

American Rescue Plan Act Proposal Round 1

Proposal Title: Meet Minneapolis Large Event Incentives

Goal Area: City Capacity and Performance

Implementing Department: Minneapolis Convention Center

2021 Dollar Amount: \$500,000

Problem Statement: The hospitality industry was impacted greatly by COVID 19 and the restrictions which kept the industry closed. Many of the 30,000 hospitality workers in Minneapolis have been unemployed for over a year. Hospitality taxes have not been generated and corresponding business revenue has reduced by as much as 90%.

Proposed Action Summary: These funds will be used by Meet Minneapolis to incent large conventions and events to chose to host their events in Minneapolis. These events bring people to Minneapolis and they spend their money at our hotels, restaurants, theaters, museums, shopping locations, and other businesses. Competition for these events is fierce coming out of the pandemic as our competitors want to stimulate their economy as well.

Proposed Action Detail: Meet Minneapolis is the marketing and sales partner for the City of Minneapolis and specifically the Minneapolis Convention Center. The City provides funding to Meet Minneapolis through a five-year contract. Specifically, Meet Minneapolis will use this money to pay down the expenses incurred by a client that wants to host an event in Minneapolis. The event must provide attendees from outside of the city of Minneapolis as measured by the amount of hotel room nights contracted in the city. Examples of how the money would be used are the paying down of Minneapolis Convention Center rent and/or onsite transportation costs. Meet Minneapolis currently does have a program in place for this purpose, but the amount of resources available will not be enough to jumpstart the hospitality industry coming out of the pandemic.

Staffing: Activities carried out by Meet Minneapolis Staff

Equity Impact: The BIPOC community is well represented in the hospitality community. At the Minneapolis Convention Center, 56% of its staff prior to COVID 19 were people of color. The layoffs in this industry hit the BIPOC community extremely hard and bringing back this industry will allow those jobs to return. Also, initiatives to highlight local diverse businesses through other resources will help bring much needed clientele to diverse businesses as they open for business.

Results: Direct spending by event attendees will show up in our economy in several ways. First, as taxes collected through our hospitality taxes, which pay for our event facilities and Meet Minneapolis. Second in direct revenues to the Minneapolis Convention Center, hotels, restaurants, shopping, museums, theaters, and many other businesses that visitors to our City use while in Minneapolis. Lastly, through jobs in our hospitality sector which has lost about 10,000 jobs during the pandemic and accounts for approximately 35% of all job losses in Minneapolis. The Minneapolis economy will not recover without a strong recovery in the hospitality industry driven by events.

Budget detail - Low-Level Department Code: 01760-8650200

Account Code (s) for all non-personnel spending and amounts: 507019

American Rescue Plan Act Proposal Round 1

Proposal Title: Meet Minneapolis Visitor Marketing Campaign

Goal Area: City Capacity and Performance

Implementing Department: Minneapolis Convention Center

2021 Dollar Amount: \$500,000

Problem Statement: Visitors to Minneapolis either through tourism and leisure or events have decreased over the last year. This funding represents the start of a comprehensive Destination Awareness Building Program, Reputation Management initiatives, Small and BIPOC Business Support marketing, and Visitor Experience Enhancements.

Proposed Action Summary: The funds will allow for the creation of a comprehensive marketing plan that seeks to bring more visitors to Minneapolis by promoting the city and its tourism and leisure infrastructure. A significant component of this plan will be to tell Minneapolis' rich and diverse story and to promote the social and economic well being of our city through the economic benefits achieved through visitor spending.

Proposed Action Detail: Meet Minneapolis is the marketing and sales partner for the City of Minneapolis and specifically the Minneapolis Convention Center. The City provides funding to Meet Minneapolis through a five-year contract. Meet Minneapolis will create a comprehensive and targeted marketing strategy that seeks to build awareness of Minneapolis as a destination, manage and improve the reputation of Minneapolis as a destination, promote our diversity through the Small and BIPOC businesses offering services in Minneapolis, and enhance the experience of visitors while in Minneapolis through its Visitor Services department. Although Meet Minneapolis does currently perform these services, the additional funding would provide a more comprehensive and national program that reaches more people.

Staffing: Activities carried out by Meet Minneapolis Staff and/or third-party contractors

Equity Impact: The BIPOC community is well represented in the hospitality community. At the Minneapolis Convention Center, 56% of its staff prior to COVID 19 were people of color. The layoffs in this industry hit the BIPOC community extremely hard and bringing back this industry will allow those jobs to return. Also, initiatives to highlight local diverse businesses will help bring much needed clientele to diverse businesses as they open for business.

Results: National surveys will be reviewed and compared with pre and post information to determine the effectiveness of the marketing campaign in changing consumer/visitor/client feelings regarding Minneapolis. Meet Minneapolis has current research that shows that among event producers and attendees, Minneapolis is one of the lowest ranked destination for travel in our peer set and throughout the country.

Budget detail - Low-Level Department Code: 01760-8650200

Account Code (s) for all non-personnel spending and amounts: 507019

American Rescue Plan Act Proposal Round 1

Proposal Title: Mental Health for City Staff

Goal Area: City Capacity and Performance

Implementing Department: Finance and Property Services and Human Resources

2021 Dollar Amount: \$500,000 est. (Estimated cost is \$1M per year; however, costs may not be spread equally over the first and second half of the year.)

Problem Statement: In 2020 employees experienced trauma and emotional issues at alarming rates. There is currently lack of access to mental health resources for employees and the out-of-pocket costs are often prohibitive for many employees.

Proposed Action Summary: This program will expand the police and fire mental health pilot program to include all covered employees and their dependents. The program will provide ten outpatient mental health visits and ten outpatient intensive treatment program visits with either an in-network or an out-of-network provider at no cost to the insured member. The expected outcome is reduced mental health issues among employees and their dependents, improved mental health and wellbeing, increased productivity, and improved employee morale.

