

A photograph of a stone arch bridge over a river. The bridge is made of light-colored stone blocks and has several large arches. In the background, a city skyline is visible under a blue sky with some clouds. The water in the river is calm and reflects the bridge and the city. The text 'MINNEAPOLIS CONVENTION CENTER' is overlaid on the bottom left of the image.

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Trends and Challenges

- **Leadership Stability**

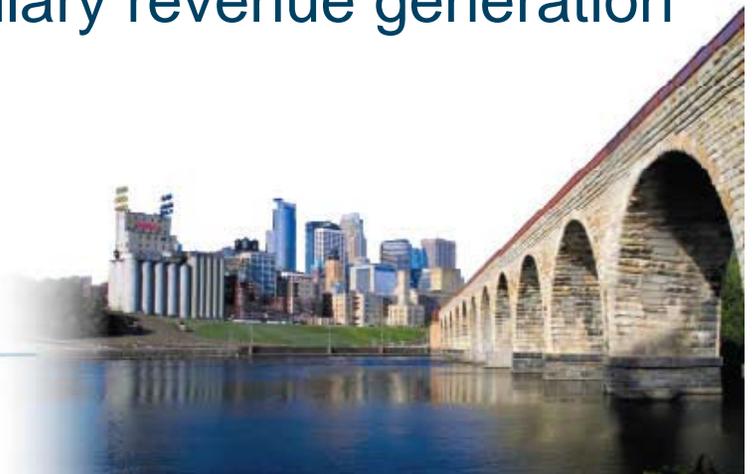
- MCC fresh leadership
- Meet Minneapolis

- **Flat Revenues v. Increasing Expenses**

- Zero or marginal growth in operating and tax revenues
- Downward pressure on pricing model due to competition
- Staff restructuring to enhance ancillary revenue generation
- Branding Minneapolis

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Trends and Challenges

- **Sustainability / Building Capital Replacement, Improvement**
 - 20-year old buildings
 - LEED Certification and Retro-Commissioning
 - Market demands for ‘green’
 - Investment in efficiencies
 - staff, technology and cost-containment
- **Convention Center Fund**
 - Increased Demands
 - Enhancing the visitor experience
 - Competition among cities

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Vision

- To be the best convention center, envied for our staff, client partnerships and community impact.

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Goals and Objectives

MCC is a safe environment for employees and visitors

- Prepared for emergencies
- Visitors feel safe inside and outside
- Employees work in a safe and healthy environment

City Goal:
A Safe Place to Call Home

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Goals and Objectives . . . Continued

MCC uses resources efficiently

- Leader in energy efficiency and sustainability
- Maximize the utilization of client rental equipment and services
- Efficient booking practices
- Maintain and manage a healthy convention center fund
- Maximize efficient use of staff
- Efficient internal business processes
- Efficient use of facility structure
- Leverage building vendor/contractor relationships

City Goal:
Eco-Focused

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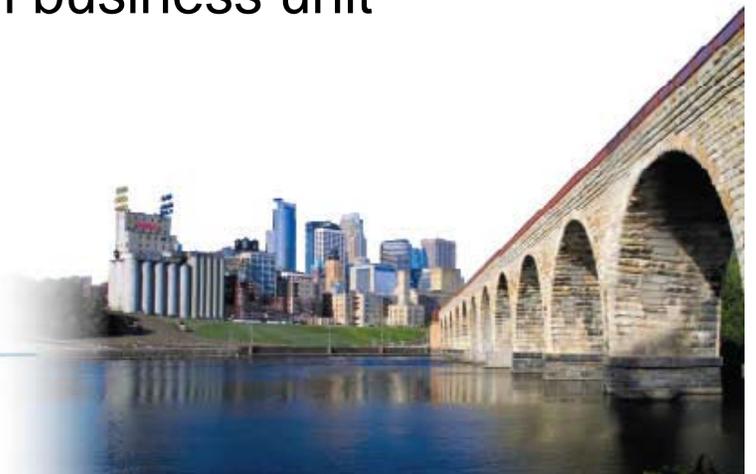
Goals & Objectives . . Continued

