborhood host, Citizens for a Loring Park Community will have the following key areas of responsibility:

- 1) Providing Financial Management. The Citizens for a Loring Park Community will serve as the fiscal agent for the conference, collecting conference fees, grants and donations, and paying expenses related to the conference. Citizens for a Loring Park Community will be responsible for establishing a budget and accounting for conference expenses.
- 2) Fundraising. Approximately \$160,000 in revenue from registration fees is anticipated. Funds are also being sought from foundations and businesses to cover the remainder of the expenses. Citizens for a Loring Park Community, with support of the NUSA Planning Committee, will take the lead on the fundraising plan. The Neighborhood and Community Relations Department and the Minneapolis Parks and Recreation Board will assist in fundraising activities.
- 3) Coordinating with Minneapolis Neighborhoods. A major goal is to involve as many neighborhoods, community-based and cultural groups as possible in the conference. Citizens for a Loring Park Community and the Planning Committee will work to ensure broad participation from the neighborhoods.

Primary Duties of the Minneapolis Parks and Recreation Board

- 1.) Facilitating access to MPRB Facilities. Several of the major conference events will be held at MPRB facilities. The opening event is scheduled to be at the Nicollet

Island Pavilion. The closing event will be at Minnehaha Park. With the MPRB being a partner in the conference, the Partnership has greater flexibility in use of the MPRB facilities, within MPRB policies and procedures, to better support desired conference outcomes and experience. The MPRB will support the conference's use of park facilities as it relates to rental fees, selection of food vendors, access to amenities, decoration, entertainment, transportation and other event details.

- 2.) Technical support. The MPRB has experience in hosting a national conference. The MPRB will share this technical expertise with the Partnership around fundraising, tour development and planning, workshop development and planning, conference logistics and support. The MPRB will also be an active member of the Conference Planning Committee.
- 3.) Workshop and Neighborhood Tour Support. In addition to overall conference support and participation on the Conference Planning Committee, the MPRB will also conduct 2 conference workshops and 2 neighborhood or pre-conference tours.

Primary Duties of the City

The main areas of City responsibility include:

- 1) Communication. The City will coordinate communications with the Minneapolis City Council and the Neighborhood USA Board.
- 2) Marketing: The City will lead with marketing the conference locally, nationally, and internationally. This will include coordinating promotions, encouraging greater Minneapolis neighborhood participation with the 2013 Minneapolis NUSA conference.
- 3) Outreach. Provide outreach to and engagement with cultural communities in Minneapolis. Also provide outreach to cities in the Metropolitan area to ensure participation in the conference.
- 4) Capacity Support. City will support Citizens for a Loring Park Community with the Conference Planning Committee, fundraising, workshop development, neighborhood/organizational outreach and other conference logistics.
- 5) Financial Approvals: Conference budget and fundraising plans will be reviewed and approved by the Neighborhood and Community Relations Department.

The partnership agreement has been reviewed by the City Attorney's office and the Minneapolis Parks and Recreation Board attorneys. The Partnership Agreement has also been approved by the Minneapolis Parks and Recreation Board of Directors and Citizens for a Loring Park Community Board of Directors.