

DESTINATION TRANSFORMATION 2030
MINNEAPOLIS TOURISM MASTER PLAN

STEERING COMMITTEE ***“KICK-OFF”* MEETING**

Tuesday, April 19, 2016



Minneapolis
City by Nature

Meet Minneapolis
Convention & Visitors Association

TODAY'S AGENDA

- *Welcome: Melvin Tennant*
- *Introductions: Melvin Tennant*
- *Background: Melvin Tennant*
- *Co-Chairs' Vision: Mayor Hodges and Bob Lux*
- *TMP Grounding: Kevin Hanstad*
- *Initial Findings: Kevin Hanstad*
- *Timeline: Kevin Hanstad*
- *Role of the Steering Committee: Bill Deef*
- *Next Steps: Bill Deef*




WELCOME & INTRODUCTIONS

- *Mayor Betsy Hodges, Co-Chair*
- *Bob Lux, Alatus, Co-Chair*
- *David Berg, Carlson, Co-Chair*
- Committee
 - *Annie Gillette Cleveland, Walker Art Center*
 - *Brenda Langton, Spoonriver*
 - *Catherine M. Rydell, American Academy of Neurology*
 - *Council President Barbara Johnson, City of Minneapolis*
 - *D. Craig Taylor, CPED*
 - *Dave Schad, Fleishman Hillard*
 - *Dennis Probst, MAC*
 - *Eric Dayton, North Corp*
 - *Eric Pehle, Weber Shandwick*
 - *Erick Garcia Luna, City of Minneapolis*
 - *Irene Quarshie, Target*
 - *Jayne Miller, Minneapolis Park & Recreation Board*
 - *Jeff Johnson, Minneapolis Convention Center*
 - *John Edman, Explore Minnesota Tourism*
 - *Marion Greene, Hennepin County*
 - *Matt Hoy, Minnesota Twins*
 - *Maya Santamaria, Santamaria Broadcasting*
 - *Melvin Tennant, Meet Minneapolis*
 - *Michele Kelm-Helgen, Minnesota Sports Facilities Authority*
 - *Mike Christenson, MCTC Foundation*
 - *Phil Trier, U.S. Bank*
 - *Richard Copeland, Thor Construction*
 - *Shiro "Don" Katagiri, Kiku Enterprises*
 - *Steve Cramer, Minneapolis Downtown Council*
 - *Susan Franson, Delta Airlines*
 - *Tom Jollie, Padilla*
 - *Tom Mahlke, Mid-States*



BACKGROUND

- *Pioneered a TMP in San Antonio in 2006*
- *Post-recession tourism & meetings market has become extremely competitive*
- *A TMP will position Minneapolis as a strategic player*
- *Minneapolis is on the leading edge*



Destination SA: Strategic Planning for Visitor Industry Growth in San Antonio

Presented to the:
City of San Antonio
March 22, 2006

destination s.a.

CO-CHAIRS' VISION



Minneapolis
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TOURISM MASTER PLANNING

- A tourism master plan is a long-term (10 - 20 year) strategic plan to develop the tourism industry in a city, state or nation to drive economic impact for the benefit of the community.
- Tourism, unlike other major industries, is highly fragmented and consists of multiple independent industries:

- | | |
|------------------------|---|
| ▪ <i>Hotels</i> | ▪ <i>Professional Sporting Teams</i> |
| ▪ <i>Restaurants</i> | ▪ <i>Arts & Cultural Institutions</i> |
| ▪ <i>Retail Stores</i> | ▪ <i>Entertainment Venues</i> |

- A tourism master plan unifies these disparate industries by developing a singular vision to improve all, as well as the city infrastructure, for the benefit of tourists.



TOURISM MASTER PLANNING

- Tourists reciprocate by spending money which becomes:
 - *Revenue for local businesses*
 - *Wages for local residents*
 - *Tax revenue for local government*
 - *Reduction in tax burden on residents*
- The hospitality industry has a vested interest in proactive collaboration with all the entities which shape and impact, either positively or negatively, the personal experience of each and every visitor.
- A TMP provides a forum to curate the *whole experience* of a visitor from arrival to departure.
- However, of ***significant*** importance, improvements identified in such a plan also benefit the local community by conserving natural and cultural resources for the enjoyment of the current residents as well as future generations.



