

# LEADERSHIP MATTERS 2008 ANNUAL MEETING

TUESDAY, APRIL 14  
11:30 AM - 1:30 PM  
MINNEAPOLIS  
CONVENTION CENTER  
BALLROOM A

## OUR MISSION

The mission of Meet Minneapolis™, Official Convention + Visitors Association, is to sell, market and internationally promote Minneapolis as a premier, year-round destination for convention, trade show, corporate meeting and leisure travel. We are committed to service excellence for all of our clients. We do this for the economic benefit and vitality of the members, businesses and communities we serve.

## ABOUT THE REPORTING

The information here reflects Meet Minneapolis's 2008 results by department.

## AGENDA

### WELCOME

2008-2009 Chair Jay Novak

### OPENING REMARKS

Mayor R.T. Rybak

### RECOGNITION OF NEW AND RETIRING BOARD MEMBERS

Jay Novak

### PRESENTATION OF AWARDS

Past Chair of Meet Minneapolis  
Dave Mona

### 2008 IN REVIEW

Jay Novak

### 2008 INITIATIVES + ACCOMPLISHMENTS

CEO + President Melvin Tennant

### CORPORATE MEETING INITIATIVE

### KEYNOTE ADDRESS

Marilyn Carlson Nelson

### LIFETIME ACHIEVE AWARD PRESENTATION

Jay Novak

## MEET MINNEAPOLIS 2008 BY THE NUMBERS\*\*

### DESTINATION SALES

- + Secured 289 future conventions and meetings, a 12-percent decrease
  - Total anticipated attendance: 446,323, an 8-percent increase
  - Total anticipated room nights: 411,830, a 1-percent increase
  - Estimated direct spending: \$235 million (in today's dollars), a 33-percent decrease
  - Sent 727 leads to Meet Minneapolis partner hotels for new meeting opportunities
  - Attended 23 national industry trade shows

### MINNEAPOLIS CONVENTION CENTER SALES

- + Hosted 530 events, a 2.3-percent increase
- + Generated \$6.2 million in rental revenue, \$2.8 million in food and beverage revenue and \$6.4 million in miscellaneous revenue.  
Total revenue: \$15.4 million

### DESTINATION SERVICES

- + Hosted 297 conventions, a 17-percent decrease
  - Estimated 437,286 delegates hosted, a 1-percent increase
  - Estimated direct benefit of \$432 million, a 10-percent decrease
- + Housed 16 groups, a 45-percent decrease
  - Processed 14,949 housing room reservations
  - Housed 21,147 delegates
  - Placed 51,552 total room nights, a 39-percent decrease
- + Provided promotional brochures and materials to 180 groups
- + Provided restaurant reservation and information booths for 41 conventions, a 1-percent increase
- + Made restaurant reservations for 2,671 people, a 1-percent increase
- + Provided registration personnel for 41 conventions, a 37-percent decrease
- + Sent 91 services notices to Meet Minneapolis partners, a 20-percent decrease
- + Attended 6 pre-promote trips
- + Hosted 39 site inspections

## SPONSORS

Chambers, The Luxury Art Hotel  
Ciceron  
DoubleTree Guest Suites  
Minneapolis  
Fleurissima  
Guthrie Theater  
Hilton Garden Inn Minneapolis  
Hilton Minneapolis  
Hoffman Communications  
The Hotel Minneapolis  
Hyatt Regency Minneapolis  
IATSE Local 13  
Kelber Catering  
The Marquette Hotel  
Minneapolis Convention Center  
Minneapolis Downtown Council  
Minneapolis Marriott City Center  
Minneapolis Parks and  
Recreation Board  
Minnesota Timberwolves & Lynx  
Minnesota Twins  
Minnesota Vikings  
Nemer Fieger  
Parasole Restaurant Holdings  
Radisson Hotel Bloomington  
Radisson Hotel and Conference  
Center  
Radisson Plaza Hotel Minneapolis  
Target Commercial Interiors  
W Minneapolis-The Foshay

## INTERNATIONAL TOURISM & GROUP SALES

- + Booked 53,143 total room nights, a 9-percent-decrease
- + Sent 524 leads for 25,569 potential room nights to hotels and 528 non hotel leads to partners
- + Booked 310 small groups, a 5-percent decrease, for a total of 21,218 room nights
- + Booked 31,925 package program room nights, including 24,510 from international visitors, a 9-percent decrease
- + Responded to 37,782 total visitor inquiries, a 31-percent decrease

## MARKETING/PUBLIC RELATIONS

- + Generated, secured or influenced 60,639 media stories with 11.7 billion impressions, a 26-percent increase\*
  - + Hosted 12 journalists on media familiarization tours or visits, a 77-percent decrease\*
  - + Spent 72 percent less on convention advertising, generating 125,000 impressions
  - + Delivered 809,817 emails through direct email marketing, a 1.6-percent increase
  - + Serviced 474 projects for Meet Minneapolis sales and marketing efforts, a 33-percent increase
  - + Generated 728,893 visits to the Meet Minneapolis family of websites a 16-percent increase
    - Generated 3.6 million page views, a 55-percent increase
    - Delivered 24,241 requests for visitor guides, a 67-percent increase
    - Generated 6,199 requests for information, a 606-percent increase
    - Created 448 hotel room bookings, a 75-percent decrease
    - Delivered 34,210 referrals to partner hotel websites
- (\*Numbers greatly influenced by hosting the Republican National Convention)

## PARTNERSHIP

- + Generated a total of \$427,762 in revenue from 689 partners, a 17-percent decrease in revenue
- + Generated a total of \$332,365 in sponsorship revenue, a 3-percent increase
- + Renewed 585 partners (a 4-percent decrease) and signed 104 new partners, a 25-percent increase
- + Hosted 25 partner events with a total attendance of 1290, a 44-percent increase in attendance
- + Received \$235,430 in donated products and services from Meet Minneapolis partners and related businesses, a 4-percent decrease

\*\*INCREASES AND DECREASES REPRESENT THE AMOUNT OF CHANGE FROM 2007