MCC delivers quality products and services

- Improvement and upkeep of the facility and equipment to ensure market competitiveness
- Acquire and maintain industry expertise
- Provide clients with services they desire
- Use data on our products and services to make informed business decisions
- Service standards established for each business unit

City Goal:
A City that Works

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Goals & Objectives . . Continued

MCC has a superior work culture that is employee-focused and client-centered

- Fresh work culture focused on excellence
- Employee training
- Employee performance reviews are based on job-specific duties and job expectations
- Employee recognition
- Employees feel well-informed via communication that is easy and complete

**City Goal:
A City that Works**

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Goals & Objectives . . Continued

MCC is recognized as a hospitality asset for the community and region

- Understand and improve our relationships with community and hospitality assets as well as public entities
- MCC will be the window to Minneapolis by increasing the presence of art, culture, entertainment, and hospitality initiatives in our facility
- Seek involvement in community activities

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Goals & Objectives . . Continued

MCC is recognized as a hospitality asset for the community and region

- Provide access to our services to the local community
- Promote efforts to grow job opportunities for the community
- Increase media exposure of our impacts and partnerships

City Goal:

Livable Communities, Healthy Lives

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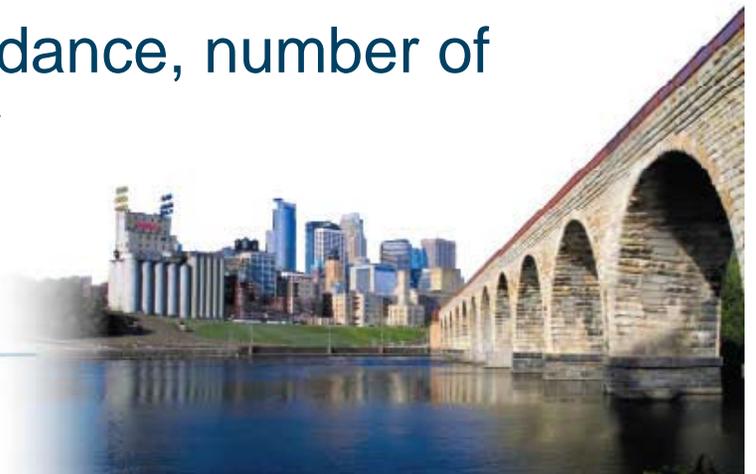


Key Measures to Monitor Progress

- Safety – Evacuation drill response time, number of incident reports, client survey responses, rate of employee injuries
- Use of Resources – steam, electric and water usage, occupancy, ancillary service revenues, operating revenues, costs per attendee, capital expenditures
- Quality Products and Services – Client satisfaction, return customer percentage, client problem resolution rate
- Superior Work Culture – Employee survey results, sick time usage
- Recognized as an Asset – Local attendance, number of community events, workforce diversity

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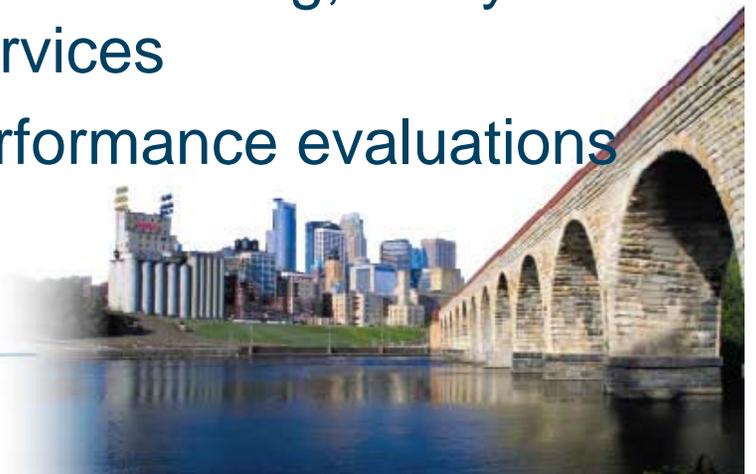