TOURISM MASTER PLANNING

Plan Outcomes

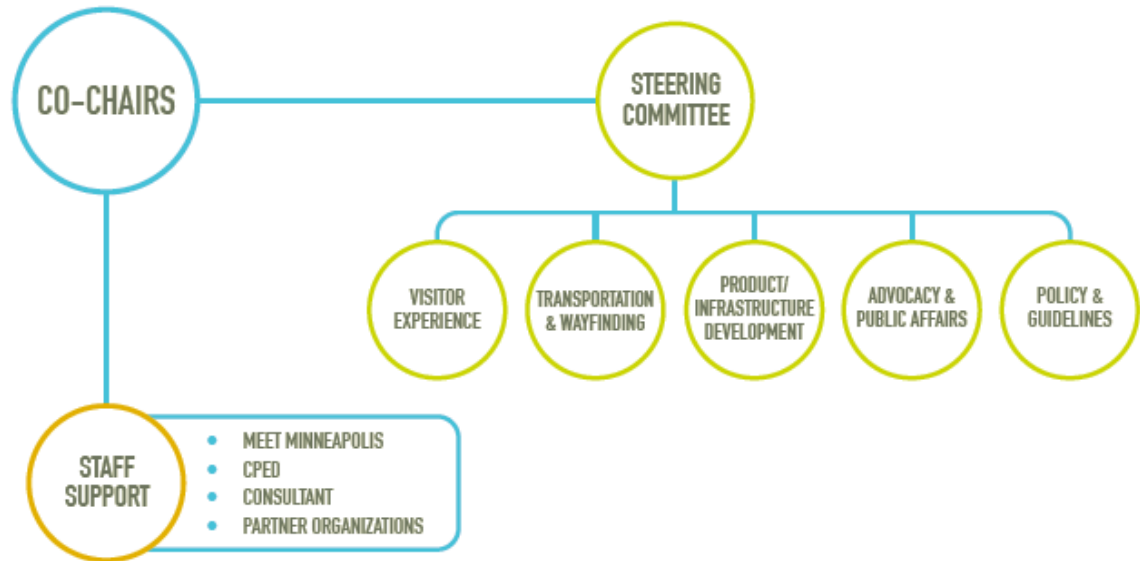
- *A strategic vision and concrete action plan to enhance the city as a tourist destination*
- *Action plan owners with accountability*
- *Performance metrics*
- *Alignment across the tourism industry*
- *Organized advocacy for achieving a “whole experience” for visitors*
- *Efficiency and cost effectiveness through public/private collaboration*
- *Raised profile as a tourist and meetings destination*
- *Preservation of cultural and natural assets*
- *Increased business revenues*
- *Increased sales tax revenues*
- *Job creation (including gateway jobs)*
- *Attraction of new residents*



TOURISM MASTER PLANNING

PLANNING STRUCTURE

These committee focus areas are examples and may change depending on the outcome of the grounding and outreach stages.



TOURISM MASTER PLANNING

1

GROUNDING

(Four Months)

- Planning procedure development
- Market assessment
- Private fundraising
- Steering committee member selection



2

OUTREACH

(Four Months)

- Community workshops
- Analyze and prioritize community feedback
- Determine areas of focus for subcommittees
- Subcommittee member selection



3

PLAN DEVELOPMENT

(Four Months)

