



Meet **Minneapolis**  
City by Nature

May 3, 2020

**VIA E-MAIL**

Chair Paul Marquart  
House Tax Committee  
597 State Office Building  
St. Paul, MN 55155

Chair Carla Nelson  
Senate Tax Committee  
3235 Minnesota Senate Building  
St. Paul, MN 55155

Dear Chair Marquart, Chair Nelson and Members of the Tax Conference Committee,

On behalf of many in the tourism and hospitality industry, I ask for your support of the Tourism Improvement District (TID) authorizing legislation included in the House Omnibus Tax Bill. The TID proposal has support from the Minnesota Association of Convention and Visitors Bureaus, Arrowhead Tourism Association, City of Duluth, Greater Minneapolis Hotel Association, Visit Inver Grove Heights, and Meet Minneapolis.

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. Hotel revenue was down 48.5 percent statewide January 2021 compared to January 2020, and metropolitan area hotel revenue was down as much as 82.7 percent in Minneapolis and 66.3 percent in Bloomington. 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 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 – not and into the future. 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, for your consideration of the Tourism Improvement District authorizing legislation included in the House Omnibus Tax bill. We ask that this proposal be included in a final tax bill this session.

Sincerely,

Melvin Tennant  
President & CEO  
Meet Minneapolis