



Meet **Minneapolis**
City by Nature

SERVICES STATE OF THE INDUSTRY MSP METRO REGION SURVEY RESULTS

June 2, 2020

Summary of Findings

As of May 25, 2020

- 105 completed surveys
- Nearly 60% of respondents employ less than 25 people
- Approximately 88% of restaurants are anticipating their 2020 revenues to be lower by more than 25% as a result of COVID-19
- More than half of respondents indicated they would be able to continue to operate under current restrictions for more than 6 months
- 43% of businesses are temporarily closed, 44% plan to open in the next 3 months
- 65% have filed for some type of government relief, nearly 20% have not received the relief they applied for
- Only 28% indicated they were either very or somewhat comfortable reopening, 31% were neutral and 40% stating they are either very or somewhat uncomfortable with reopening
- 54% of respondents indicated it would take more than 6 months for business to return to pre-COVID levels
- 72% of restaurants indicated they have little to no access to PPE

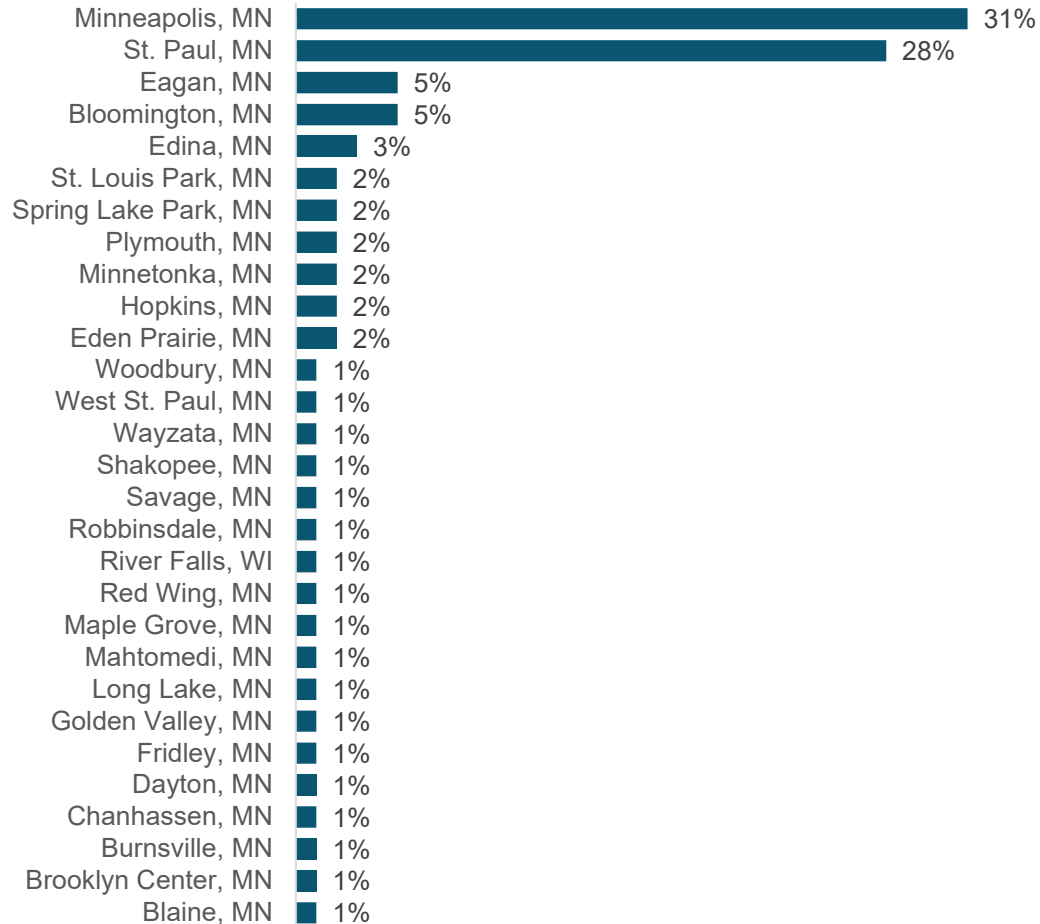


RESPONDENT DEMOGRAPHICS

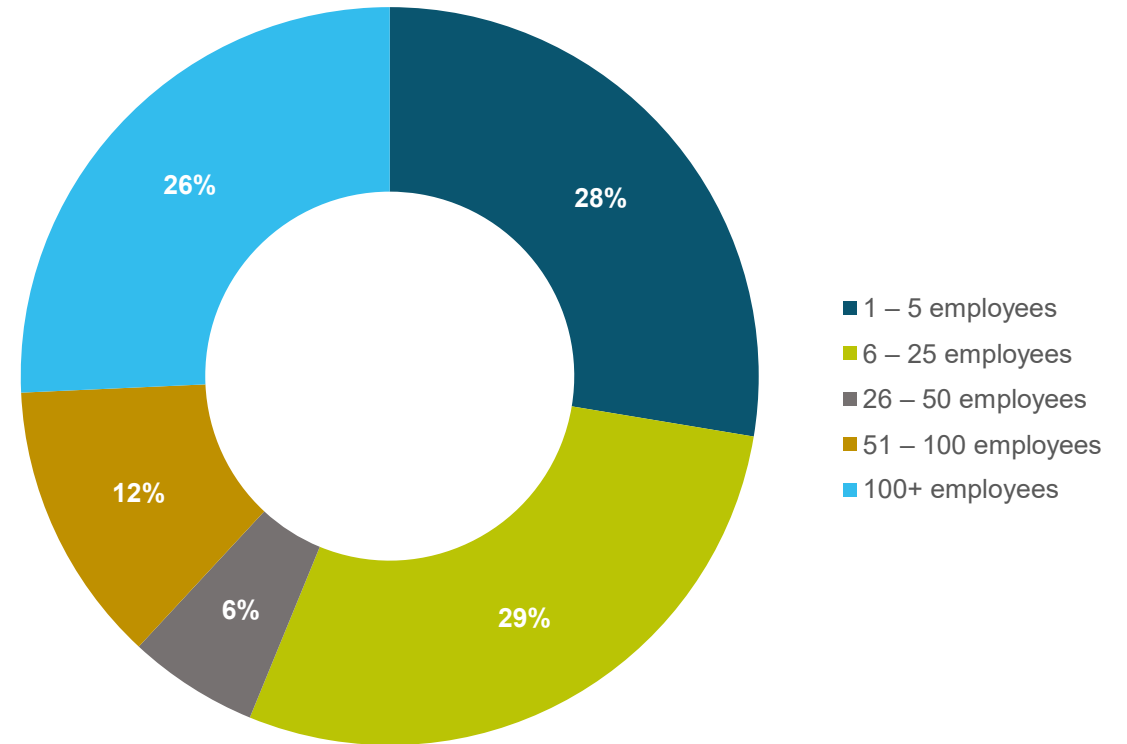
Data collected between May 11 and May 25