- Subcommittees develop plans
- Produce Destination Transformation 2030 document



4

IMPLEMENTATION

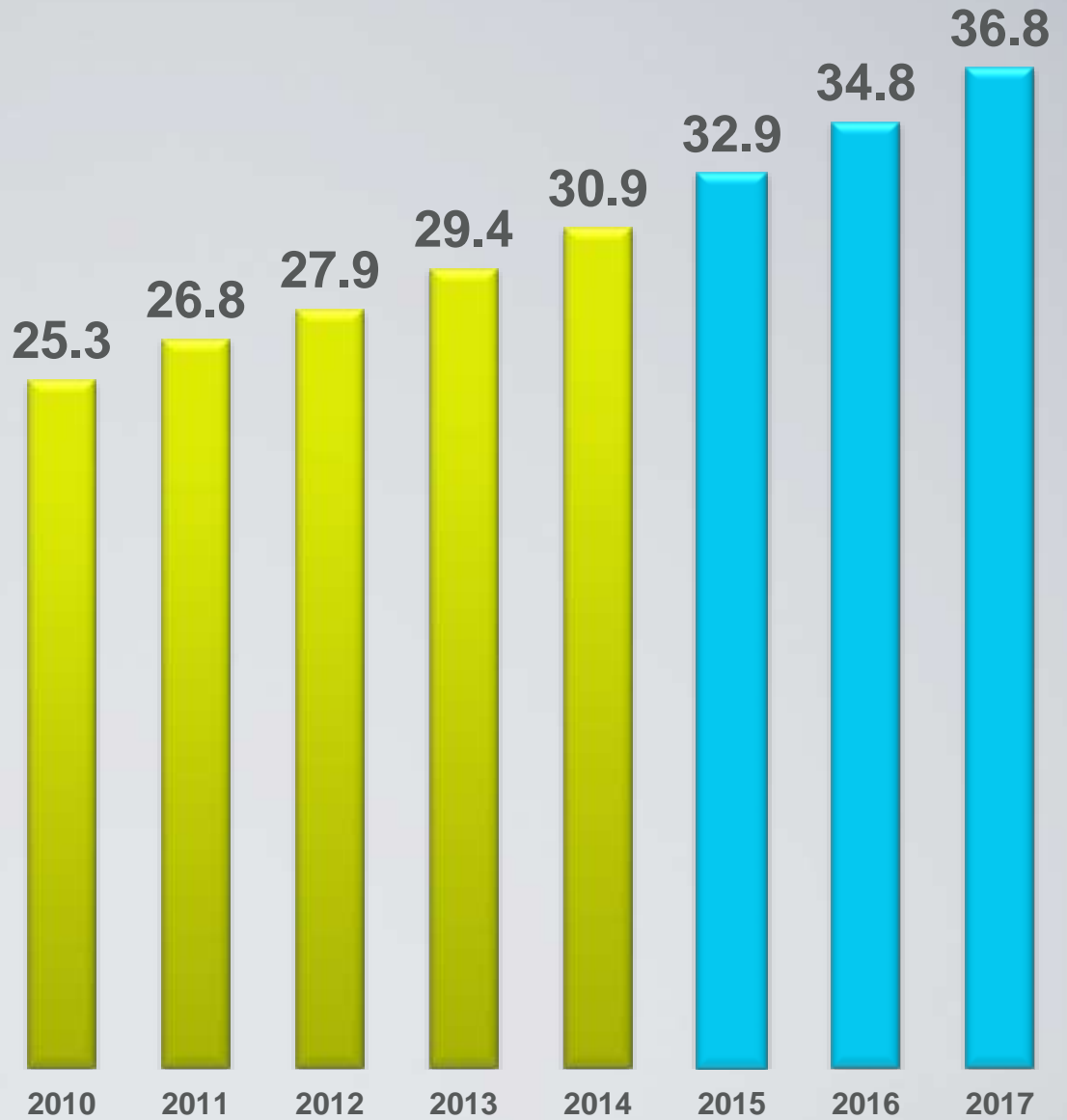
Ongoing

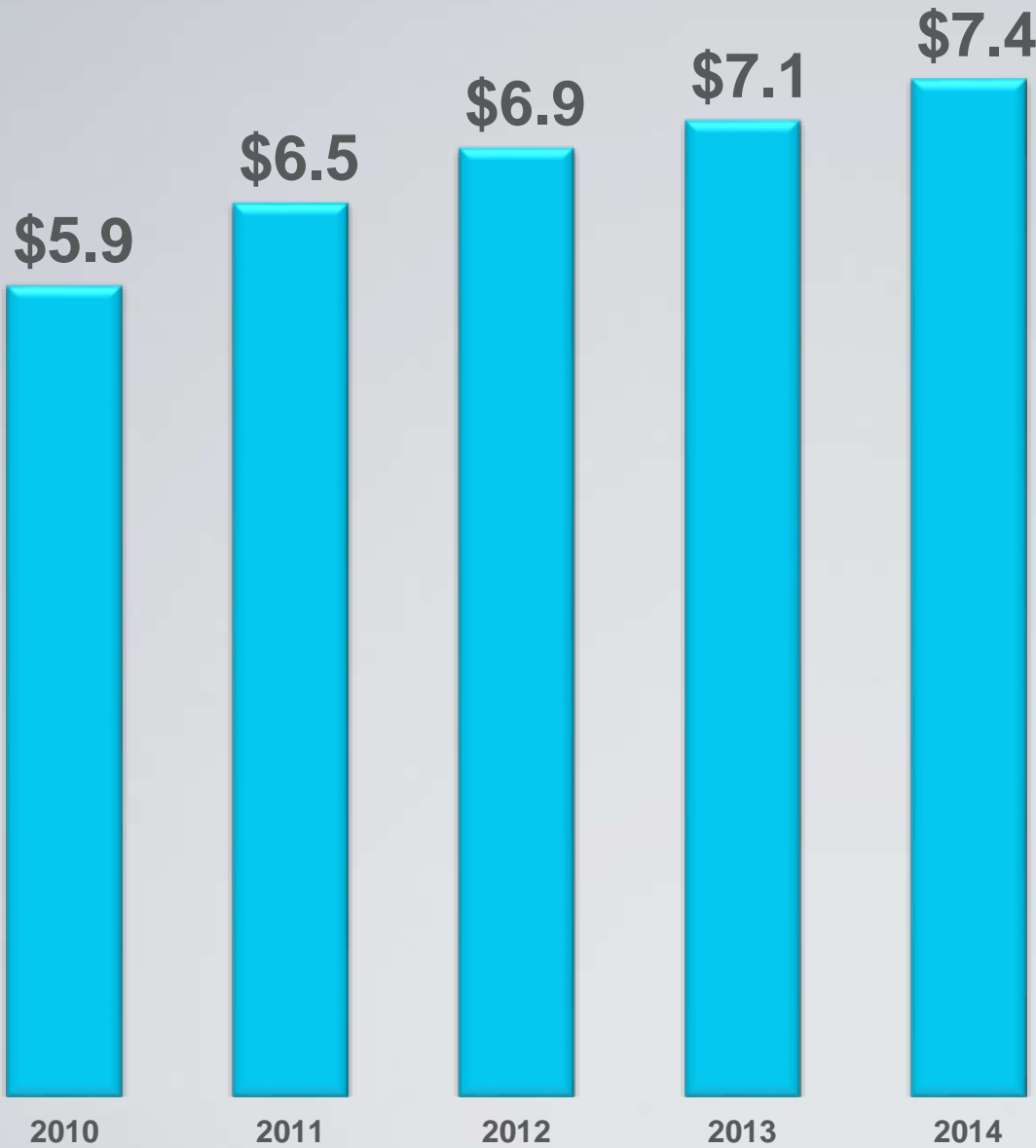
- Publish report
- Implementation task force member selection
- Implement plan



