



Request for City Council Committee Action from the Department of City Coordinator

Date: February 3, 2015

To: Honorable Council Member John Quincy, Chair
Ways and Means Budget Committee

Subject: Contract with Minneapolis Downtown Council for 2015 downtown activation

Recommendation: Authorize the appropriate City officials to enter into a contract with the Minneapolis Downtown Council in the amount of \$400,000 for the purpose of supporting downtown activation events in 2015. Existing funding currently in the City Coordinator's department budget would be used.

Department Information

Prepared by: Jay Stroebel, Deputy City Coordinator
Approved by: Spencer Cronk, City Coordinator

Reviews

This item was discussed before the Permanent Review Committee (PRC) on Thursday, January 29.

Financial Impact

Action is within existing 2015 resources

Community Impact

This contract would most directly support the city goals of living well, great places, and a hub of economic activity & innovation and the city values of vitality, connectedness and growth.

Supporting Information

The City of Minneapolis has long provided financial support to the Minneapolis Downtown Council for the planning and implementation of downtown activation events. Last year, the City entered into a \$395,000 contract with the Minneapolis Downtown Council for the purpose of supporting a 2014 winter event.

During the course of 2015, the Minneapolis Downtown Council will move forward downtown programming around a quarterly theme approach. Each quarter will feature a key activation along with other related programming, including:

- Jan-Mar: Light, Lantern Festival (in partnership with Heart of the Beast Theater)
- Apr-Jun: Music, Concerts
- Jul-Sept: Summer, Parade & Fireworks
- Oct-Dec: Holiday/winter experience

Minneapolis Downtown Council (MDC) will be responsible for taking the activations from concept to execution around the goal to create a consistently compelling downtown experience. In doing so, MDC will coordinate with the proper parties to ensure successful programming and collaborations. Programming will be publicized to reach several hundred thousand city residents, downtown employees, and visitors.

Through this contract, the Downtown Council will attract diverse (age, income, race/ethnicity, etc.) residents and visitors to downtown for experiences that activate and connect the community while generating economic activity for downtown businesses. In addition, to the extent practicable, local subcontractors will be used that are certified under the Minnesota Unified Certification Program for Small and Underutilized Businesses as a means to stimulate the local economy.

Downtown Council will be expected to provide a qualitative and quantitative evaluation on all events to gauge value and work towards continuous improvement of programming. Specifically, the City will request a report that outlines statistically relevant information regarding attendance, demographics of attendees, spending of attendees and attendee satisfaction.

Pending a future decision on 2016 budgeted funds for downtown activation, it is expected a competitive request for proposal (RFP) process would be used to select a provider to fund potential 2016 events.