

MINNEAPOLIS CONVENTION CENTER

MISSION

The Minneapolis Convention Center will be the best Convention Center by providing an exceptional facility, outstanding internal and external customer service, and responsible use of our resources.

BUSINESS LINES

- ◆ **Event Services** is responsible for providing an exceptional product through the coordination of both in-house departments and contracted services for these major event activities: Event Services, Event Operations, Custodial Operations and Technology Services. These business units work to address the areas of production, set-up, event coordination, and other client needs.

- ◆ **Facility Services** ensures that sufficient building, safety, and capital resources are available to maintain a world-class facility for our customers. Proper maintenance, contract management, and capital planning are keys to maintaining a world-class facility. Facility Services coordinates the areas of safety and security, guest services, parking and marshaling operations, building and grounds maintenance, and capital project planning and management.

- ◆ **Sales and Marketing Services** provide the first point of contact for all business. This group is responsible for providing information about the facility, identifying and attracting events, maintaining relationships, and gathering data on how the MCC serves customers. The majority of these services are provided through our partnership with Meet Minneapolis, in coordination with the Convention Center's Executive Management Team.

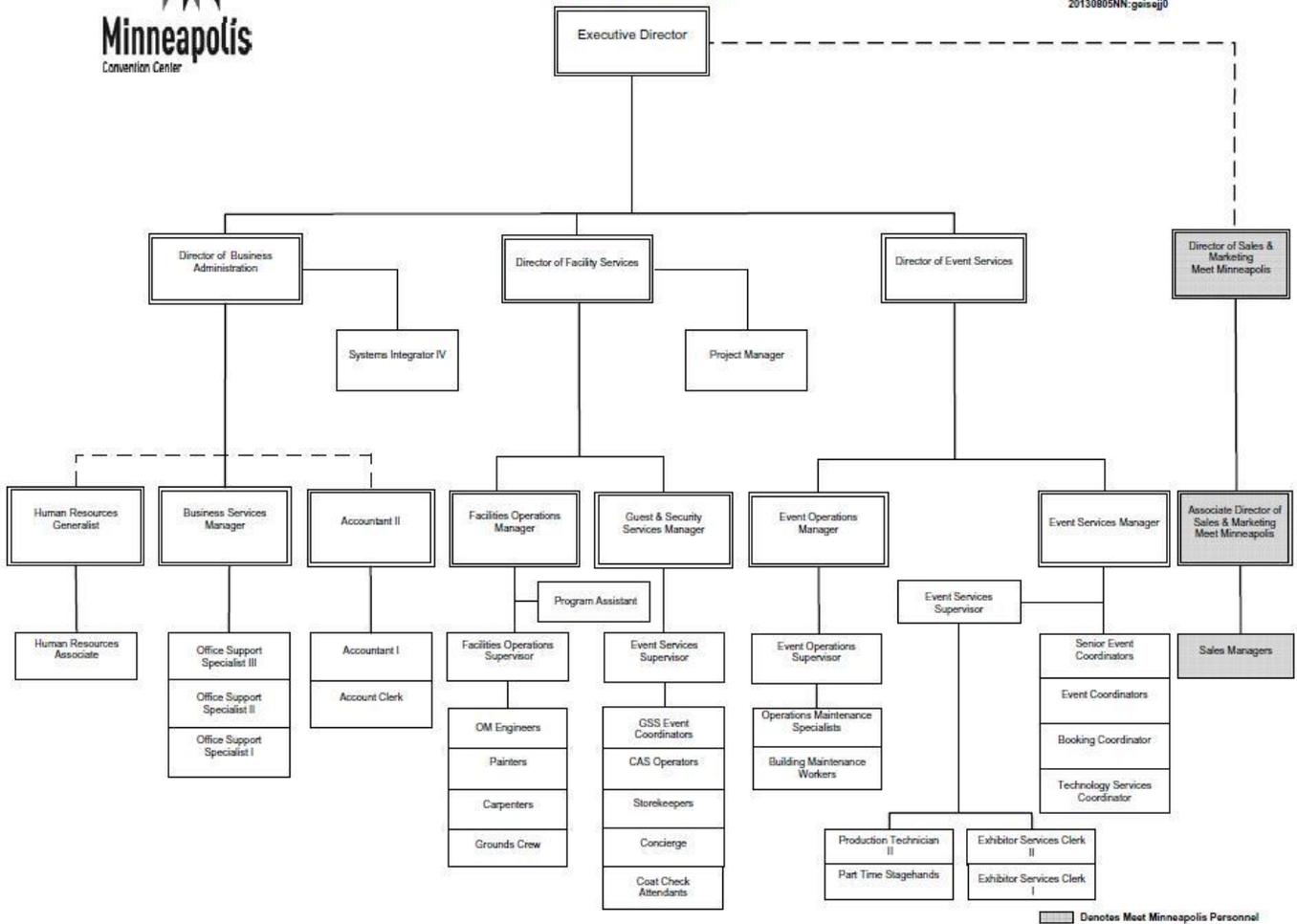
- ◆ **Business and Employee Services** addresses the need for depth and sophistication of the business reporting requirements for our Executive Management Team and stakeholders, as well as responds to employee relations and employee development needs. We recognize that the labor force at the Convention Center must be fully developed, fully utilized, and fully recognized in order to move us to the next level of superior customer service.