INITIAL FINDINGS FROM GROUNDING & OUTREACH

MINNEAPOLIS- ST. PAUL VISITORS (MILLIONS)



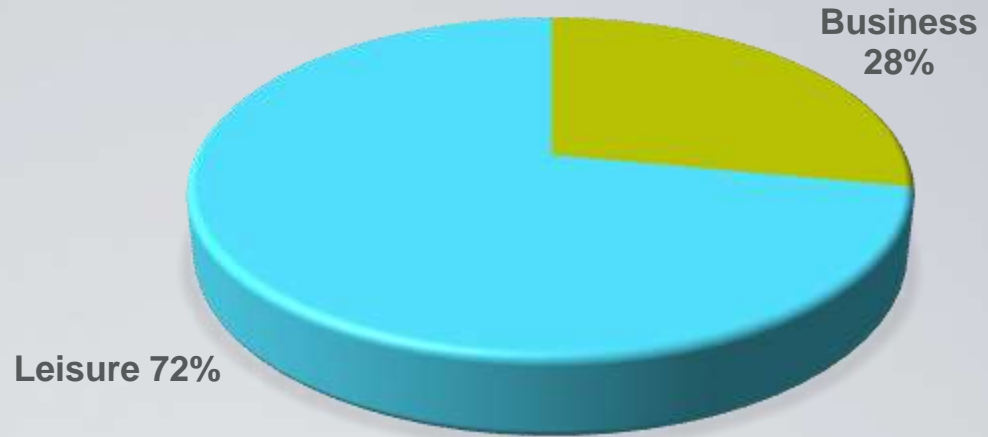


MINNEAPOLIS-ST. PAUL VISITOR SPENDING *(BILLIONS)*

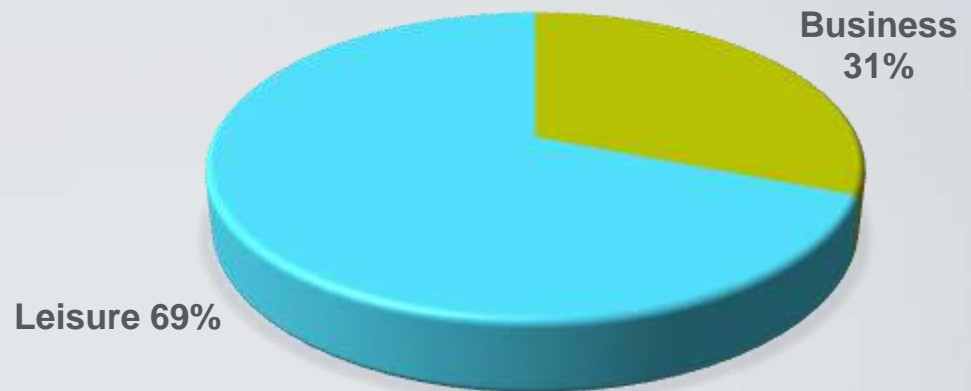
Source: D.K. Shifflet & Associates, Ltd.