Key Tactics and Initiatives

- Inform clients of MCC's safety measures
- Conduct annual safety assessments throughout the building
- Obtain building-wide retro-commissioning and obtain LEED-EB certification, train staff in energy efficiency and waste reduction
- Enhance booking experience for new and returning clients, evaluate space efficiency, develop performance measures, further utilize our EBMS tool
- Explore feasibility of retail corridors in the building, analyze and benchmark MCC products and services
- Integrate position descriptions with performance evaluations to make expectations explicit

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Highlights from Resource Plans

Workforce Development

- MCC will certify our Event Coordinators as Professional Meeting Planners. This certification will be used to enhance the skills of our coordinators as well as a marketing tool
- In response to the 2009 employee survey, we will increase communications, employee involvement and training through meetings, focus groups, and skills training

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Highlights from Resource Plans . . continued

Finance Plan

- MCC has redirected resources to revenue generating positions to increase revenues and enhance the customer service experience.
- MCC will enhance reporting by monitoring costs in relation to building activity and revenues
- MCC will implement modules in our Event Business Management System (EBMS) to streamline operations

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Highlights from Resource Plans . . . continued

Technology Plan

- MCC will centralize facility controls to increase efficiency in utilities and provide better response to clients
- MCC will implement event costing to enhance information about labor management and cost containment
- MCC will further invest in our EBMS system to include mobile components to increase efficiency and enhance management abilities

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Questions and Answers

Questions?

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Appendix

- **Mission** - We will be the best convention center by providing an exceptional facility, outstanding internal and external customer service and responsible use of our resources
- **Values** – We value a workplace that is communicative, safe, employee focused and client driven and excellence driven

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Appendix

Business Line Descriptions

- **Event Services** is responsible for providing an exceptional product through the coordination of both in-house departments and contracted services for these major event activities: Event Services, Event Operations, and Technology Services. These business units work to address the areas of production, set-up, event coordination, and other client needs
- **Facility Services** ensures that sufficient building, safety, and capital resources are available to maintain a world-class facility for our customers. Proper maintenance, contract management, and capital planning are keys to maintaining a world-class facility. Facility Services coordinates the areas of safety and security, guest services, parking and marshaling operations, building and grounds maintenance, capital project planning and management, as well as custodial operations

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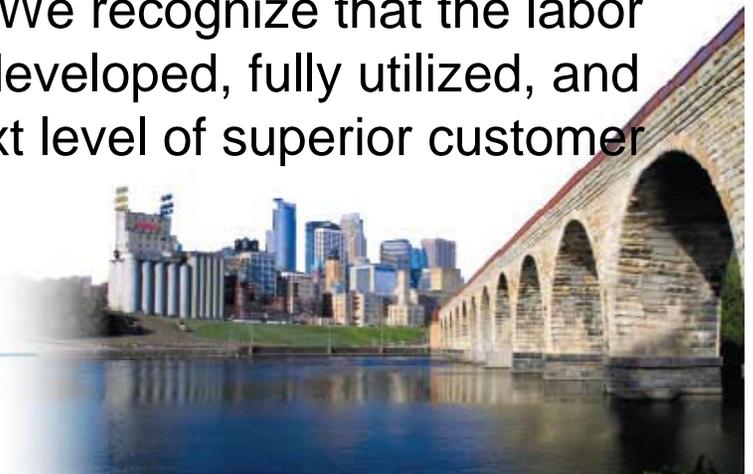
Appendix

Business Line Descriptions . .continued

- **Sales and Marketing Services** provides the first point of contact for all business. This group is responsible for providing information about the facility, identifying and attracting events, maintaining relationships, and gathering data on how the MCC serves customers. The majority of these services are provided through our partnership with Meet Minneapolis, in coordination with the Convention Center's Executive Management Team
- **Business and Employee Services** addresses the need for depth and sophistication of the business reporting requirements for our Executive Management Team and stakeholders, as well as responds to employee relations and employee development needs. We recognize that the labor force at the Convention Center must be fully developed, fully utilized, and fully recognized in order to move us to the next level of superior customer service

