

Contract for Marketing and Sales for the City of Minneapolis



A New Relationship

- Defined Contract Management
- Clear Scope of Services
- Performance Based
- Funding with Transparency and Accountability
- Collaborative

Contract Management

- City Coordinator oversees
 - Citywide Marketing
 - Tourism and Leisure Travel
 - Overall Economic Impact
- MCC Executive Director oversees
 - Convention Center Sales and Marketing
 - Hospitality and Entertainment Industry
 - Budget and Marketing Planning
 - Destination and Convention Center Sponsorship

Scope of Services

- Clear definition of the City's requirements
- Focus on convention center, hospitality and entertainment industries, tourism, and marketing of the destination
- Capitalize upon the assets of the entire City including sectors of the City that could be valuable in promoting and marketing the uniqueness of our destination.
 - Sports and Entertainment
 - Parks, Lakes, and Bike Paths
 - Distinctive Neighborhoods
 - Arts and Culture
 - Varied retail opportunities

Performance Based

- Twenty-one Performance Measures
- Four Key Performance Indicators
 - Convention Center
 - Hospitality Industry
 - Tourism
 - Destination Marketing and Sponsorship
- Quarterly Progress Updates
- Budget and Marketing Planning

City Funding

- Base City Funding to remain static through the term of the agreement
 - CPI-U percentage escalator applied each year of the term
- 1% of the Lodging Tax
- \$500,000 Incentive Funding in years 2-5
 - Onetime funds on an annual basis and are available in \$125,000 increments.
 - Determined by achievement of Goals attached to the Four Key Performance Indicators

Collaborative

- The RFP process has increased awareness and collaboration between MCC and Meet Minneapolis
- Increased collaboration between organizations with related missions
 - Downtown Council
 - Chamber of Commerce
 - Other Convention and Visitor Bureaus Locally

General Conditions

- Waiver requests for City General Conditions
 - Travel
 - Conflict of Interest/Code of Ethics
 - Billboards
- Policies that allow the organization to perform sales and marketing functions with responsibility and ethics
- City oversight is more focused with budget and marketing development, quarterly updates, and greatly enhanced collaboration with the Meet Minneapolis Leadership Team

Request

- We request that the Ways and Means Committee approve this contract with a five year term and move it forward for adoption by the City Council.