VISITORS AND SPENDING BY TRIP PURPOSE (2014)

VISITORS: 30.9 MILLION

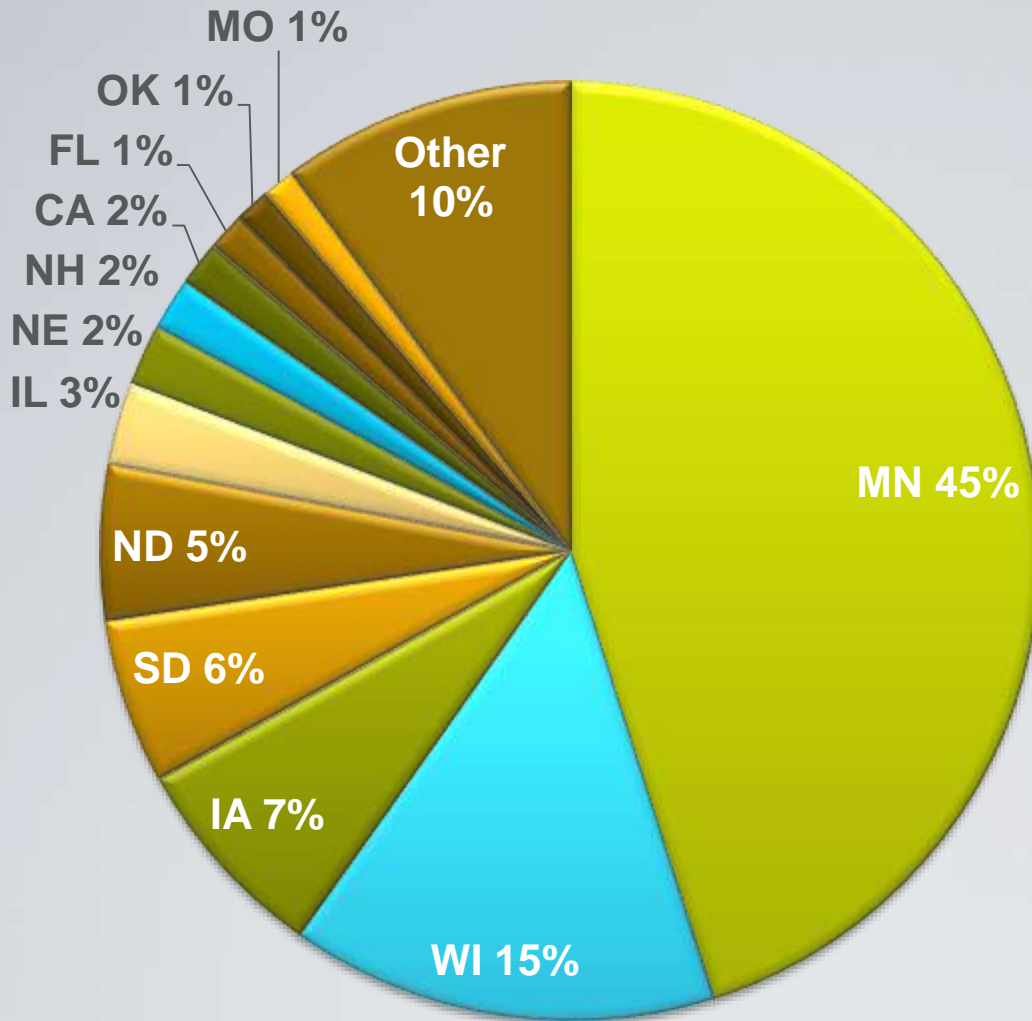


VISITOR SPENDING: \$7.4 BILLION



Source: D.K. Shifflet & Associates, Ltd.

