

# Convention Center Business Plan Presentation

Ways and Means Committee  
February 5, 2007

# [ Who are we? ]

---

## **Mission**

The Minneapolis Convention Center is the national convention and trade show venue of the State of Minnesota. By hosting events and offering a variety of services, the Minneapolis Convention Center showcases and provides economic benefit to Minneapolis and the surrounding region.

We will provide an exceptional product, in a safe environment, while maintaining the integrity and financial health of the facility.

# Vision

- By providing professional and personalized service, we have built a history of positive long-term relationships.
- We hold firmly to that legacy as we work to exceed the needs and expectations of an evolving industry.
- Our Commitment - We commit to caring for our customers, our partners, and each other while being accountable for our shared goals and celebrating our successes. As individuals, we seize opportunities to serve our customers and each other; working together we make anything possible.

# [ Values ]

---

- Quality Product
- Safety
- Respect for All/Diversity
- Responsibility with resources
- Accountability
- Integrity/Trust/Ethics

What do we do?

# Business Lines

---

- Event Services
- Facility Services
- Sales and Marketing
- Business and Employee Services

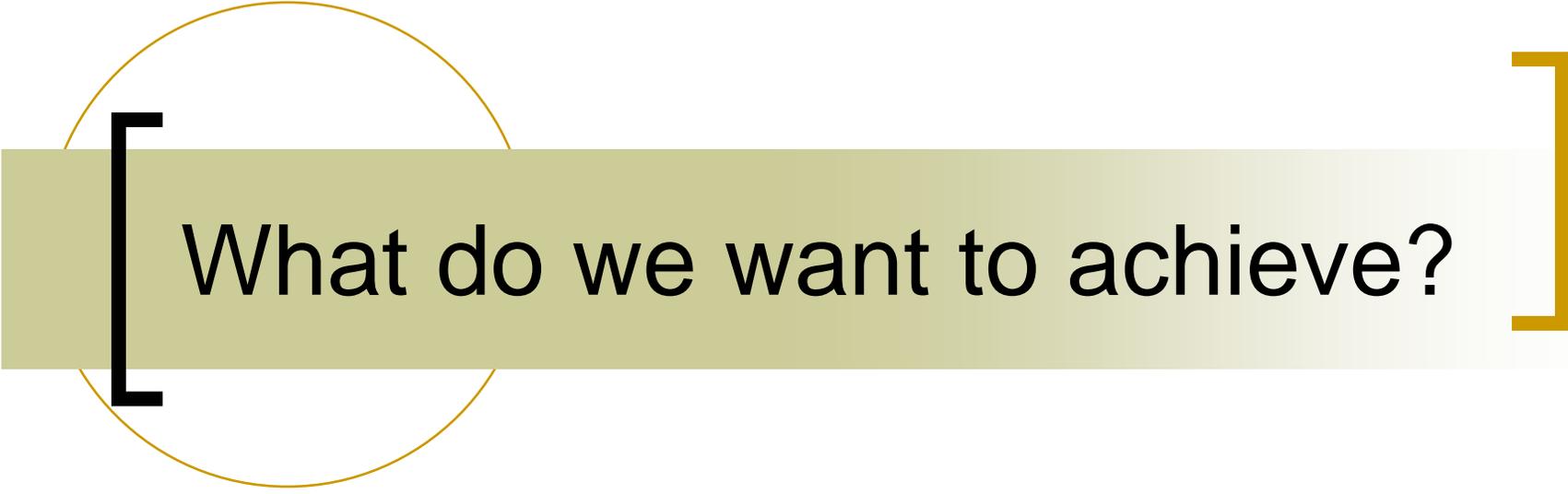
# Challenges and Changes

## ■ Challenges

- Increasing Sophistication of Competition
- Heightened Customer Expectations
- Pace of Technological Advances

## ■ Changes

- Increased Technological Capability
- Reliance on Partnerships
- Focus on Value/ROI



What do we want to achieve?

# Convention Center Goals

- Provide a Safe and Secure Experience for all
- High Quality Product & Services
- Business Process Improvements
- Maximize the Utilization of the Facility and Services
- Provide a Positive Work Environment

# [ How will we get there? ]

---

Goal – Provide a Safe and Secure Experience for all

*Objective – Convention Center Staff and Events have adequate security*

Tactics

- Monitor new vendors
- Review security technology
- Partner with neighboring facilities

# [ How will we get there? ]

---

Goal – High Quality Product and Services

*Objective – Customers receive clear, concise, relevant information*

Tactics

- Implement EIP
- Maximize electronic work order system
- Update web site/electronic ordering

# [ How will we get there? ]

---

Goal – Business process improvements

*Objective – Increase utilization of on-line services*

Tactics

- Provide direct on-line ordering
- Explore on-line ticketing
- Develop on-line advertising

# [ How will we get there? ]

Goal - Maximize utilization of facility and services

*Objective – Increase facility utilization in local, corporate and national markets*

Tactics

- Develop focused management reports
- Monitor competing facilities
- Work with Meet Minneapolis to attract *new* business
- Develop Learning Lab/Center for Human Performance

# [ How will we get there? ]

---

Goal – Provide a positive work environment

*Objective – Improve and develop employee skills*

Tactics

- Focus on performance evaluations and development plans
- HRIS upgrade for personnel records
- MCCU/Professional certifications

# How will we measure our success?

- Client Survey - Overall Rating

2005 – 4.42

2006 – 4.39 (Goal)

2006 – 4.42 (Actual)

2007 – 4.42 (Goal)

2011 – 4.50

# [How will we measure our success?]

---

- Client Survey – Safety Rating (Inside the Facility)

2005 – Not measured

2006 – 98.6%

2007 - 100% (goal)

2011 – 100%

# [ How will we measure our success? ]

---

- Client Survey –  
Cleanliness/Appearance

2005 – 4.46

2006 – 4.39 (Target – new scale)

2006 – 4.44 (Actual)

2007 - 4.42 (Projection)

2011 – 4.50

# [How will we measure our success?]

---

- Lost Days Due to Injury

2005 – 8

2006 – 39 (Actual)

2007 – <3 (Goal)

2011 - 0

# [ How will we measure our success? ]

---

- Number of Safety Issues Identified and Corrected

2005 – 28

2006 – 14 (Actual)

2007 – 25 (Goal)

2011 – 25

# [ Finance Plan - Strategies ]

---

- Capture Labor Cost data
- Revenue Development
- Workplace Survey – Hazard Analysis & Prevention

# Workforce Plan - Objectives

- Performance Management/Professional Development
- Employee Survey Response
- Diversity Strategy

# [ Technology Plan ]

---

- Event Profit/Loss Statements
- Enterprise Integration Solution
- Wireless Sponsorship Access

# Enterprise Initiatives

- Sustainability
  - Green Initiatives
  - Energy Management
  
- Community Engagement
  - Project Homeless Connect
  - Minnesota Resource Center
  - Redesigned web site

# Enterprise Initiatives

## ■ LEP

- Customer and Guest Service
- Client Contracts
- Room Set Diagrams
- Facility Users Guide (FUG)

## ■ EIM

- Complete Project Inventory Table & Gap Analysis
- Staff EIM Training