

MINNEAPOLIS & THE MCC

> Events, Safety and Venue Updates



2021 MCC EVENTS

MAY 22: Oddities & Curiosities Expo | 4,502 attendees at 90%*
JUNE 4: Strongman | 1,500 attendees at 100%*
JUNE 4-6: Minneapolis Remodeling Expo | 1,500 attendees at 50%*
JUNE 5-6: GeekCraft Expo | 2,244 attendees at 112%*
JULY 10: Dino Stroll | 13,186 attendees at 88%*
AUG 21: Minneapolis Mile | 2,185 attendees at 55%*

PLUS:

Spotlight Dance, Legacy Dance, Showbiz Dance, Talent on Parade Dance, Twisted Moose Gymnastics, Northern Lights Gymnastics, MN State Championships Gymnastics, HS & college graduations, Elections, COVID-19 Testing & Vaccination

*Estimated vs. actual attendee rate percentage



MCC UPCOMING 2021 EVENTS

OCT 2-3: Twin Cities Con, Nerd Street | 3,000 estimated attendees
OCT 15-16: River Valley Church | 3,000 estimated attendees
OCT 21-24: Eckankar | 2,000 estimated attendees
OCT 30: Sneaker Con | 2,000 estimated attendees
NOV 3-4: Informa Markets, Engineering | 5,000 estimated attendees
NOV 5-7: Minneapolis Gift & Art Expo | 10,000 estimated attendees
DEC 3-5: Peppermint Twist Gymnastics | 3,000 estimated attendees
DEC 8-12: North Central Electirc League | 7,500 estimated attendees
DEC 10-12: Minneapolis Holiday Boutique | 25,000 estimated attendees



2021 MINNEAPOLIS EVENTS

Throughout 2021, Minneapolis has hosted numerous events of all sizes throughout the city. The following include only a handful of events that have taken place.

- Various Farmers Markets
- Various Armory Concerts & Boxing Series
- Various Target Center Concerts & Events
- DID Downtown Summer Thursdays*
- Stone Arch Bridge Festival | June 19-20
- Twin Cities Vintage Festival | July 10
- North Loop Food Truck Fair | July 11
- Minnehaha Falls Art Fair | July 16-18
- Pride Beer Dabbler | July 16
- Twin Cities Pride | July 17-18
- Minneapolis Aquatennial | July 20-23
- Harlem Globetrotters | July 22-25
- FLOW Northside Arts Crawl | July 29-31
- Loring Park Art Festival | July 31-Aug 1
- WWE Presents Friday Night SmackDown | July 30
- Minnesota Fringe Festival | Aug 5-15
- Downtown Minneapolis Street Art Festival | Aug 12-14
- Hella Mega Tour | Aug 23
- Red Bull Portage | Aug 28
- Van Gogh Immersive Experience | Aug-Nov
- Basilica Block Party | Sept 10-11
- Open Streets Minneapolis | Sept 11, Oct 10 & 24
- Iliza: Back in Action Tour | Sept 10

*Minneapolis Downtown Council launched the Downtown Thursdays campaign throughout the summer to increase downtown presence and generate excitement.



MINNEAPOLIS MAJOR VENUES

TARGET FIELD

According to a [May 2021 survey](#), 95% of Minnesota Twins ticket holders reported feeling safe in downtown. The survey also found declining concerns about the COVID-19 pandemic. Post-game surveys from August reported similar results of fans feeling safe throughout their entire driveway-to-driveway Target Field experience.

U.S. BANK STADIUM

99% of Minnesota Vikings [season ticket holders renewed](#) their seats for the 2021 season.



PUBLIC SAFETY UPDATES

- Last December, the Mayor of Minneapolis and the Minneapolis City Council approved a 2021 city budget that includes more than \$171 million for the Minneapolis Police Department.
- In 2021, an additional \$8 million was provided to the Office of Violence Prevention to fund outreach by private non-profits in the areas of mental health, violence interruption and connection to services.
- On July 2, 2021, the Minneapolis City Council approved the mayor's spending proposal for the first round of American Rescue Plan funding, which includes an additional \$13.7 million for policing and public safety initiatives designed to prevent and interrupt gun violence.
- We know that crime rates were higher across the country in 2020. While Minneapolis certainly wasn't immune, downtown crime statistics were down through early Sept. 2021 – violent crime was down more than 4% from a four-year average of the same time period, and property crime was down nearly 24% against the same benchmark.

More here: www.minneapolis.org/safety-updates/future-of-public-safety/



ADDITIONAL INITIATIVES

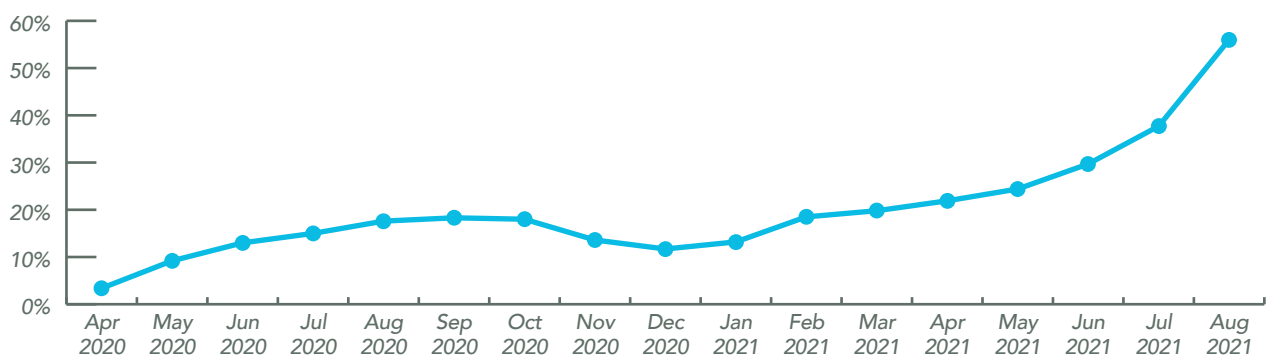
- Minneapolis [Downtown Improvement District](#) (DID) Ambassadors help visitors with directions and information, providing roughly 89,000 pedestrian assists each year.
- The MCC has an in-house security team with its command center located prominently on the main level. If an event requires additional security, the Guest Services team works with the client to review the level of security needs and determines an appropriate source.
- The MCC has [partnered with four nearby City parking ramps](#), offering streamlined security services and pre-purchase parking options. Exhibitors will continue to have [Marshaling Yard](#) parking benefits available.



HOTELS

MINNEAPOLIS MONTHLY HOTEL OCCUPANCY %

Hotel occupancy continues to trend upwards in Minneapolis. See below for a look at monthly occupancy rates since April 2020.



MINNEAPOLIS WEEKEND HOTEL OCCUPANCY %

Average hotel occupancy on Fridays and Saturdays in recent weeks in Minneapolis has been 57%. On Saturday, August 14, hotel occupancy in Minneapolis was 69.5% – the highest it has been since before the start of the pandemic.

➤ **QUESTIONS?**



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