STATE OF ORIGIN



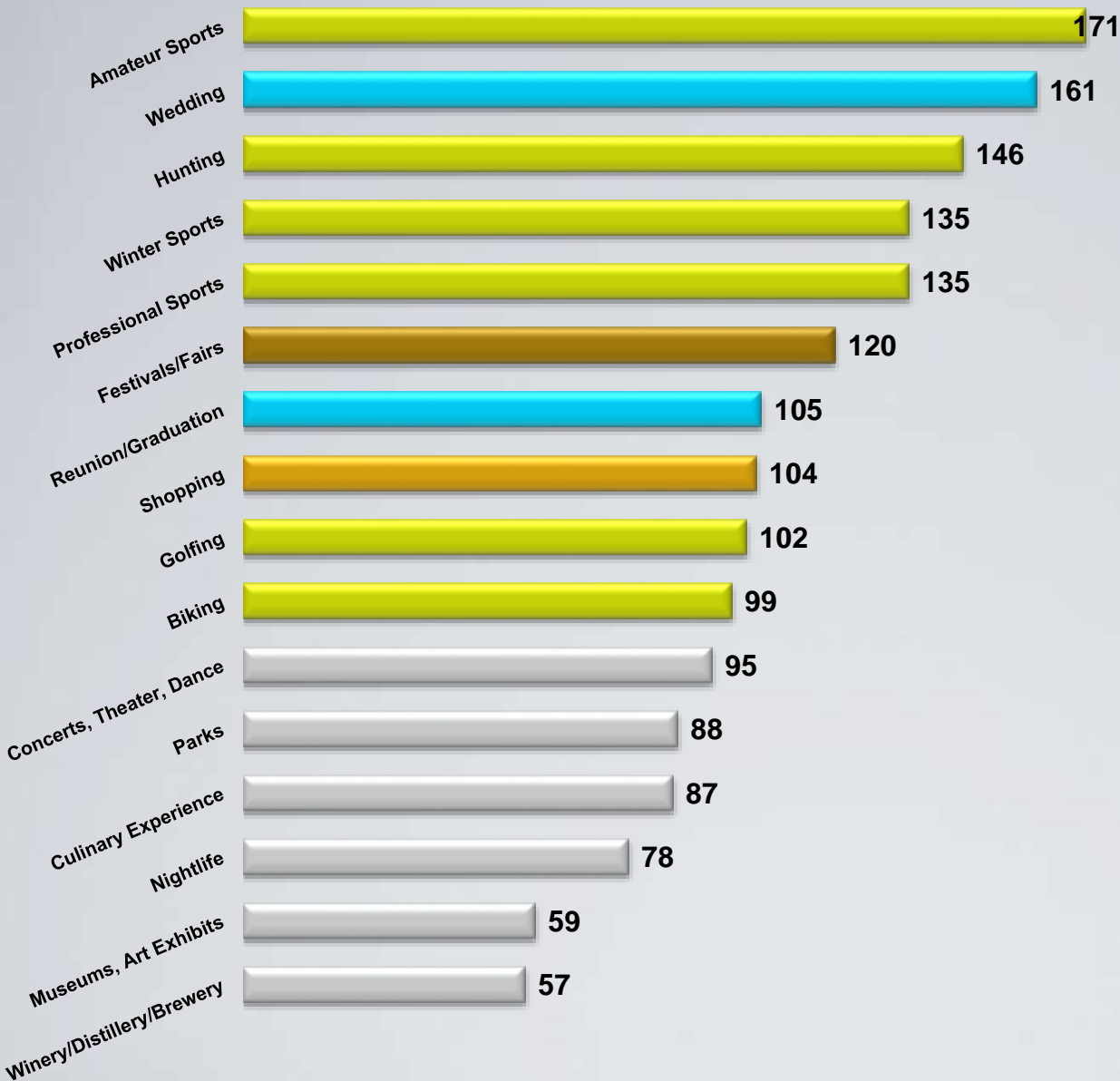
*Three Out of Four
Visitors
Are From The Five State
Area*