ORGANIZATION CHART

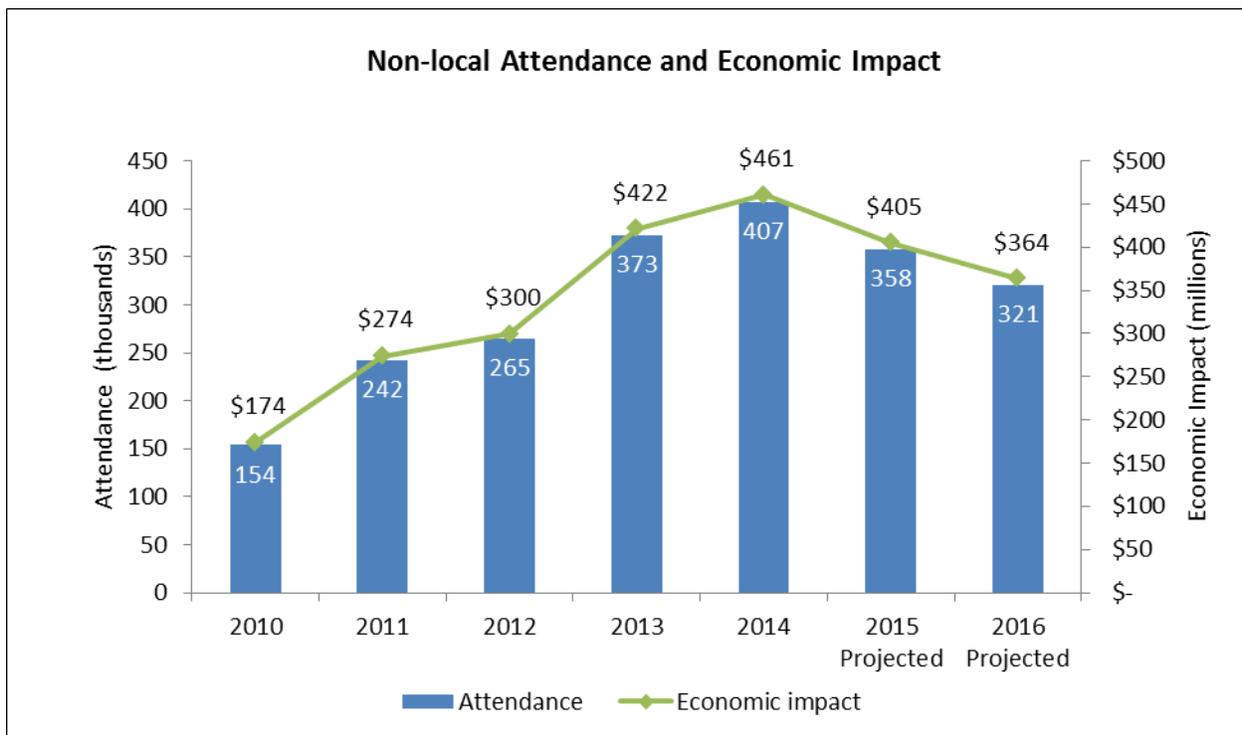
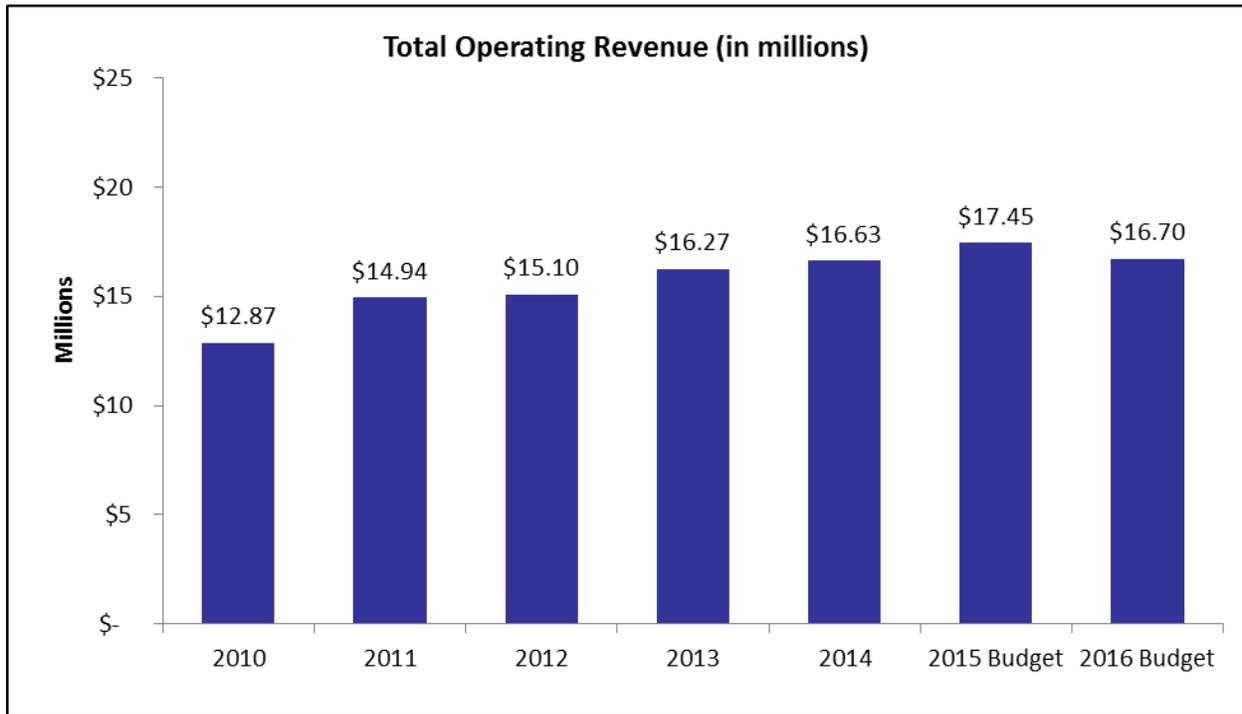