Proposed Action Detail: In January 2021, the City put in place a pilot program to provide enhanced mental health services to sworn police and fire staff and their insured dependents. This proposal would expand the mental health pilot program to include everyone insured by the City's health insurance program.

Staffing: None required.

Equity Impact: This mental health pilot program will provide services to BIPOC employees who have been heavily impacted by the events of the past year.

Results: Through this program, employees and their dependents will have access to expanded mental health services at no cost. Employees who are seeking treatment and are being treated are more productive employees. Overall, a healthy workforce increases morale and improves the work environment.

Budget detail - Low-Level Department Code:

Account Code (s) for all non-personnel spending and amounts: (this can be changed during implementation if needed)

American Rescue Plan Act Proposal Round 1

Proposal Title: Civil Servant Furlough Relief Fund

Goal Area: HR/FPS/LR Subgroup

Implementing Department: Human Resources and Finance and Property Services

2021 Dollar Amount: \$2,250,000

Problem Statement: An imbalance exists in the way employees were treated financially in 2020 due to the budget cuts imposed in 2020.

Proposed Action Summary: Some, but not all, employees were forced to take furlough days in 2020 creating an inequity between groups of employees. The proposed program will provide a mechanism through PTO to reduce the inequity between employee groups. The outcome is increased employee morale and improved relationships with labor unions that agreed to furloughs in 2020.

Proposed Action Detail: This is a new proposal that will benefit current employees who were forced to take furlough (or budgetary leave in lieu of furlough) in 2020. Employees who took furlough or budgetary furlough would receive PTO days equivalent to the furlough or budgetary leaves taken by the employee up to the maximum required to be taken by the employee group. Employees who do not use the PTO in 2021 could receive a onetime payment either at separation in 2021 or in December 2021. Human Resources and Finance and Property Services will implement and administer the program.

Staffing: None requested.

Equity Impact: This program would assist BIPOC employees who were forced to take furlough.

Results: All employee groups will be treated similarly in response to budget cuts made in 2020.

Budget detail - Low-Level Department Code:

Account Code (s) for all non-personnel spending and amounts:

American Rescue Plan Act Proposal Round 1

Proposal Title: Digital Equity - Connectivity

Goal Area: City Capacity and Performance

Implementing Department: IT

2021 Dollar Amount: \$2,000,000

Problem Statement: Minneapolis has more than 31,000 households that do not have access to internet services. Many of these households are economically disadvantaged and/or in areas of the City that are underserved by broadband providers. As 2020 has highlighted, internet services are critical for access to schooling, employment, health care and social services.

Proposed Action Summary: In partnership with Hennepin County, Minneapolis Public Schools, and the local non-profit organization PCs for People, the City will create an equitable internet connectivity solution to support marginalized populations in bridging the digital divide.

Proposed Action Detail: Bridging the digital divide is not a new concept for the City as its been identified as an issue for many years. However, effectively addressing the issue of equitable access continues to be a challenge for the City and its residents. A new opportunity has arisen to partner with Hennepin County, Minneapolis Public Schools, and the local non-profit organization PCs for People to provide an equitable internet connectivity solution to support marginalized populations in Minneapolis. This technology solution converts bandwidth into a 4G or 5G LTE private cellular network signal that can be broadcast out to the community so program participants will be able to receive the service. A contract will be executed, and the funding provided, to PCs for People so they can build out the network (antennas, receivers, etc) to provide internet service in key Minneapolis locations. IT will engage members of NCR and the Mayor's Office to identify, and confirm, location and communities of priority and engagement planning.

Staffing: No additional staff will be necessary.

Equity Impact: Initial rollout will be in targeted communities of need, specifically in north and south Minneapolis and racially identifiable schools/highly mobile or homeless demographic identified by Minneapolis Public Schools, using data collected on hot spot and device distribution.

Results: This request will result in access for the community to participate in the digital economy. We anticipate measuring success by the number of accounts/receivers distributed to households.

Budget detail - Low-Level Department Code: 8800350

Account Code (s) for all non-personnel spending and amounts: 507019

American Rescue Plan Act Proposal Round 1

Proposal Title: Implementation at the City - Temporary Staff in Finance, CPED, Health, Communications, Race and Equity, HR and IT

Goal Area: City Capacity and Performance

Implementing Department: Finance, CPED, Health, Communications, Race and Equity, HR and IT

2021 Dollar Amount: \$929,870

Problem Statement: Staffing resources are needed to implement the American Rescue Plan Act (APRA) program allocations

Proposed Action Summary:

The American Rescue Plan Act has awarded funds to address the impacts of COVID-19, including assistance to households, small businesses, and nonprofits, or aid to impacted industries, such as tourism, travel, and hospitality. CPED will be implementing many of these programs and initiatives and will need additional staff to roll out and manage these allocations. This funding will support additional staff in 2021.

This proposal also includes support for the Department of Race & Equity to plan for a participatory budgeting process later in the year with a planned investment of \$1 million in ARP funding.

Funding Breakdown:

	2021	2022	2023
Row Labels	Sum of Period 1 Proposed	Sum of Period 2 Proposed	Sum of Period 3 Proposed
Implementation at the City - Temporary Staff in Finance, CPED, Health, Communications, Race and Equity, HR and IT	929,870	2,395,375	1,434,605
Communications one time support	50,000	-	-
CPED staff	296,524	737,819	760,690
Finance FTEs	142,797	347,305	354,703
Health FTE	42,031	108,271	111,350
HR staff	78,518	201,980	207,862
IT Personnel	150,000	-	-
Race Equity personnel	170,000	1,000,000	-
Grand Total	929,870	2,395,375	1,434,605