N = 105

LOCATION



NUMBER OF EMPLOYEES



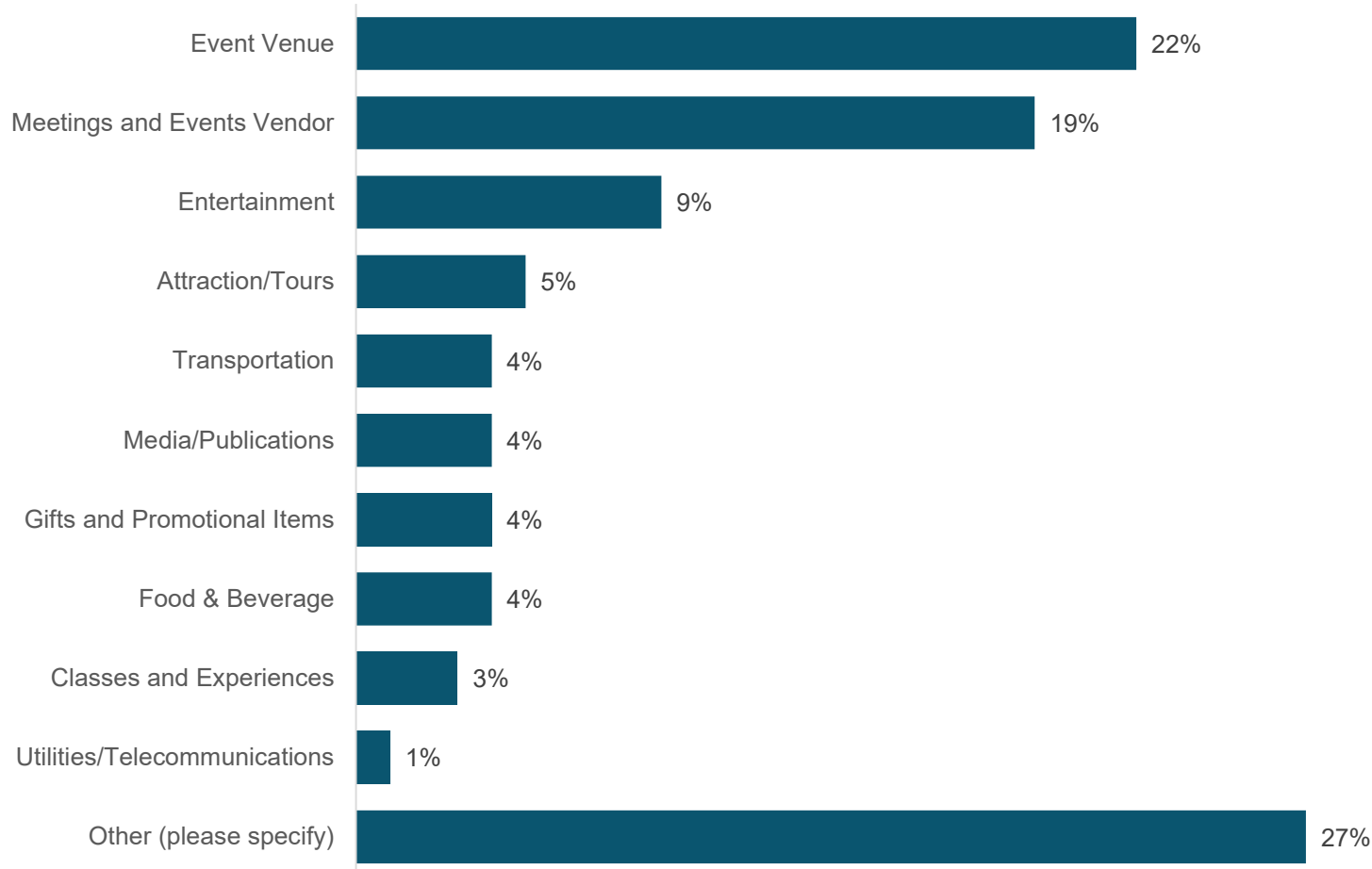


RESPONDENT DEMOGRAPHICS

Data collected between May 11 and May 25

N = 105

BUSINESS TYPE



OTHER

- 3rd Party Planner
- Event Organizer
- Event Planner
- Event Producer
- Event Producer
- Event Staffing
- Event Venue AND food and beverage
- Festival Services
- generators, lifts, lights and similar
- Graphics and support products
- Hotel
- Hotel and Event Venue
- Hotel, event venue and F&B
- Large Scale event
- Lodging, dining, event/meeting/athletic venues
- Media, Events, Entertainment
- Office supplies, promotional, furniture, technology
- Photography
- professional speakers
- Promotional Items, Commercial Printing of all kinds
- retail
- Retail Fine Arts and Craft gallery
- Running Events
- Running, Biking, Swimming Events
- Speakers
- tour coordinator: guided tour, interpreter, dinner arrangement, hotel arrangements, etc
- Tours, Event Venue, Food & Beverage, Entertainment
- Volunteer Events/Experiences



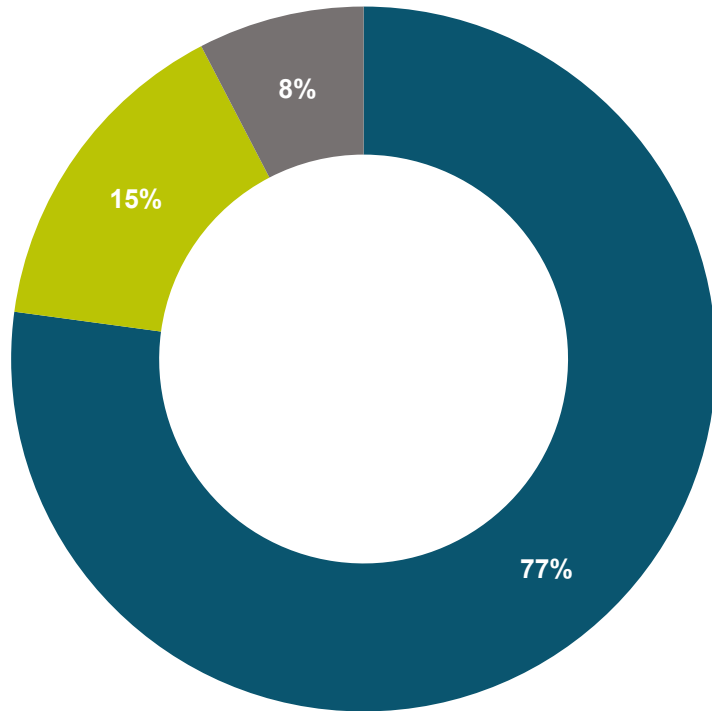
FINANCIAL SITUATION

Data collected between May 11 and May 25

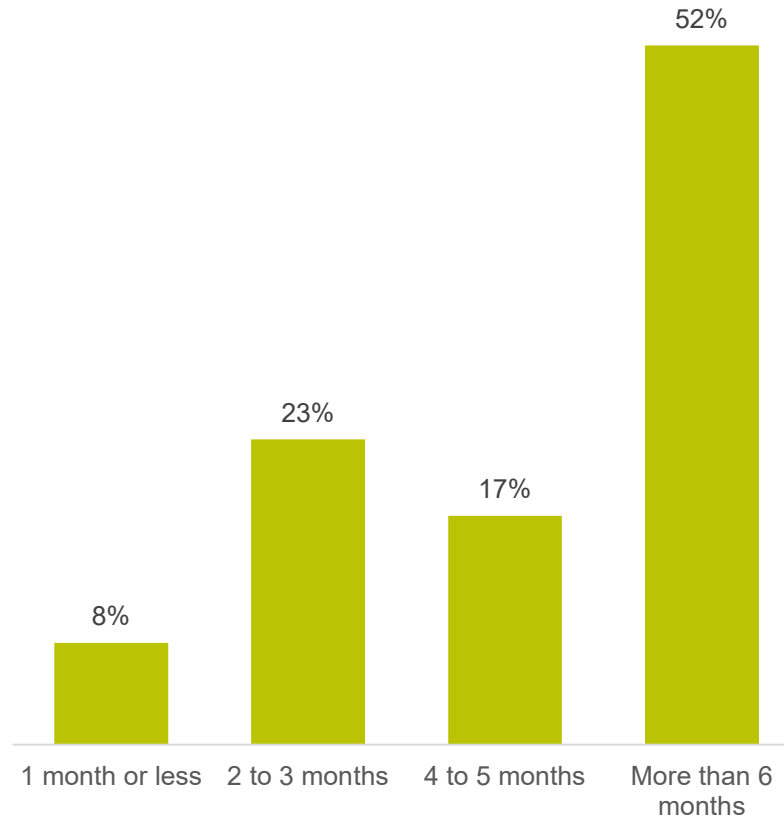
N = 105

Prior to the COVID-19 pandemic, were your business projections for 2020 higher, the same, or lower than 2019?