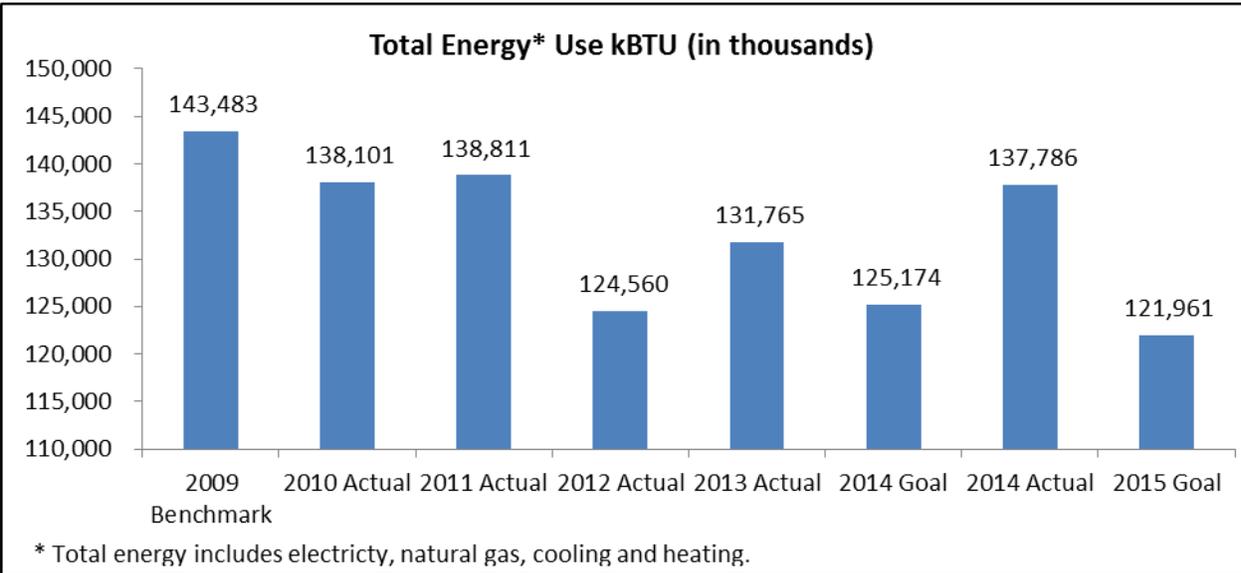
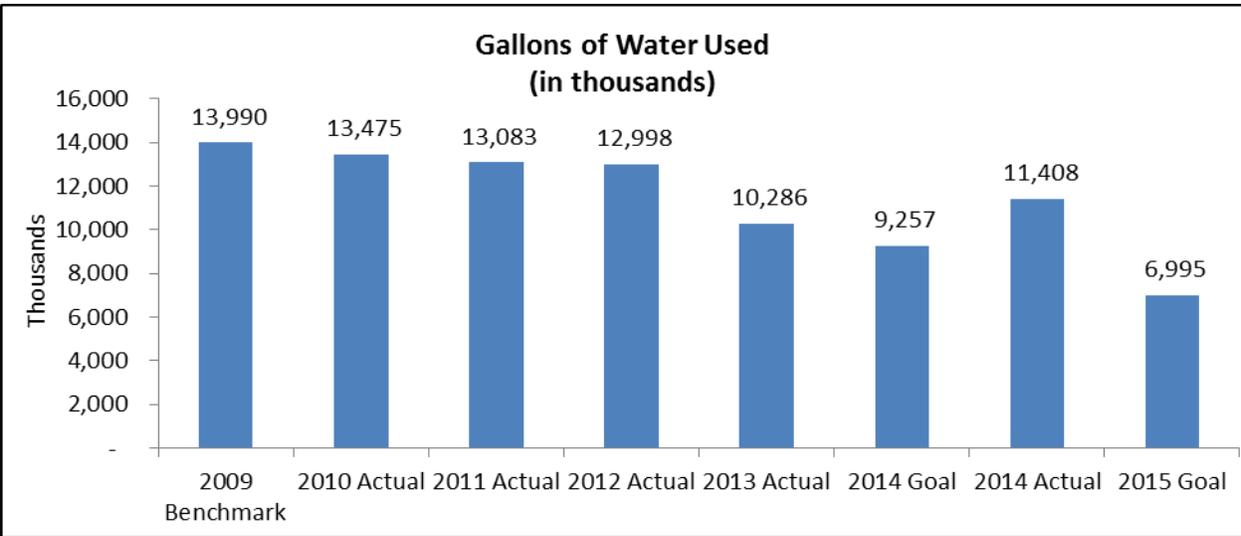
