



To: Minneapolis Planning Commission

From: Jeff Johnson, Executive Director Minneapolis Convention Center

RE: Loring Master Plan

The Minneapolis Convention Center is the economic engine that powers the hospitality region with over \$250 million in economic impact each year that supports a hospitality industry of 30,000 workers. Our close proximity and inclusion in the Loring Park Community is an asset that has not been fully utilized in the past. I worked with the Citizens for Loring Park and the Loring Park Master Plan Steering Committee during their process and support their efforts to embrace hospitality and the neighborhood's connection to the convention center.

The current plan being brought forward to the Planning Commission has a component that could impact the future growth opportunities of the convention industry in Minneapolis. It is important to keep flexibility in the zoning around the convention center so that hospitality assets can be added in the future. Meet Minneapolis will be conducting a Tourism Master Plan in 2016 that will better outline hospitality needs for the future. In the interim, I do believe that we should defer zoning changes in the following areas:

- Area north of Grant Street, especially the Hyatt and Millennium Hotel sites
- The Minneapolis Convention Center site including the Plaza

Loring Park Rezoning Study Recommendations Planning Commission Changes

Minneapolis Zoning and Planning Committee - Nov 12, 2015

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Legend

- CPC Change
- XXX Existing Zoning
- Proposed Zoning Change**
- No
- XXX Yes

