



# Request for City Council Committee Action from the Neighborhood and Community Relations Department

**Date:** August 4, 2011  
**To:** Council Member Robert Lilligren, Chair, Committee of the Whole  
**Referral to:** City Council  
**Subject:** Agreements to Host 2013 National Neighborhoods USA Conference

**Recommendation:**

Council authorization for the Neighborhood and Community Relations Director to execute the necessary agreements for the City of Minneapolis, in partnership with the Citizens for a Loring Park Community, to host the 2013 Neighborhoods USA conference.

**Previous Directives:** None

**Department Information**

Prepared by: David Rubedor, Neighborhood and Community Relations Director Howard Blin, Community Engagement Manager  Approved by: David Rubedor, Neighborhood and Community Relations Director _____  Steven Bosacker, City Coordinator _____  Presenters in Committee: David Rubedor, Jana Metge, Citizens for a Loring Park Community
---

**Financial Impact**

The City must enter into a contract with Neighborhoods USA to serve as the host city and a second contract with Citizens for a Loring Park Community to serve as the community partner for the event. These contracts place the following commitments on the City:

- The agreement with Neighborhoods USA commits the City to host the conference. It also requires the host city to designate a Conference Coordinator. Jana Metge of Citizens for a Loring Park Community will serve as Conference Coordinator and will be assisted by Neighborhood and Community Relations staff.
- As the conference host, should the City cancel the event or fail to perform the City would be liable for a potential liquid damages penalty of \$25,000 or actual damages, whichever is greater. Citizens for a Loring Park Community have agreed to put the initial \$25,000 in the conference account with the intent to be paid back as fundraising revenues are received.

- As the conference host, the City would be responsible for any costs not covered by fundraising. Fundraising would begin immediately upon Council action and with the lead time until the conference, it is expected that sufficient funding will be obtained. If fundraising falls short of expectations, the Conference budget will be adjusted accordingly to reduce expenses.

## **Community Impact**

- Neighborhood Notification:

The City's Neighborhood and Community Relations Department along with the Neighborhood Community Engagement Commission will work with all 71 Minneapolis neighborhood associations to plan and promote the event. A key goal for the event is to encourage participation from neighborhood and cultural organizations in the city. Promotion of the conference among these groups will be ongoing over the next two years.

- City Goals:

This action supports the City goals of "One Minneapolis" and "Connected Communities".

## **Supporting Information**

### The Conference

The annual Neighborhoods USA Conference is the premier neighborhood conference in the nation. Minneapolis has been awarded the May 22 – 25, 2013 conference at the Hyatt Regency Hotel. This event will bring over 800 participants to the city and offers a tremendous opportunity to showcase Minneapolis, our neighborhoods and our values of community engagement.

Hosting the conference will support the effort to redefine the relationships between the City and its neighborhoods. The intent is to use the event as a catalyst for communications between neighborhoods. It will also serve as a training opportunity for the neighborhood organizations by learning the best practices from national neighborhood leaders.

### Conference Organization

Minnesota State law limits the City's participation in hosting a conference. In order to comply with State law and to increase local participation, the City needs to partner with a local organization. The host hotel is located in the Loring Park neighborhood. The Citizens for a Loring Park Community has agreed to partner with the City on hosting and organizing the conference. The Citizens for a Loring Park Community has strong community connections and has the capacity to engage Minneapolis neighborhoods and carry out the other duties of the partnership agreement.

The 2013 NUSA conference will have two committees that will guide and inform the development of the conference:

- Conference Development Committee: This committee provides the overall direction and scope of the conference, including local, regional and national conference marketing and engagement of conference partners and supporters. The Sponsorship Committee shall be a sub-committee of this committee.
- Conference Planning Committee: This committee provides the logistical support for planning conference workshops, tours, receptions and engagement of local participants and partners. The following committees shall be sub-committees of this committee:

- Exhibitor Committee
- Neighborhood Pride Tours Committee
- Social Events and Meals Committee
- Workshop Support Committee
- Registration and Program Booklet Committee
- Registration Booth Committee
- Volunteers Committee
- Speakers Committee

#### Duties of Citizens for a Loring Park Community

As the neighborhood host, Citizens for a Loring Park Community will have the following key areas of responsibility:

- 1) Providing Financial Management. The conference is estimated to cost \$402,000. Citizens for a Loring Park Community will be responsible for establishing a budget and accounting for conference expenses. The Citizens for a Loring Park Community will deposit the initial \$25,000 to guarantee the conference.
- 2) Fundraising. Approximately \$160,000 in revenue from registration fees is anticipated. Funds will be sought from are foundations and businesses to cover the remainder of the expenses. Citizens for a Loring Park Community will take the lead on developing and implementing a fundraising plan. The Neighborhood and Community Relations Department will assist in fundraising activities.
- 3) Coordinating with Minneapolis Neighborhoods. A major goal is to involve as many neighborhood, community-based and cultural groups as possible in the conference. Citizens for a Loring Park Community and the Planning Committee will work to ensure broad participation from the neighborhoods.

#### Duties of the City

The main areas of City responsibility include:

- 1) Communication. The City will coordinate communications with the Minneapolis City Council and the Neighborhood USA Board.
- 2) Marketing: The City will lead with marketing the conference locally, nationally, and internationally. This will include coordinating promotions and encouraging greater Minneapolis neighborhood participation with the 2012 Indianapolis NUSA conference.
- 3) Outreach. Provide outreach to and engagement with cultural communities in Minneapolis. Also provide outreach to cities in the Metropolitan area to ensure participation in the conference.
- 4) Capacity Support. City will support the Conference Development Committee and assist the Citizens for a Loring Park Community with the Conference Planning Committee, fundraising, workshop development, neighborhood outreach and other conference logistics.
- 5) Financial Approvals: Conference budget and fundraising plans will be reviewed and approved by the Neighborhood and Community Relations Department.

The subject agreements have been reviewed by the City Attorney's office.