



## Request for City Council Committee Action

Date: February 12, 2003

To: Barbara Johnson, Chair  
Ways and Means/Budget Committee

Submitted by: John Bergquist, Assistant City Coordinator  
Phone: 673-2098

Approved by: John Moir, City Coordinator

Subject: GMCVA Quarterly Performance Report - 4th Quarter 2002

Recommendation: This item is for Receive and File.

### Financial Impact (Check those that apply)

- No financial impact (If checked, go directly to Background/Supporting Information)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Other financial impact (Explain):
- Request provided to the Budget Office when provided to the Committee Coordinator

### Background/Supporting Information

Below is a summary of the fourth quarter report for the period ending December 31, 2002, submitted by the Greater Minneapolis Convention and Visitors Association (GMCVA) to the City of Minneapolis.

GMCVA staff has noted that the Convention Center has already sold large blocks of space for future use. Current sales results for large groups are mixed. Previously the GMCVA shifted its goals to filling in around these large commitments. For the fourth quarter in 2002, in many performance categories GMCVA sales to these smaller groups are below their goal level but equivalent to their 2001 sales level.

<b>2002 CONVENTION SALES PROGRAM</b>	<b>Goals</b>	<b>Actual</b>	<b>%</b>
1. Book groups utilizing 150,000 square feet or more of exhibit space and greater than 3,000 hotel rooms.	3/3*	3/2	100/67%
2. Book groups utilizing 100,000 square feet or more of exhibit space and greater than 2,500 hotel rooms	6/6	2/1	33/17%
3. Book groups utilizing 50,000 square feet or more of exhibit space and greater than 1,800 hotel rooms.	10/10	5/8	50/80%
4. Book groups utilizing 25,000 square feet or more of exhibit space and greater than 1,000 hotel rooms.	15/15	12/9	80/60%
5. Book groups utilizing the MCC and requiring greater than 400 hotel rooms	16/16	25/30	156/188%
6. Convention Center Bookings	50/50	50/56	100/112%
7. Book room nights for convention and meetings.	530,000/ 530,000	537,246/ 506,331	101/96%

\*Numbers to the left of "/" are 2001 and numbers to the right are for 2002