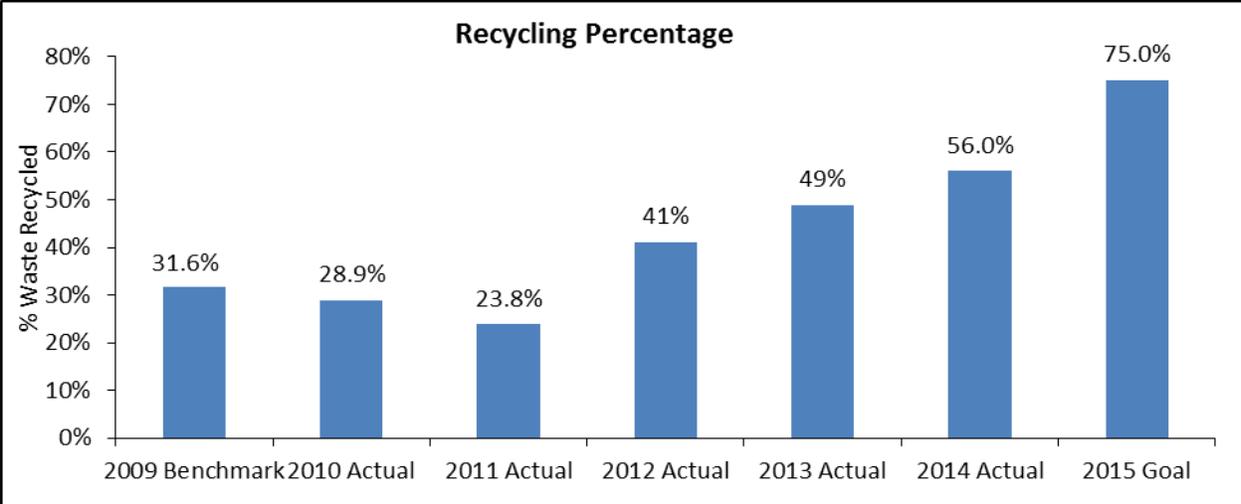
Minneapolis Convention Center Organization Chart

