



Meet **Minneapolis**
City by Nature

March 28, 2022

VIA EMAIL

Chair Cheryl Youakim
House Property Tax Division
591 State Office Building
St. Paul, MN 55155

Dear Chair Youakim,

On behalf of many in the tourism and hospitality industry, I want to thank you for including the Tourism Improvement District (TID) authorizing legislation in HF 4064, the House Property Tax Division Report. The TID proposal has support from the Minnesota Association of Convention and Visitors Bureaus, City of Duluth, Greater Minneapolis Hotel Association, Visit Inver Grove Heights, Minneapolis Regional Chamber of Commerce, Minneapolis Downtown Council, Shakopee Chamber & Visitors Bureau, Visit Saint Paul, and Meet Minneapolis. In addition, many other local and regional convention and visitors bureaus are eager to see the legislation passed to explore if a TID is right for their area.

Meetings, conventions, festivals, tournaments, and other events are key drivers of Minnesota's tourism economy and hotel stays. During the pandemic, hotel occupancy in Minnesota hit historic lows. As of late 2021, only 39 percent of Minnesota leisure and hospitality firms surveyed by Explore Minnesota reported being at or above pre-pandemic business levels. We are working hard to bring back a robust tourism and travel industry in the state of Minnesota, but this is likely be one of the last industries to fully recover from the COVID-19 pandemic.

Authorizing municipalities to work with their local destination marketing organizations and lodging businesses to establish a Tourism Improvement District is an important tool for this recovery. The activities of a Tourism Improvement Districts must be focused on marketing, promotion, and other activities to benefit the lodging businesses in the TID. Increasing occupancy at hotels and lodging businesses across the state will put people back to work, support local restaurants and bars, support tourist attractions, museums, festivals, and events, and increase local and state tax revenues.

Again, thank you for including the Tourism Improvement District authorizing legislation in HF 4064, the House Property Tax Division Report.

Sincerely,

Melvin Tennent
President & CEO
Meet Minneapolis

cc: Representative Jim Davnie