

Tourism Industry Recovery Grant Program

This Funding Will Accelerate The Hospitality Industry's Lagging Recovery And Lift Up Communities By:

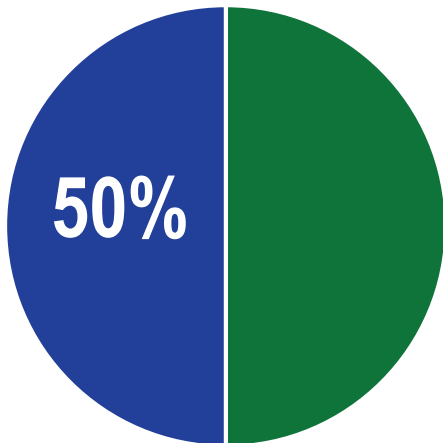
Increasing the state's competitiveness by attracting high value conventions and events, drawing in more leisure travelers to visit our state's great attractions

& RECOVER TENS OF THOUSANDS OF GOOD PAYING JOBS

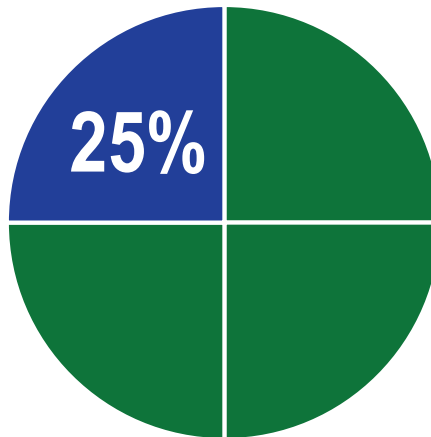


Message From Minneapolis Hotel Community:

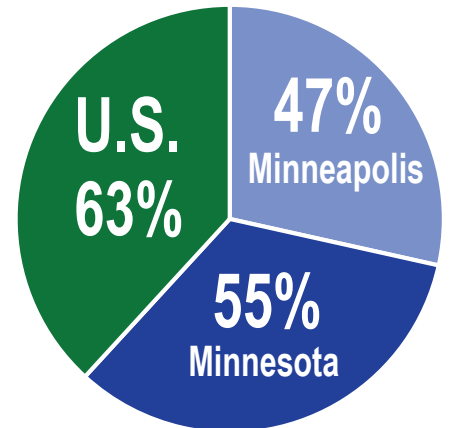
- The need for industry recovery dollars remains
- There has been an uneven recovery throughout the state, with the Metro area still far behind the rest of the state
- Minneapolis Saint Paul is among the most negatively impacted metro regions in the U.S. and still lagging other markets
- Scheduling employees and hiring additional staff is difficult since the industry has not fully recovered
- 2022 marked the third year of the hospitality industry trying to return to normalcy
- While some gains were made in the last half of 2022, occupancy rates in Minneapolis still trails behind state and national averages



36,000 (half) of hotel workers in Minneapolis lost their jobs during the pandemic



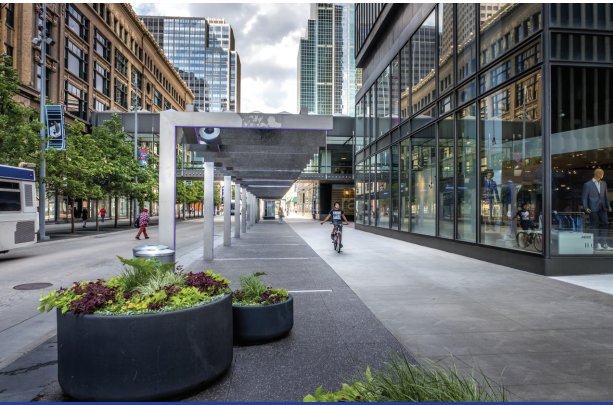
Minneapolis has only recovered 25% of its hotel workforce due to slow recovery efforts



Average hotel occupancy in 2022

Support One Time Appropriation Grant To:

- Provide money to organizations, tribal governments, and communities to accelerate the recovery of the state's tourism industry
- Support meetings, conventions and group business, multi-community and high-visibility events, and tourism marketing



Potential Use And Benefits Of Grant Funding Include:

- Create an event grant program to provide matching dollars allowing cities to aggressively compete against other states for conventions, conferences and events
- Provide funding support to Destination Marketing Organizations(DMOs) for industry tradeshows directly supporting their group sales efforts
- Launching the biggest leisure marketing campaign in Minneapolis history and more aggressively drive business to the regional drive market
- Utilize Connect Marketplace 2023, as a premium platform to demonstrate our city's transformation to secure more future business

Minneapolis - Since 2020

DEFINITE CANCELLED GROUPS BECAUSE OF COVID:

Economic Loss:
\$577,170,507.56

Total Rooms:
859,927

Total # of Groups:
660

POTENTIAL GROUPS THAT DID NOT MEET BECAUSE OF COVID:

Economic Loss:
\$190,781,947.69

Total Rooms:
297,864

Total # of Groups:
366