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The Minne-Apple of Our Eye

IT'S A GOOD TIME TO BE A MINNEAPOLITAN. I say this even though, as I write this on Friday, April 13, there are 18 inches of snow in the forecast for the weekend.

Freak snowstorm aside (it's part of our Bold North identity, now!), Minneapolis continues to outdo itself. At Meet Minneapolis' 2018 Annual Meeting—dubbed “Minneapolis Scores Big”—Melvin Tennant, president and CEO, had nothing but good news to share (see the sidebar for details).

Minneapolis certainly feels like it's starting to come into its own, finding its name on “best of” lists like Condé Nast Traveler's “18 Best Places to Travel in 2018” and Frommer's “20 Top Destinations for a Winter Vacation in the U.S.A.” The summer X Games just extended its stay through 2020, too. (Fun fact: Minneapolis will be the second-longest running X Games summer event host city—behind Los Angeles—after completing its four-year run). Read more about what's in store for the city's future on page 30.

Even if you're not a football fan, hopefully you still experienced some of the spectacle that took place on Nicollet before Super Bowl LII. I'm not one for crowds or standing outside in the cold for longer than what's necessary, but my FOMO made certain that I went to Super Bowl Live. Nicollet, fresh from its renovation, felt like a wintry playground; I drank hot chocolate in Target Plaza Commons, watched Brother Ali (from the Skyway) perform on the outdoor stage and posed in a life-size snow globe. Minneapolis successfully reclaimed the cold.

While final economic impact numbers from Super Bowl LII are still being determined at press time, flip to page 41 for an inside look at how the city pulled off the massive event. In talking to Tennant, I asked if Minneapolis would want to host again: “I don't think there's any question about it, that at the appropriate time, we'll want to bid again.”

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MINNEAPOLIS CONVENTION CENTER 2017 HIGHLIGHTS

- ▶ Produced \$19.6 million in revenue, \$1 million more than ever before, and 105 percent of the year's goal
- ▶ Generated an estimated \$18 million in tax revenue for the City of Minneapolis
- ▶ Welcomed 819,000 attendees who came to 380 events
- ▶ In an industry where 70 percent occupancy is considered fully booked to allow for move-in and move-out days, the MCC maintained 60 percent occupancy for 2017; 10 percent higher than other convention centers of similar size

MCC SUSTAINABILITY NEWS

- ▶ First convention center in the U.S. to earn Version 4 LEED certification—the most stringent certification yet
- ▶ Earned Green Meeting Industry Council Certification
- ▶ New storm water system prevented 5 million gallons of untreated water from flowing into the Mississippi River
- ▶ Exceeded waste recycling goal of 60 percent by achieving a rate of 61 percent for 2017

MEET MINNEAPOLIS KEY PERFORMANCE INDICATORS

- ▶ **Room Nights:** 648,450 total room nights booked reaching 109 percent of the goal for 2017
- ▶ **Minneapolis Convention Center:** Revenue of \$19.6 million, surpassing the 2017 goal by 105 percent
- ▶ **Private Revenue:** Meet Minneapolis raised \$3.05 million in private revenue or 121 percent of the goal for 2017