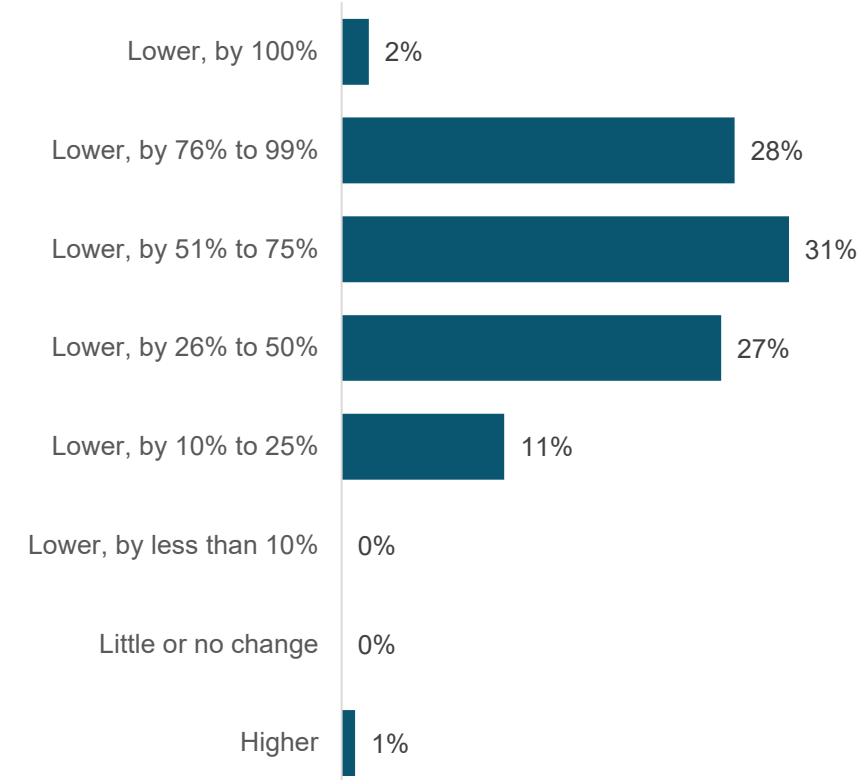
■ Higher ■ The same, no change ■ Lower



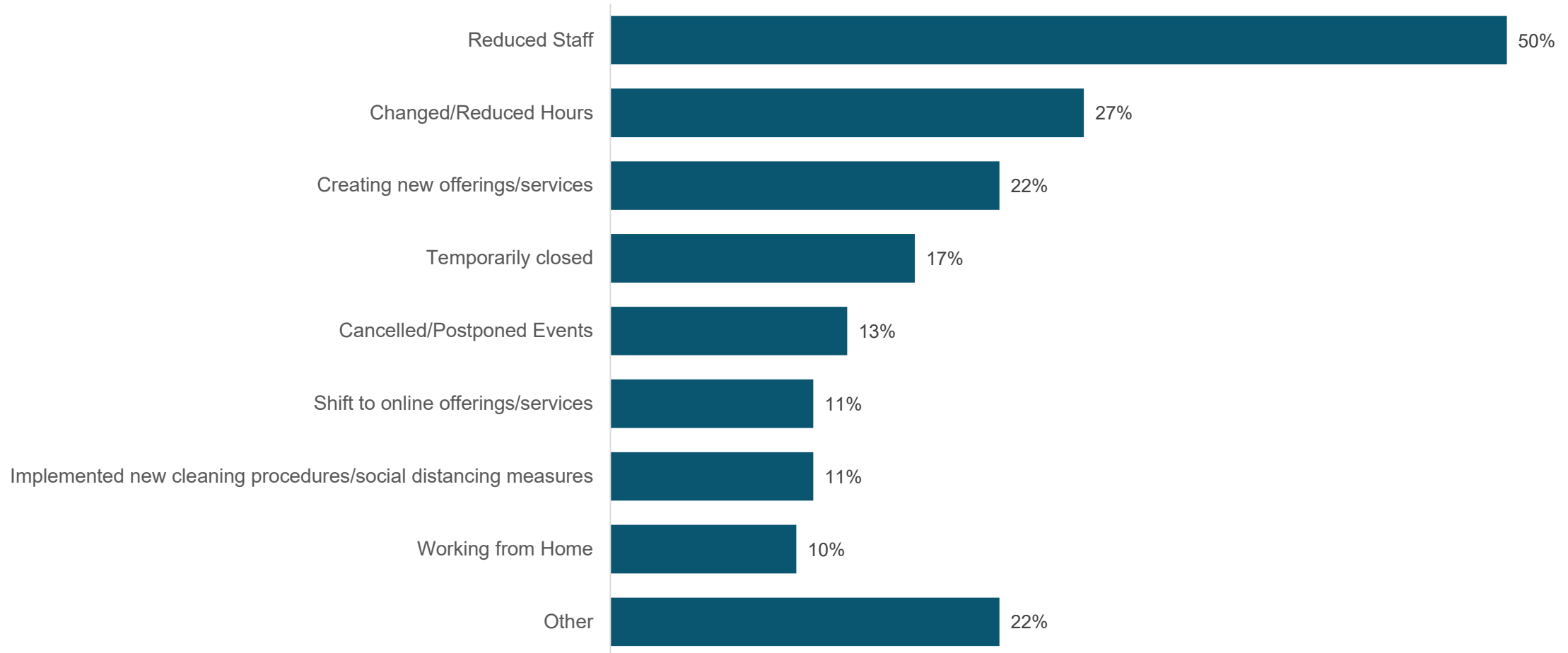
With the Stay at Home order and other restrictions in place, how long do you estimate you will be able to continue to operate?



Please estimate how much lower you anticipate your 2020 revenues to be as a result of COVID-19?



What changes to your business practices have you had to make as a result of COVID-19?



What changes to your business practices have you had to make as a result of COVID-19?

- Additional product offerings like PPE
- Additional service offerings - planning of virtual programs, writing scripts, managing zoom calls, etc.
- Adjustments to employees tasks, otherwise the same for now. We are an essential service
- All events cancelled indefinitely.
- all of the above
- All of the above...
- ALL STAFF WAS FURLOUGHED 6 WEEKS, 3 OFFICE STAFF CAME BACK 20 OR LESS HOURS PER WEEK, ZERO DRIVERS HAVE RETURNED, AS THERE IS NO BUSINESS. WHEN RETURNING THERE WILL BE PPE FOR THEM. ADDING SANITIZER PUMPS & WHIPS FOR RIDERS, PROCEDURES FOR BOTH DRIVERS & PASSENGERS.
- Almost all employees are furloughed..all booked events are postponed or cancelled. Showroom is open by appt only.
- Almost our entire staff will be furloughed through the summer
- Cancel all events from mid-March through the present. Cancel all new event releases for April through late-July. Reduction in hours for part-time event staff. Attempted to keep relevant through misc. virtual events.
- cancellation of event
- Changing strategy to the anticipating needs of the "hybrid" meetings market once restrictions are lifted
- Closed until further notice
- Closed with no tours and no customers with tourism and restaurants closed.
- Closure to public, staff reductions
- Complete overhaul of internal operations to accommodate social distancing requirements, revamp of all services
- Currently closed for business.