LENGTH OF STAY

*Average Among
Overnight
Visitors:
2.3 Nights*



VISITOR ACTIVITIES



Source: D.K. Shifflet & Associates, Ltd. 2014
Stays Based, n = 1,512

VISITORS' QUALITY OF EXPERIENCE

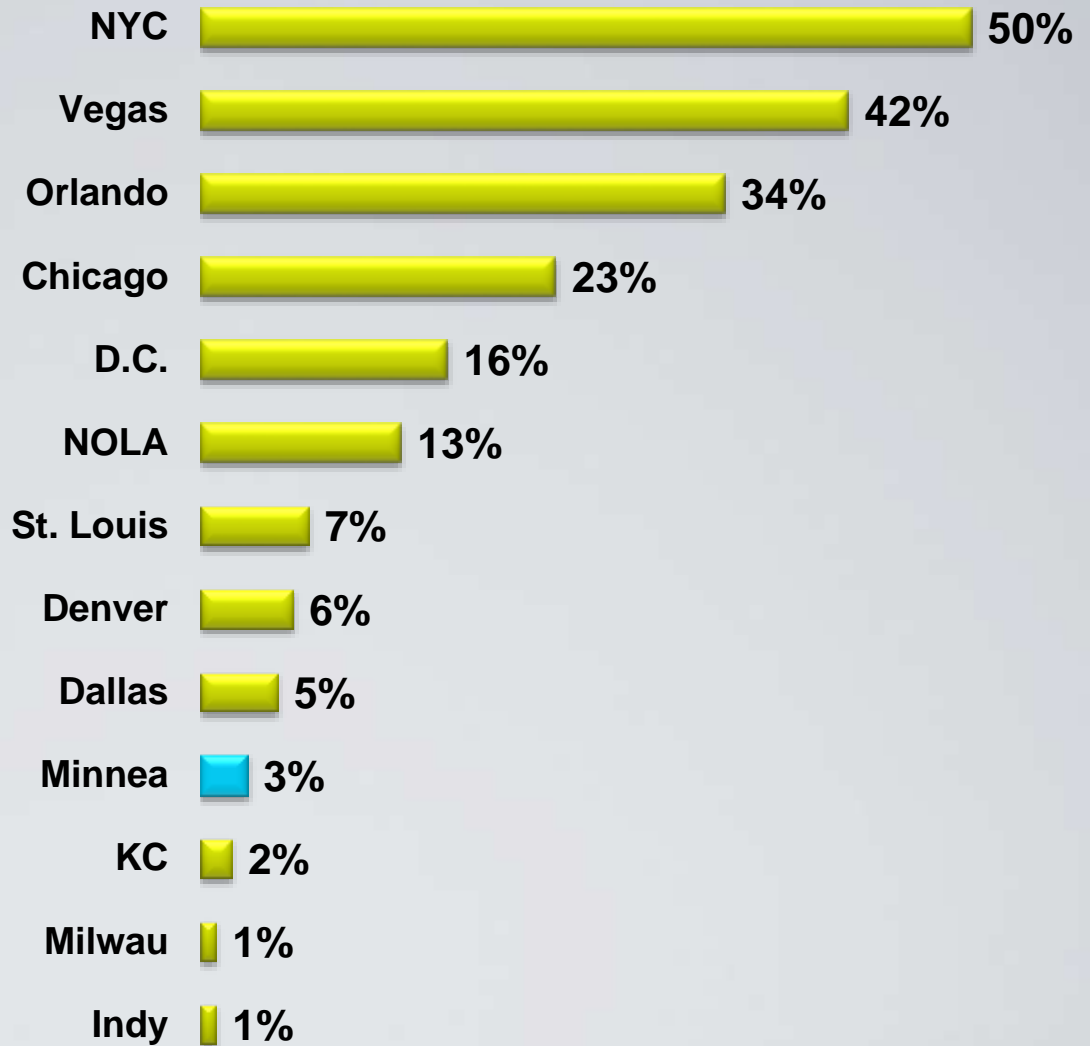
Minneapolis Rank Among 121 American Cities¹



LEISURE TRAVELER AWARENESS (UNAIDED)

"When you think of American cities to visit, which ONE comes to mind first?"

"Still thinking about American cities to visit, what other cities come to mind?"