August 5, 2013
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SELECTED RESULTS MINNEAPOLIS MEASURES





A Hub of Economic Activity and Innovation

Minneapolis Convention Center Events Program

Other Fund: \$23,499,898

The Convention Center Events Program provides sales, event coordination, delivery of audio visual, utility, security and guest services to international, national, regional, state and local clients and their attendees. This program also includes the City's contract with Meet Minneapolis, which provides sales services for the convention center as well as destination marketing for the City of Minneapolis.

Convention Center events drive economic impact to the City as these clients and attendees purchase goods and services from the convention center as well as local businesses contributing to a vibrant downtown. Meet Minneapolis also pursues leisure travelers and sponsorship opportunities.

Minneapolis Convention Center Facilities

Other Fund: \$22,282,386

The Convention Center Facility Program provides the physical building and grounds of the Convention Center as well as the staff to maintain this City asset. The Events Program utilizes the facility to sell and host events. The Facilities Program includes capital expenditures.

Minneapolis Convention Center Tallmadge Building

Other Fund: \$175,000

The Convention Center Tallmadge Building is currently operated as an office building that is leased to local businesses. Within the next several years, as lease contracts expire, the Convention Center will implement our long-term competitive strategy to repurpose this building into a visitor center and restaurant to provide amenities and access to cultural and recreational activities to visitors. This will assist in attracting national business and economic impact to our City.

Target Center

Other Fund: \$8,153,796

The Target Center program provides an operating subsidy and capital funds for this City-owned facility through a contractual agreement with its operator, AEG

Financial Analysis

Expenditure

For 2016, the Convention Center Department's budget is \$54.1 million, an increase of 2.8% over the 2015 budget of \$52.6 million. The increase reflects the Mayor's recommendation for one-time funding increases and routine inflationary operating increases and internal service charges.

Revenue

Revenues are projected to increase by 8.1% in this department due to an increase in use of fund balance. The department's total revenues in 2016 are projected to be \$24.7 million as compared to \$22.9 million in the 2015 budget.

Fund Allocation

This department is funded primarily in the Convention Center and Arena Funds and from funds transferred from the General Fund.

Mayor's Recommended Budget

The Mayor recommended using the fund balance in the Convention Center fund in the amount of \$175,000 in one-time funding for the purpose of marketing, events and community engagement programming. The Mayor also recommended \$50,000 in one-time funding from the General Fund for the Sister City program.

**CONVENTION CENTER
EXPENSE AND REVENUE INFORMATION**

EXPENSE	2013 Actual	2014 Actual	2015 Adopted	2016 Mayor's Recommended	Percent Change	Change
SPECIAL REVENUE						
SALARIES AND WAGES	9,003,483	9,320,984	9,803,948	9,719,963	-0.9%	(83,985)
FRINGE BENEFITS	3,220,669	3,501,416	4,607,199	4,552,752	-1.2%	(54,446)
CONTRACTUAL SERVICES	20,688,722	22,176,404	22,137,719	21,376,014	-3.4%	(761,705)
OPERATING COSTS	1,492,963	1,477,674	1,593,700	1,476,301	-7.4%	(117,399)
CAPITAL	11,028,301	11,842,646	14,485,262	16,986,049	17.3%	2,500,787
TOTAL SPECIAL REVENUE	45,434,138	48,319,123	52,627,827	54,111,080	2.8%	1,483,252