What changes to your business practices have you had to make as a result of COVID-19?

- Currently Closed, Majority of staff reduced, operating with a limited amount of employees.
- Currently closed.
- Furloughed 4 office employees, 2 operations employees, 5 PT employees. Working from home.
- Furloughed staff, increased email marketing, reduced business hours and closed to visitors, curb side pick up. Providing PPE products.
- Furloughed Staff, Remaining Staff work from home & all client interactions virtual. Offering postponement options to clients into May 2021, reduced minimums for lowered guest counts in 2020, elopement options at reduced rental rate.
- Furloughs, complete change in service offerings
- I am a sole proprietor, and there isn't much I can do to cut costs. I've just had to take the hit of virtually no business.
- I can't work because of the stay home orders, and once those are lifted there's no telling how long it will be to get back to my event capacity. COVID—19 has shut my industry down completely and indefinitely.
- ingo
- Laid off all staff, can only sell (1) 375ml bottle of gin, per person, per day. Delayed our Spring product launches, weddings and events are canceling through September.
- Little to no staff, new cleaning procedures and more to come.
- massive staffing reductions.
- Moving to online sales
- Much higher marketing costs - more virtual/hybrid offerings - lower fees
- My business is new, so I'm holding off on hiring staff I projected needing and have not been aggressively marketing. We are considering doing smaller elopements instead of larger events.
- New offerings
- New routing of our staff. Change service hours

What changes to your business practices have you had to make as a result of COVID-19?

- New service offerings
- new services
- New services - virtual events.
- None. Outdoor Activity and lodging are essential at Kinni Creek Lodge and Outfitters. We are taking on more customers than ever for lodging, fishing and kayaking. www.kinnicreek.com
- offering specials for clients. offering ideas for drop shipping to individual homes.
- Our business doesn't operate right now
- reduce all hours for employees, shift contracts with vendors to 2021, pivot business offerings to market to potential 2020 small events (no bookings as of yet).
- reduce change fees
- Reduce the size of management and hourly employees due to business downturn, closed the Courtyard Minneapolis West indefinitely (possibly until end of year), having to modify the capacity of meeting space. These questions are better asked to our General Manager or Director of Sales
- Reduced Hours, Creating New Concert/Special Event guidelines when doors open again. Less Capacity and how to manage that
- reduced hours, reduced staff, still in operation
- Reduced hours. Added live streaming services
- Reduced program offerings and cancelled programs
- Reduced salaries by 10% and reduced staff
- Reduced schedule/Not available
- Reduced Staff
- Reduced staff Pay cuts
- Reduced staff Reduced salaries or hours for those currently employed Not conducting business

What changes to your business practices have you had to make as a result of COVID-19?

- Reduced staff, curbside rental pick ups, additional sanitizing of products, social distancing, staff are required to wear masks, no customers inside our warehouse
- reduced staff, cut hours
- reduced staff, got rid of our office, spending freeze.
- Reduced staff, more fundraisers, etc
- Reduced staff, new cleaning/distancing protocols, new offerings
- Reduced staff, new policy and procedure for safety, change in service.
- Reduced Staff, no tours, events cancelled, reduced hours in office, basic shut down.
- Reduced staff, pay cuts,
- reduced staff, work from home, reduction of hours, lay-offs, position eliminations, hiring freezes, spending freezes
- Reduced staff/reduced hours.
- Reduced staffing via furlough, new service offerings and complete work from home.
- Reduced staffing, closed operations, decreased enrollment
- Reducing staff after PPP money runs out
- Reduction in part time staff, but no reduction in hours or personnel for full-time staff. We are all working remotely, and are offering virtual and online events and experiences in place of what would have been live and in-person events.
- Reduction of hours Additional services
- reduction of hours to staff members. Marketing dollars to push our business has significantly been reduced. purchasing new equipment/upgrading has come to a halt. Back of house such as website, admin work, smaller projects have been the main source of focus for the foreseeable future.
- Reduction of hours, change of products and searching for new products and customers
- Reduction of hours, reduced staff, additional purchases for safety measures when opening back up.

What changes to your business practices have you had to make as a result of COVID-19?

- Reduction of salary and staff staff all working remotely
- Reduction of staff and hours
- Reduction of staff until we are able to host events again. Sales team staff is working regular hours trying to manage all of the delayed events and help find solutions. Offering new packages for tiny events to stay within the guidelines of the government.
- reduction of staff, adding new services!
- Reduction of staff, reduction of hours, offering take-out limo service, offering home-school limo tours.
- reduction of staff, wages, service New staffing levels for food service will cost more
- Reduction of staff. I decorate weddings. My events have been postponed through June. I do not anticipate working in 2020.
- Rework processes, work on projects beyond regular business, spend a lot of time postponing events with clients. Create incentives to book Fridays as we lost 2021 Saturdays due to postponements.
- Salary decreases, furloughs and lay-offs.
- Smaller events will be the new norm.
- Some employees Furloughed; Some took early retirements; Working Remotely option is stressed for those that can; Office staff cut to 32 hrs/week; staggered office/remotely working days; some shop staff let go; Pay cuts by 20-50% for those remaining actively employed here.
- Staff is working from home w/some reduction in hours for interns and part-time staff.
- staff on furlough, Federal funds support marginally.
- Staff Reduction, Staff hour reduction, investigating closing / liquidating business. Investigating rebranding / starting a new/smaller and streamlined business; reinventing operations and solutions for clients
- Staff working remotely, new innovative program offerings, capacity-building support for local nonprofits
- The gallery remains closed indefinitely. We are moving to an on line platform
- The property closed with an undetermined date of re-opening. 125 staff members have been furlough.

What changes to your business practices have you had to make as a result of COVID-19?

- There has been a significant reduction of hours for our team. We have needed to pivot to virtual events and that has been a bit of a learning curve but we are seeing some opportunities arise.
- This is destroying our industry and the response to the virus is inappropriate for the risk. We will be forced to let most of our staff go and we have dramatically reduced pay as well as hours. We have tried to retool the business for new service offerings, but it is a fraction of the volume (and potential future volume) of what we do. We have received little to no help from our industry. This is not a NEW NORMAL. This is a temporary and difficult incident. Our industry associations need to push a return to normal business as quickly as possible and outline a plan that quickly returns to regular business.
- Venue remains closed.
- We are closed to the public. Moving some programs online. Reducing staff once PPP loan is over
- We are currently not able to offer our entertainment services. We will not be able to until venues open and social distancing parameters change.
- We are currently working from home with limited staff. Our venue is temporarily closed.
- We are not able to operate as a caterer at all. We are fortunate enough to be able to use our kitchen to prepare food for Minnesota Central Kitchen as long as donations and funds continue to come in for that project. This is allowing us to cover basic costs for now.
- We are trying to keep Minnesota on the front of oversea travel agents. Thats all we can do right now.
- We had to close so zero sales
- We have added virtual meetings as new service; next will be reducing hours and potentially furlough employees.
- We have been completely closed and have not gotten inquiries for future bookings. \$0 income, plus refunds of deposits for events that will no longer happen.
- We laid off 60 of 65 employees.
- We will be furloughing 3/4 of our team when the PPP loan expires.
- Went dark for 6 weeks. Got PPP came back and created 4 new event type offerings.
- Work from home & cancelled events
- Work remotely - offer virtual tours.
- Working from home, cancelled all May and June reservations

