

## **Quick Facts supporting the development of an American Indian Cultural and Economic Corridor**

### **Light Rail**

- Ridership: From its opening on June 26, 2004 through December 2005, the Hiawatha Line served customers 10.9 million times, 65 percent higher than ridership projections.
- Corridor development potential: 7,150 new housing units, more than 19 million square feet of new commercial space with up to 68,000 new jobs by 2020.
- Property values along Hiawatha LRT are increasing 22% more than City of Minneapolis property values overall.
- Households living near the Light Rail Transit Corridor are spending anywhere from \$4,000 to \$7,000 less per year on transportation than other households in the region.

### **Mall of America**

- #1 tourist destination in the Midwest
- Over 40 million visits annually
- Phase II: over 60 million projected
- 2.5 million international visitors annually
- 34% of visitors are from outside Minnesota
- Visitors spend \$539 outside of the Mall per trip
- 6,000 original construction jobs
- Phase II: 7,000 construction job projected
- 520 stores
- 1.9 billion annual economic impact
- Phase II: 4.3 billion estimated economic impact
- During its first 20 years, phase II sales tax alone projected to generate 1.033 billion in new revenue for the state of MN.

### **2006 Minneapolis Convention Information**

#### **Sales:**

- Secured 323 future conventions and meetings, a 16-percent increase
  - Total anticipated attendance: 534,044, an 83-percent increase
  - Total room nights: 420,858, a 51-percent increase
  - Direct spending: \$574 million (in today's dollars), an 83-percent increase
- Booked 280 small meetings, a nine-percent increase
- Sent 698 leads to Meet Minneapolis member hotels for new meeting opportunities, a 12-percent increase
- Generated \$6,248,495 in rental revenue, \$2,602,625 in food and beverage revenue, and \$5,409,855 in misc. revenue at the Minneapolis Convention Center, an eight-percent decrease
- Hosted a total of 472 events at the Minneapolis Convention Center, a five-percent increase
- Hosted 65 site inspections for future business

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- Attended 38 key national industry tradeshow

### Services:

- Hosted 331 conventions, a 23-percent increase
  - 380,958 total delegates, a 12-percent increase
  - Delegate expenditures of \$361.2 million, a 27-percent increase

### Tourism:

- Booked a total of 62,612 room nights, a three-percent increase and 12 percent over goal
- Booked 17,028 room nights from the wedding service, a four-percent increase
- Booked 419 small groups, a nine-percent decrease
- Sent 789 leads to hotels, attractions, tour and transportation members, a two-percent decrease
- Hosted 82 travel professionals on familiarization tours
- Handled 66,272 total tourism inquiries (a 17-percent decrease) including 32,526 email inquiries
- Booked 25,092 room nights from international visitors (package and group programs), an eight-percent increase

## Arts and Museums

- Minneapolis boasts one of the most thriving museum communities in the country, with **more than 57 museums** in the Minneapolis area.
- Mill City Museum won the National Trust for Historic Preservation's 2004 **Honor Award**.
- The Minneapolis Institute of Arts currently ranks among the **top ten regional museums** in the United States.
- The Minneapolis Sculpture Garden is **one of the largest** urban sculpture gardens in the country.
- MSN named the Minneapolis Institute of Arts one of the **top 10 art museums** in the nation.
- "One of the best contemporary art exhibition facilities in the world ... [the Walker's] special qualities are grace, flexibility, and esthetic tact." *New York Times*
- The Walker Art Center has been cited several times as one of the **10 most visited art museums** in the country.
- *Newsweek* called the Walker Art Center "possibly America's best contemporary art museum."
- The Minnesota Children's Museum was ranked the **8th-best children's museum** in the country by *Child* magazine.
- The only castle in the Minneapolis area is home to the American Swedish Institute.
- Named "**Most Literate City**" by University of Wisconsin – Whitewater.

## Theater & Music

- More theater seats per capita than any other city beside New York.
- More than **30 theater venues** and nearly 100 theater groups in the city.
- More than **10 dance companies** and 20 classical music groups.

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- **3 Tony Award-winning theaters** call Minneapolis home – Children’s Theatre Company, Theatre de la Jeune Lune and Guthrie Theater.
- The **largest Fringe Festival** in the country takes place in Minneapolis with over 750 theater performances in one week
- Home to the country’s **oldest continuously running theater** – Old Log Theater, the nation’s flagship regional theater – the Guthrie Theater, the **largest dinner theater** – Chanhassen Dinner Theatre and the oldest satirical theater – Brave New Workshop.
- “... [The Children’s Theatre Company is] one of those cultural nuggets you come upon in unexpected parts of the country.” *New York Times*
- Arthur Frommer’s *Budget Travel* magazine named Minneapolis’ provocative small playhouses as one of the “most interesting tourist attraction[s] in America.”
- Minneapolis has the **4th most active jazz scene** in the country
- On November 5, 1903 – three weeks before the Wright brothers made their first airplane flight – the Minnesota Orchestra performed its inaugural concert.
- The 98-member Minnesota Orchestra performs nearly 200 concerts each year. Its award-winning concert broadcasts, produced by American Public Media and carried by nearly 150 radio stations nationwide, reaching over 181,000 people each week, according to Arbitron.
- The Minnesota Opera is now the **16th largest opera** company in the nation with an annual budget of almost \$7 million.
- The Saint Paul Chamber Orchestra, is the nation’s **only full-time professional chamber orchestra** and is widely regarded as one of the finest chamber orchestras in the world.

“Cutting edge museums, arty hotels and edginess expand Minneapolis’ cool cultural reputation...over the past two years, Minneapolis has taken its underground cultural destination status to a new level...” – USA Today

### **River Front**

During the past several years, more than 3,000 condos and townhouses have been built and/or converted in existing buildings within the Minneapolis Riverfront District. All together, nearly 40,000 people call downtown Minneapolis home

### **Hotel Industry**

The Minneapolis downtown hotel industry continues to experience significant growth and success. However, according to a study done November 30, 2004 - The results of a newly released convention hotel feasibility study overwhelmingly demonstrate the need for a new 1200-room hotel near the Minneapolis Convention Center. In addition, the study says, expansions of existing hotels should be considered. This, to secure convention business that competitive cities are luring away from Minneapolis.

Based on the feasibility study's findings, bottom line conclusions include:

- Minneapolis lacks an available, sizable hotel room block close to the Convention Center
- There is an imbalance of proximate hotel availability to Convention Center space
- Expansion of a current hotel would help, but not solve the problem long-term; Minneapolis needs a new, large convention hotel

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- Minneapolis is losing convention business because of the current hotel situation; existing convention business is at risk of being lured by competitors
- Competitive markets are upgrading and expanding hotels, and are undergoing hotel developments

The study recommends the following for a convention hotel development:

- 1200 rooms
- No more than 2.5 blocks from the Minneapolis Convention Center, ideally connected to the facility
- Regardless of distance, connected to the Minneapolis Convention Center by skyway
- 24-hour room service
- 1000 parking spaces
- 400-seat, three-meal restaurant; 180-seat specialty restaurant, coffee bar and lobby lounge
- Health center and spa, Business center
- The study also states the Minneapolis Convention Center facilities actually justify a total of 1850 additional proximate hotel rooms. But since a single hotel development of that size is not warranted, the level can be achieved with expansions to other proximate group hotels plus the proposed hotel development.

This data was compiled by the Native American Community Development Institute (NACDI).