TOTAL EXPENSE	45,434,138	48,319,123	52,627,827	54,111,080	2.8%	1,483,252
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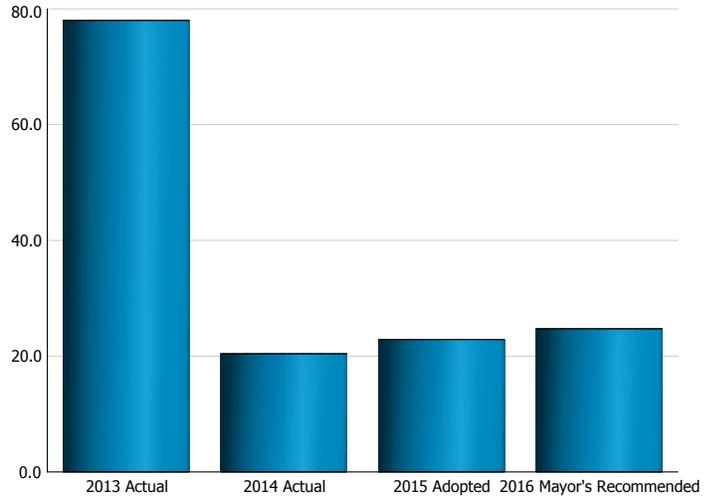
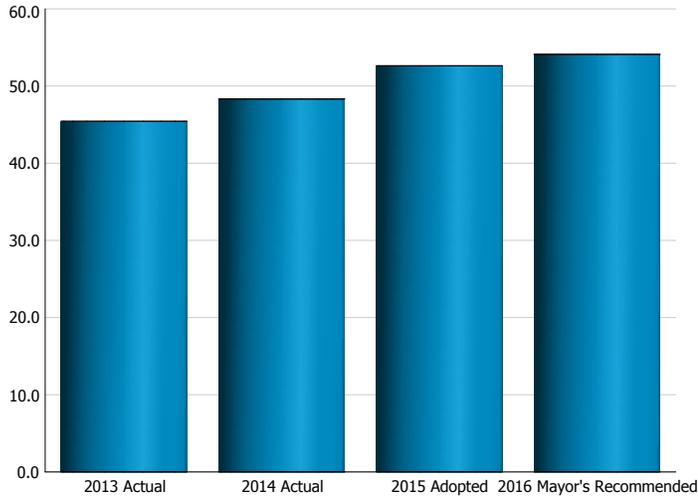
REVENUE	2013 Actual	2014 Actual	2015 Adopted	2016 Mayor's Recommended	Percent Change	Change
SPECIAL REVENUE						
CHARGES FOR SALES	3,240				0.0%	0
CHARGES FOR SERVICES	5,788,478	6,048,044	6,200,000	6,000,000	-3.2%	(200,000)
INTEREST	265,132	214,631	164,130	113,628	-30.8%	(50,502)
LONG TERM LIABILITIES PROCEEDS			2,610,126	5,172,939	98.2%	2,562,813
OTHER MISC REVENUES	3,416,376	3,973,399	3,650,000	3,500,000	-4.1%	(150,000)
RENTS	7,238,371	8,202,829	8,947,000	8,547,000	-4.5%	(400,000)
SALES AND OTHER TAXES	57,533,157	1,976,384	1,300,000	1,394,000	7.2%	94,000
TRANSFERS IN	3,766,000				0.0%	0
SPECIAL REVENUE	78,010,755	20,415,287	22,871,256	24,727,567	8.1%	1,856,311

TOTAL REVENUE	78,010,755	20,415,287	22,871,256	24,727,567	8.1%	1,856,311
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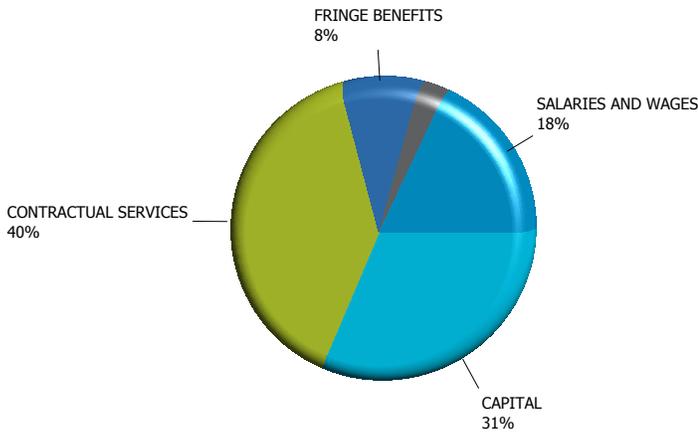
CONVENTION CENTER EXPENSE AND REVENUE INFORMATION

Expense 2013 - 2016
In Millions

Revenue 2013 - 2016
In Millions



Expense by Category



CONVENTION CENTER

Staffing Information

Division	2013 Budget	2014 Budget	2015 Budget	2016 Mayor's Recommended	% Change	Change
CONVENTION CENTER OPERATIONS	177.10	177.10	176.30	172.10	-2.4%	(4.20)
TARGET CENTER			1.00	1.20	20.0%	0.20
Overall	177.10	177.10	177.30	173.30	(2.3%)	(4.00)

Positions 2013-2016