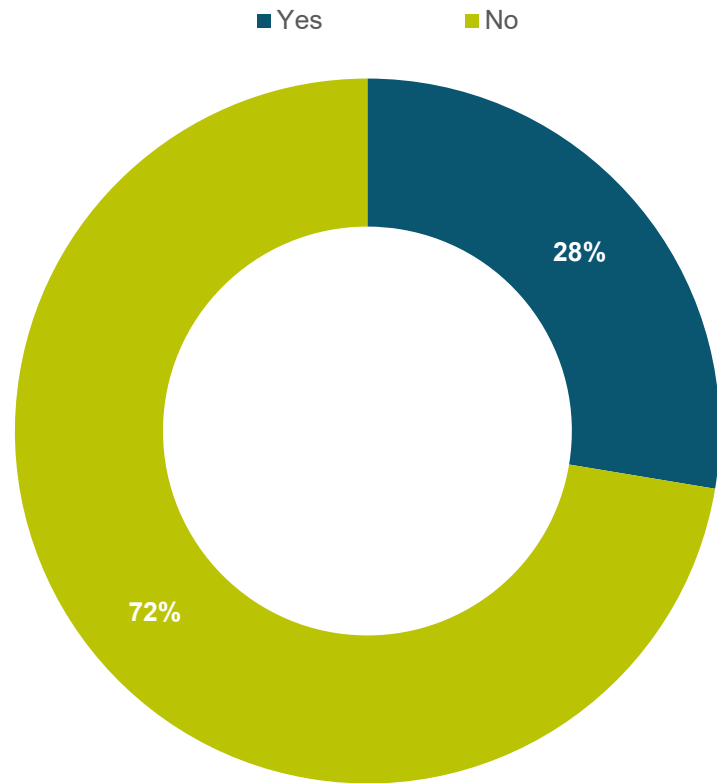


CURRENT BUSINESS STATUS

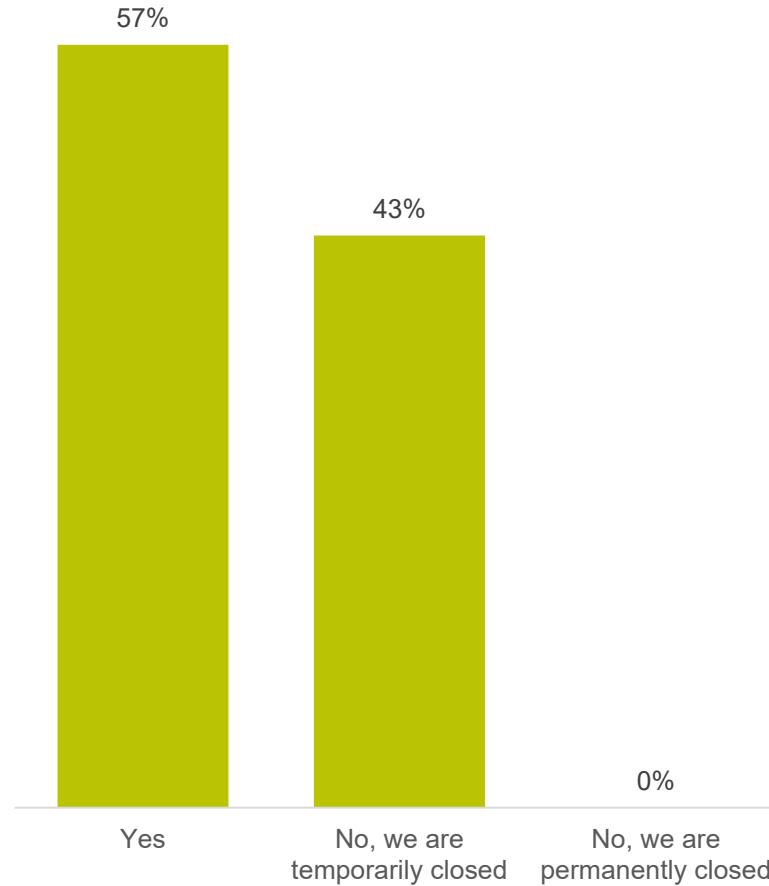
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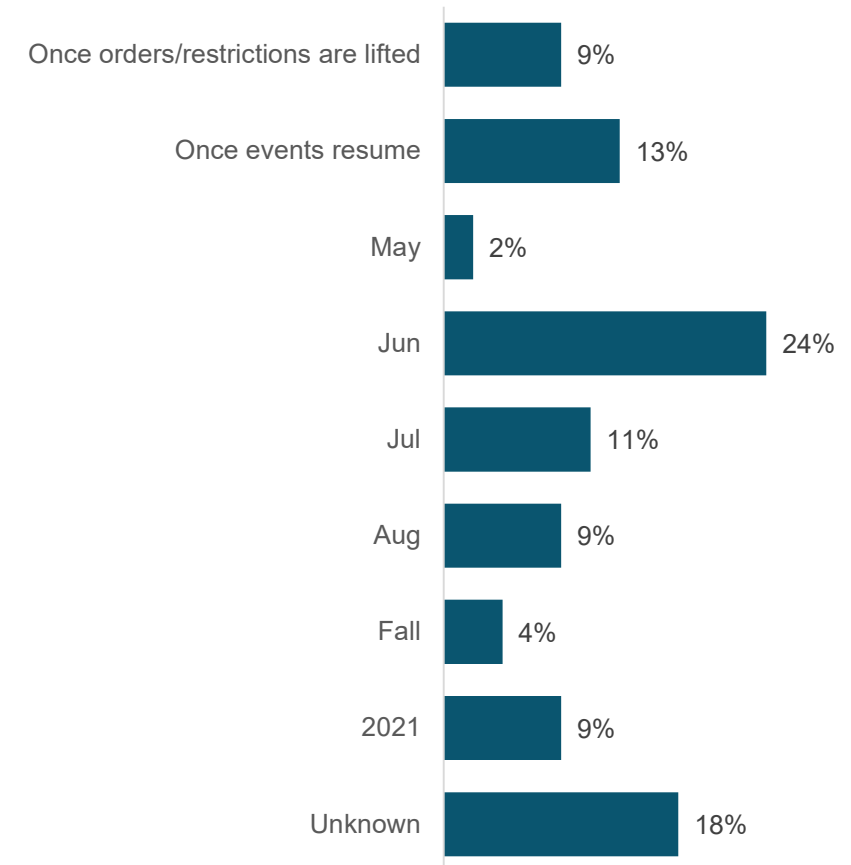
Is your business considered essential?



Are you currently open and offering services?



When do you anticipate re-opening?