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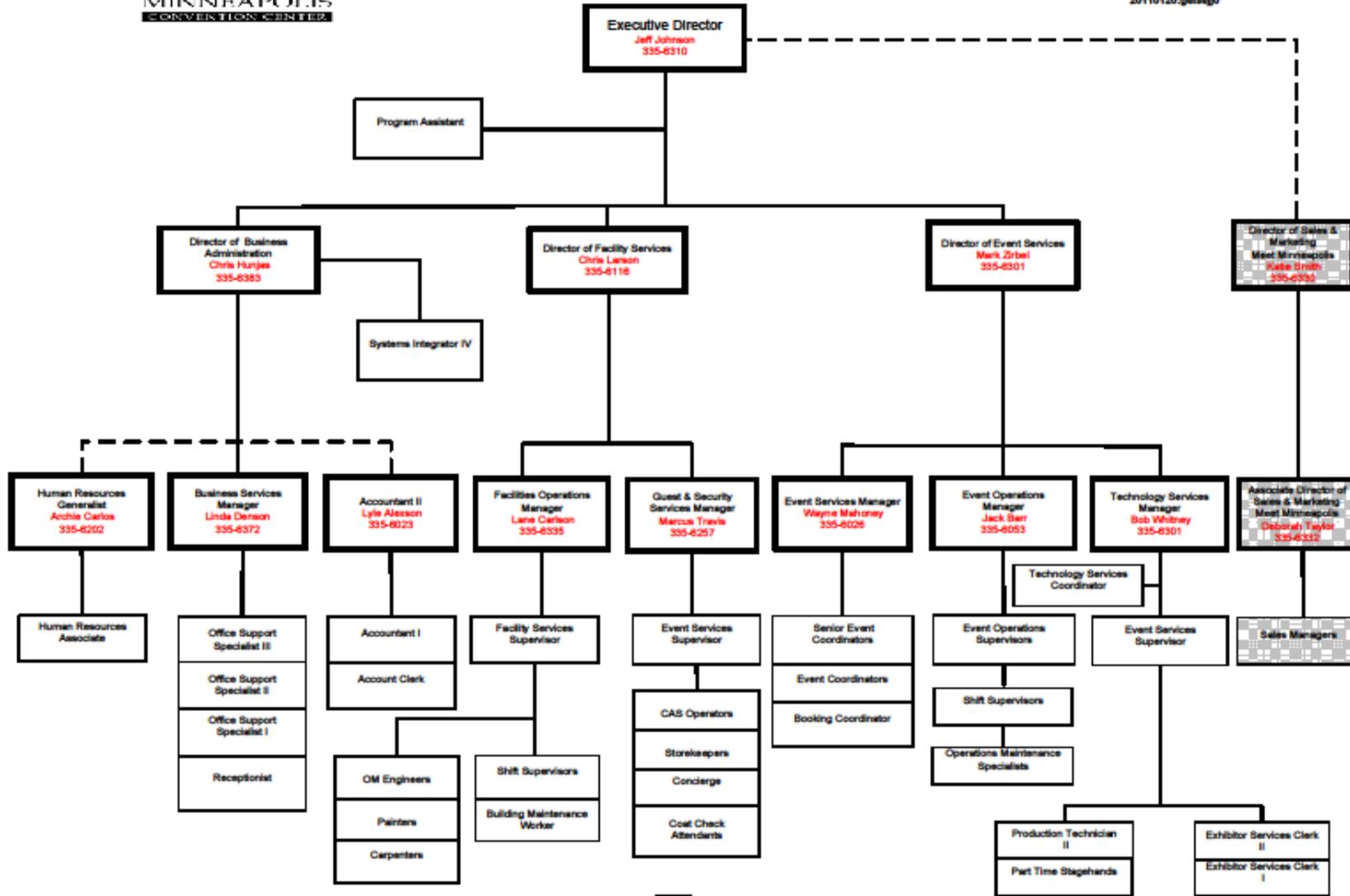


Appendix



Minneapolis Convention Center Organization Chart

January 20, 2011
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Denotes Meet Minneapolis Personnel

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