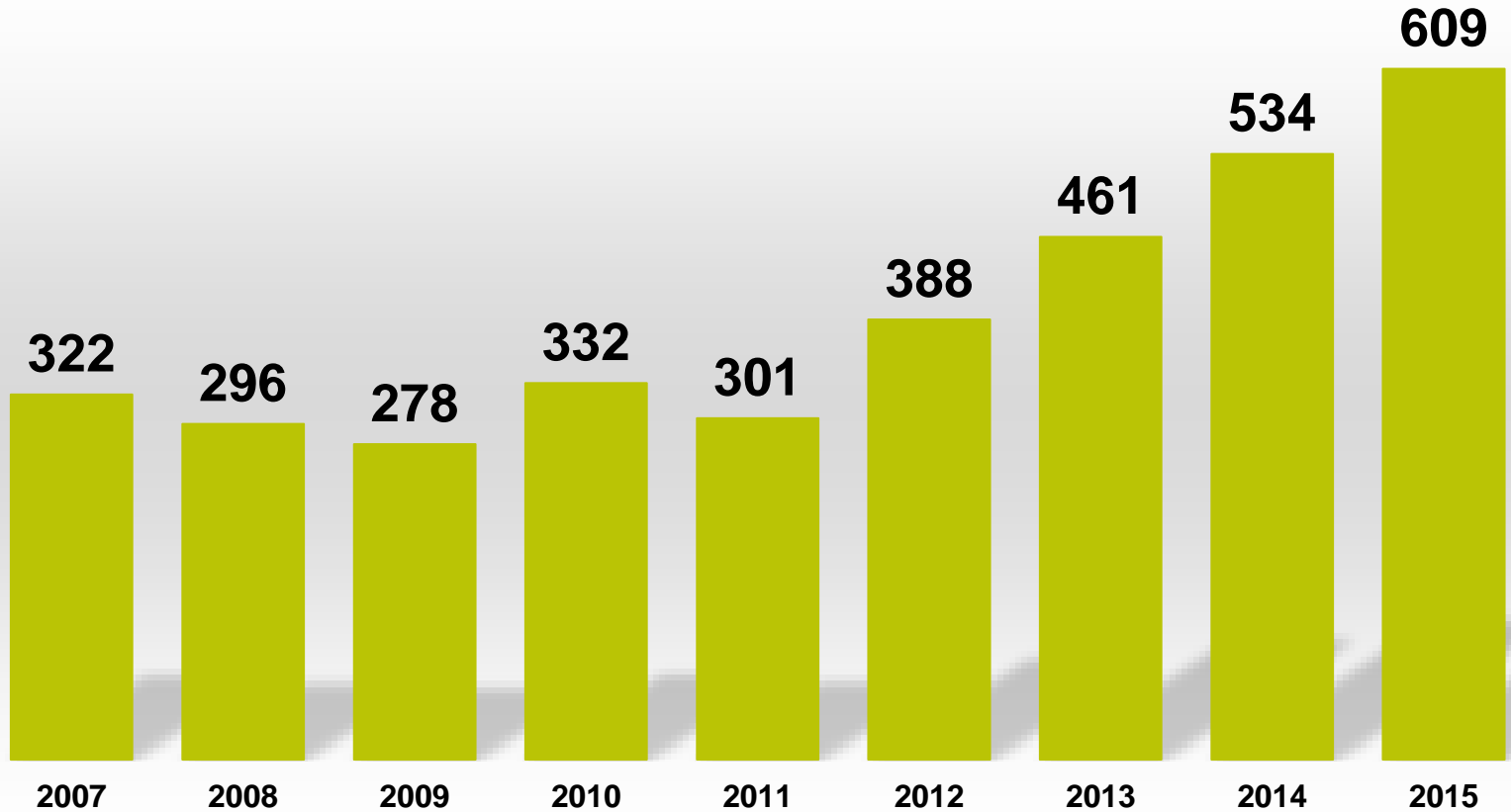


LEISURE TRAVELERS' PERCEPTIONS OF MINNEAPOLIS

"Please indicate how strongly you agree or disagree with each of the following statements: The city of Minneapolis is / has . . . " ("Agree Strongly, Agree Somewhat, Neither Agree Nor Disagree, Disagree Somewhat, Disagree Strongly")



MEETINGS, CONVENTIONS & SPORTING EVENTS HOSTED BY MEET MINNEAPOLIS



Source: iDSS

MINNEAPOLIS ANNUAL EVENTS BY MONTH (23 EVENTS)

January 0

February 1



March 0

April 1



May 2



June 6



July 2



August 6



September 2



October 1



November 0

December 1



*WHAT KIND OF
CITY SHOULD
WE BECOME?*

MEET
MINNEAPOLIS
ANNUAL
MEETING



FARGO VISITORS

**FOCUS
GROUPS
APRIL 11TH,
2016**

FREQUENT

LESS FREQUENT

Adult Getaway

Sports, Nightlife &
Restaurants

Sports & Concerts

“Splurge”

Price Not an Issue

Cost Conscious

Hotel Proximate to Event

Safety Concerns

“Party”

Very Little Awareness of
Arts & Culture

Museums
“Hoity Toity”

“A lot to do in Fargo”

Parks
“Got em in Fargo”

Hosts Act as Guides

“Winnipeg is a hassle”



OUTREACH (COMPLETED)

Group	Date
<i>Meet Minneapolis Staff</i>	<i>February 25th</i>
<i>Meet Minneapolis Annual Meeting Attendee Survey</i>	<i>March 2nd</i>
<i>Hotel General Managers & Directors of Sales</i>	<i>March 29th</i>
<i>Big Brothers Big Sisters of Greater Twin Cities</i>	<i>March 29th</i>
<i>Travel Writers Survey</i>	<i>March 29th</i>
<i>DMAI DestinationNEXT Online Diagnostic Tool</i>	<i>April 8th</i>
<i>Meeting Professionals International Minnesota Chapter</i>	<i>April 14th</i>



OUTREACH (FORTHCOMING)

Group	Date
<i>Ward 7</i>	<i>May 25th</i>
<i>Open Streets Mpls</i>	<i>June 5th – October 1st</i>
<i>Pride Twin Cities</i>	<i>June 25th & 26th</i>
<i>Key Stakeholder One-on-One Interviews</i>	<i>TBD</i>
<i>Hotel Concierge Survey</i>	<i>TBD</i>
<i>Event Planners' Survey</i>	<i>TBD</i>
<i>Visitors' Survey</i>	<i>TBD</i>



TIMELINE

GROUNDING

January - August

OUTREACH

March - Aug

PLAN
DEVELOPMENT

Sept - Dec

IMPLEMENTATION

*Meet to Determine
Sub-Committees
August*

*Three Sub-Committee
Meetings
October / November*

ROLE OF STEERING COMMITTEE

- *Governing Body*
- *Strategic Guidance*
- *Sub-Committee Determination*
- *Sub-Committee Leadership*
- *Sub-Committee Participation*
- *Review of the Plan Draft*
- *Ambassador to the Community*



NEXT STEPS

- *Steering Committee Members' One-On-One Interviews with Consultant*
- *Thoughts on Meeting Between Now and August Sub-Committee Determination Meeting*
- *Lead Time Required to Schedule Meetings*