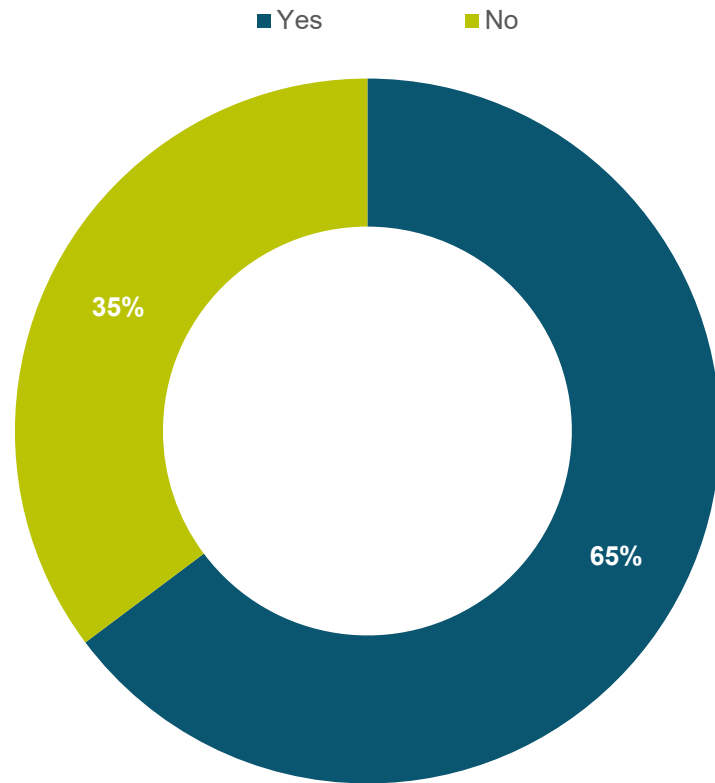


LOAN APPLICATION AND RECEIPT

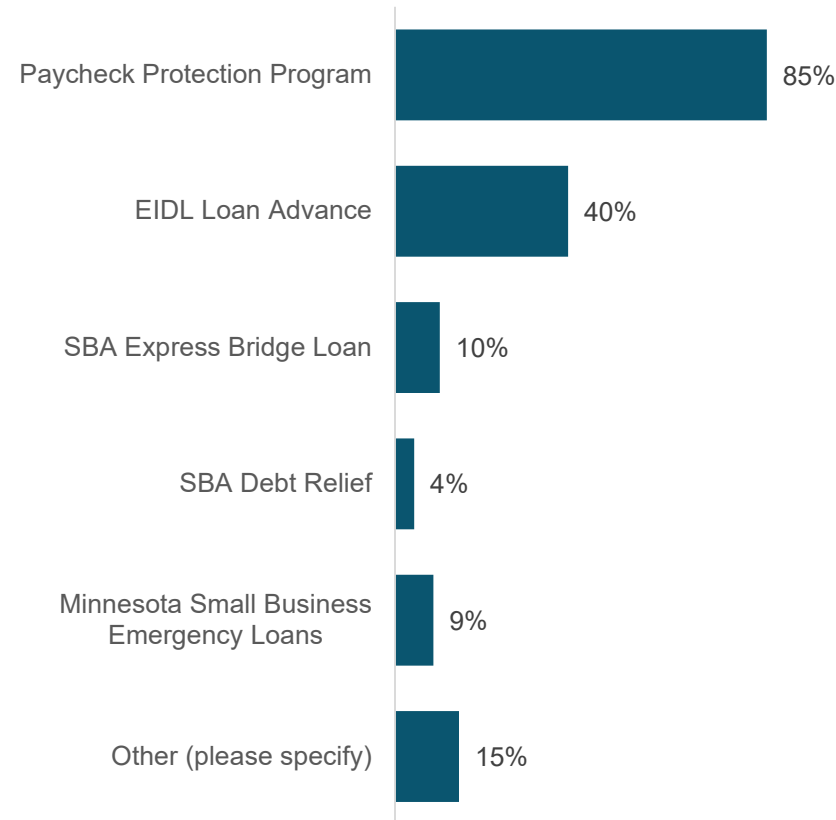
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Did you file for the Paycheck Protection Program, other federal SBA loans or any Minnesota state loans (i.e. Small Business Emergency Loans)?



What relief program(s) did you file for?



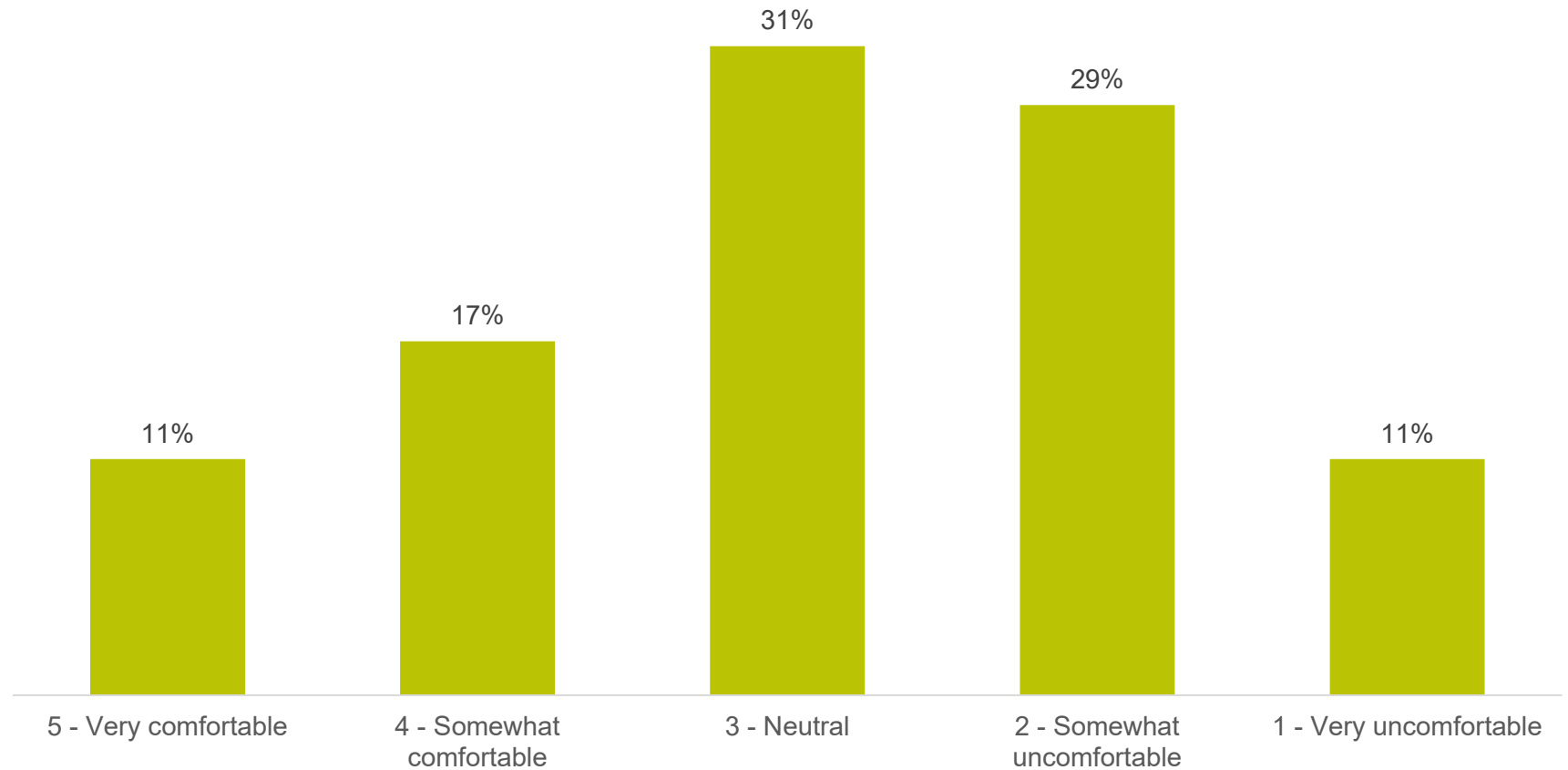
Please indicate what relief program(s) you received.



COMFORT WITH RE-OPENING BUSINESS

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On a scale of 1 to 5, with 5 being very comfortable and 1 being very uncomfortable, how comfortable are you opening your business?

