



Request for City Council Committee Action from the City Coordinator

Date: April 20, 2009

To: Ways & Means/Budget Committee

Subject: Request to Issue RFP for Sales and Marketing Services for the City of Minneapolis and the Convention Center

Recommendation:

The City Coordinator, having received concurrence of the Permanent Review Committee (PRC) on April 9th, 2009 be granted approval to issue a Request for Proposal (RFP) for sales and marketing services for the City and the Minneapolis Convention Center. The intent of this proposal is to solicit a bid from the current Service Provider, Meet Minneapolis. The solicited proposal will provide details on how they will meet the City's sales and marketing needs and their approach to capitalizing on Minneapolis as a destination. Funds are provided in Convention Center Fund 01760.

Previous Directives:

PRC approval on April 9th, 2009.

Prepared by: Stephen Ethier, Executive Director Approved by: Steven Bosacker, City Coordinator Presenters in Committee: Steven Bosacker, City Coordinator and Steve Ethier, Executive Director, MCC

Reviews

- Permanent Review Committee (PRC): Approval _Yes_ Date __April 9, 2009
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- Action is within the Business Plan

Community Impact

- City Goals

Supporting Information:

On April 9th, 2009 the PRC reviewed and approved our request to issue an RFP for sales and marketing services for the City and the Convention Center. The Service Provider will provide sales and marketing services that will promote Minneapolis as a destination and the Convention Center as a premier Convention facility. The RFP process challenges the current

Service Provider to outline actions that will help them to be successful in meeting the City's Premier Destination goal.