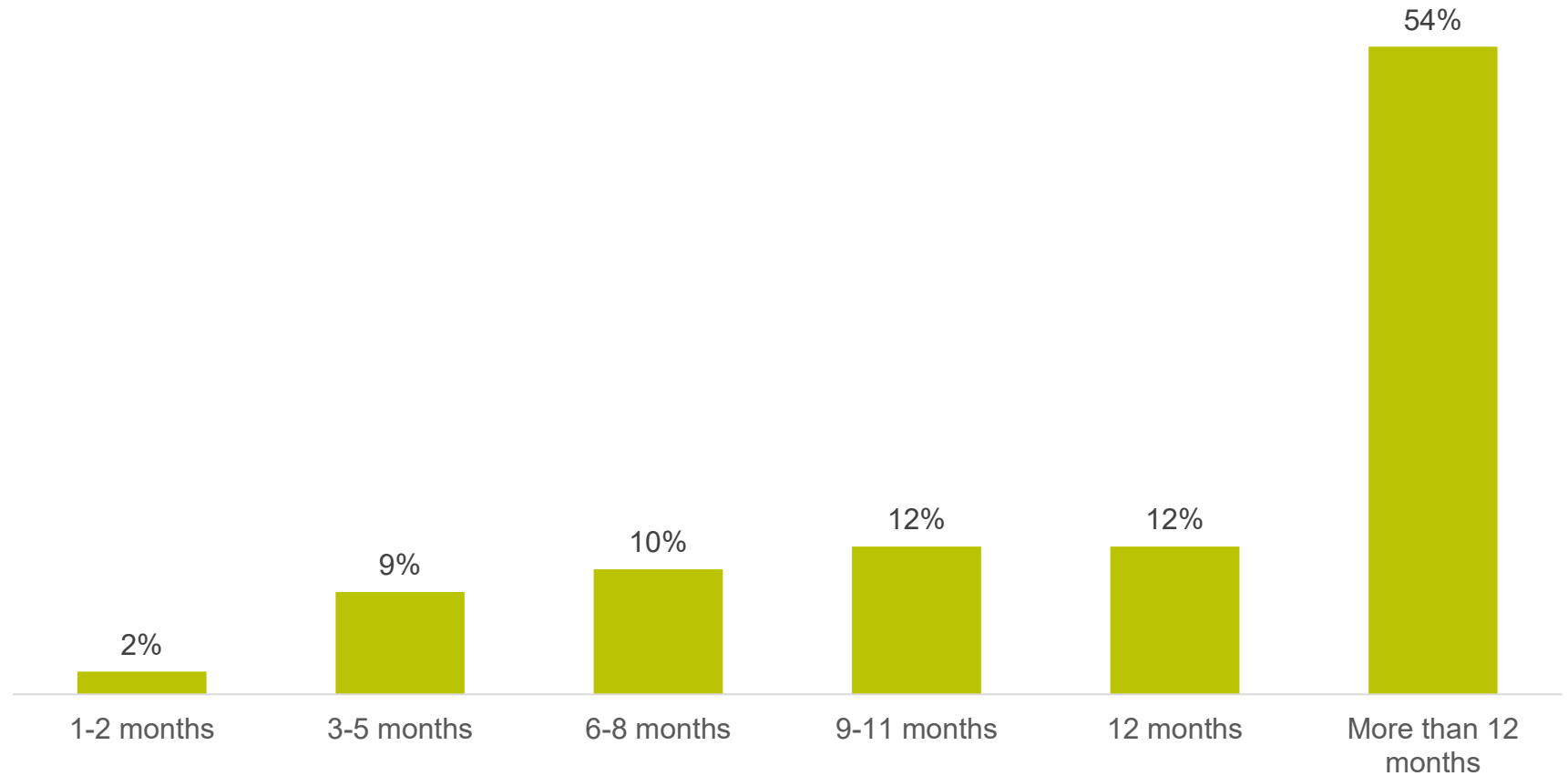


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RETURN TO PRE-COVID BUSINESS LEVELS

Data collected between May 11 and May 25

How long do you estimate it will take for your business activity to return to pre-COVID levels?



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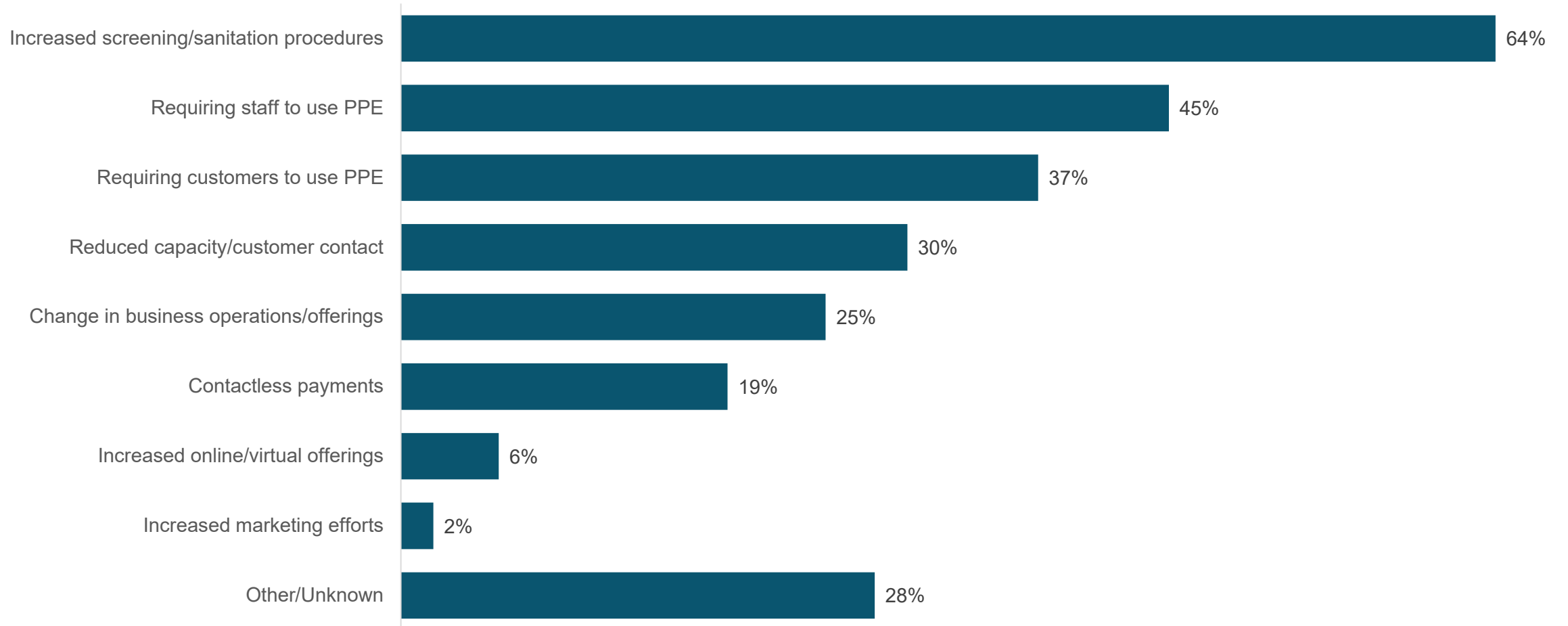


LONG-TERM CHANGES

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N = 105

As a result of COVID-19, what long-term changes do you anticipate for your business?





As a result of COVID-19, what long-term changes do you anticipate for your business?

- All listed
- all of the above
- All of the above
- all of the above
- All of the above, new capacity levels
- All of what you mention in the question
- All our running events will have to re configured. Our office will be able to modify and we can work from home for the time being.
- all the normal event protocol changes that are coming
- Business via e mail or web site
- change in office operations, added expense to retrofit safety measures, increased sanitation measures...
- Changes in contracting with vendors, need for smaller and more frequent events, much of a higher need for Hybrid meetings
- Changes in sanitation procedures, providing protective/sanitation equipment
- Changing our guest and customer service practices. Modifying guest flow throughout our venue.
- closing of business
- Contactless payment, PPE, change in service
- Contactless payments, increased sanitation procedures.
- contactless payments, sanitation procedures
- Continue to waive change fees
- Created a safety plan for the office that details a temp check, no outsiders allowed in. Hand sanitizer with temp check. No meetings in the conference room, Meeting at the upstairs bar only.



As a result of COVID-19, what long-term changes do you anticipate for your business?

- Decreased staffing and enrollment, smaller events
- Definitely increased sanitation procedures.
- Disinfecting procedures, ppe for staff,
- Diversifying my revenue streams
- Events will never be the same
- Expect all the Physical Distancing measures named - staff who can working from home; others staggered work shifts; new prospects and new customers; more set expectations
- Following all Safety Guidelines and more.
- For being a DJ business we are self contained meaning we go into a venue/event and set up ourselves so we can have very little contact with people. Sanitation and masks will become a priority until a vaccine is here. We already have contactless payments in place so the changes may not affect our business as much as the next company.
- Guests wearing masks they provide themselves, continued additional product and labor for disinfecting and cleaning, extra care and resources into social distancing, and more.
- I am not qualified to answer this question. Best answer will be from our General Manager
- I don't EXPECT any long-term changes. The only delay to returning to normal business levels will be the interference by the government. Any business owner who doesn't "fall in line" won't be listened to and will be treated with disregard. As will be the case with this survey as well.
- I think PPE and increased cleaning measures will be needed. I think the groups traveling will be smaller also.
- If we need to implement significant PPP, safety, sanitation, and social distance measures longer-term, our business will not survive.
- Increased cleaning procedures and personal protective equipment. We will need to setup our events different than we have in the past.
- Increased marketing - increase in costs for production of video equipment
- Increased marketing, offering PPE to customers, more cleaning. Likely reduced hours and WFH options.
- Increased PPE for all, increased sanitation, service standard changes
- Increased sanitation



As a result of COVID-19, what long-term changes do you anticipate for your business?

- Increased sanitation practices, ppe for employees
- Increased sanitation procedure, pivot to new way of doing business, slimmed down operations
- increased sanitation procedures
- Increased sanitation procedures
- increased sanitation procedures
- Increased sanitation procedures and distancing will probably be in place for a while. We will likely continue to offer virtual options for at least another year.
- increased sanitation procedures, less tours of event space, new food and beverage policies in place
- Increased sanitation procedures, PPE for staff (hopefully not customers), fewer unrelated people per vehicle, such as shuttling groups of people for events, higher operating costs requiring price increases.
- Increased sanitation procedures, requiring/offering PPE for staff & potentially guests (based on MDH/CDC recommendations), disposables/compostables for bar service.
- Increased sanitation, office re-structure
- Increased sanitation, ongoing integration of new virtual programming
- Increased sanitation, staff training, smaller group sizes for the foreseeable future
- Increased sanitation.
- Increased sanitation. we removed any shared items like dishes, coffee maker, stereo, etc. reduced number of people in the venue to continue social distancing. We will likely change our business to a shared studio space with members alone in the space, or we will close all together.
- increased sanitation. PPE for staff, capacity limits, etc.
- Increased screening of employees. Increased personal hygiene protocol
- Increased studio cleaning, no hugs handshakes, etc. and as little contact as possible.
- Just increased sanitation



As a result of COVID-19, what long-term changes do you anticipate for your business?

- Less paper signatures, selling masks. Renting sanitation stations.
- Limited number of visitors (capacity management); increased sanitation;
- Lots of cleaning and more expenses
- Masks and increased sanitation
- Masks for attendees, and cashless system for attendees
- Minimal contact with public. Social distancing.
- More PPE, less customer contact.
- More virtual meetings
- N/A
- n/a
- New service model will be a part of offerings
- Online ordering. wearing pipe. increased sanitation.
- Our business involves group large quantities of people for efficient and cost effective transportation. In a socially distanced bus, we can get 7-10 people. Additionally, we will have significant cleaning adjustments, PPE, etc
- Our business primary focus is in rewards and recognition for Fortune 500 companies. A larger portion is in the travel arena which will require our clients having comfort to travel. Alternatively we do offer a rewards platform that allows awardees to chose gifts they desire. We have yet to see how these services will impact the places our employees will work and what engagement we will have with our clients.
- PPE AND INCREASED SANITATION
- PPE for all, contactless payments, increased sanitation, increased physical distancing, updated layouts, contactless service measures, limited menu offerings
- PPE for staff and participants in various areas More cleaning of items used at races.
- PPE, increased cleaning, new ways of holding events



As a result of COVID-19, what long-term changes do you anticipate for your business?

- PPE, INCREASED DISINFECTING AREA (VEHICLES & OFFICES), NO ONSITE COOKING/POTLUCKS, (WE HAVE BEEN) DOING ZOOM MEETINGS WITH OFFICE STAFF-WORKING FROM HOME.
- PPE, increased hand sanitizer available, social distancing, occupancy numbers
- PPE, increased sanitation
- PPE, sanitation procedures, new F&B procedures, new set procedures.
- PPE, social distancing making live events impossible.
- procedures in place for increased sanitation. more working from home options. less in person meetings with clients.
- reduced events, masks, contactless payments, increases sanitation, larger spaces, more spread out.
- Required PPE
- Required PPE, increased security and tracking measures, increased sanitation in spaces
- Requiring personal protective equipment for staff and increased sanitation procedures
- Requiring personal protective equipment of staff/customers, contactless payments, increased sanitation procedures,
- Requiring personal protective equipment of staff/customers, contactless payments, increased sanitation procedures, and keep people individually not in groups
- Requiring personal protective equipment of staff/customers, regulating guest behavior, finding the margins to support our business with much smaller points of sale, mandated event/group sizes for gatherings, restrictions on service, styles, eating and drinking in groups, in PPE, etc.
- Requiring some PPE, increase in sanitation. Ability to WFH for at least another 60 days.
- Robust cleaning and disinfecting, socially distance room set-ups and occupancy, eliminate buffets from menu, individual servings from catering, safe egress after events, shields for bar personnel,...
- Since we are in the live event business on the production side, when we are back to live audiences all crew members will distance and wear PPE.
- Size limits for number of attendees will be our biggest challenge for the next year or so. We will have a hard time booking future events, as well, with so many couples & companies feeling apprehensive to spend money & time planning events that could get canceled due to a pandemic.



As a result of COVID-19, what long-term changes do you anticipate for your business?

- Still fully unknown but masks and protective gear can not hurt.
- TBD
- Temp Checks, PPE for all, Increased Sanitation,
- To be decided by corporate offices
- Too early to say.
- Various changes will be required. Too early to determine full extent of details required.
- We are a service provider, so no customers come into our office. We will likely offer a rotating WFH schedule to keep the staff count lower in the office; require masks for employees, and increased sanitation in office.
- We are putting a plan together right now. It will include a complete rethinking of how we do business from the basics such as increased sanitation, PPE for employee to using technology to minimize touch points in the restaurants, check-in etc..
- We have already instituted Personal Protection. As we are in the transportation industry, we are working on installing dividers in all of our fleet.
- We have already put into place these procedures, since we are open.
- We will need to add PPE, contactless payment, increased cleaning procedures and readjust the furniture in our space both inside and out. We also expect to make about 50% less than normal weeks of operations due to the amount of people allowed in our space. People likely won't book events in the way they did before. So we will lose event revenue for 2020 and beyond.
- What qualifies as long term? Many customers have ask us to go contactless payments, which we have. Increased sanitation procedures/frequency. Many of out facilities has turned to making P.P.E., i.e., face shields, face masks, protective shield for lobby/teller type applications.
- Whatever are the requirements
- Working from home, team members learning a new skill within the company

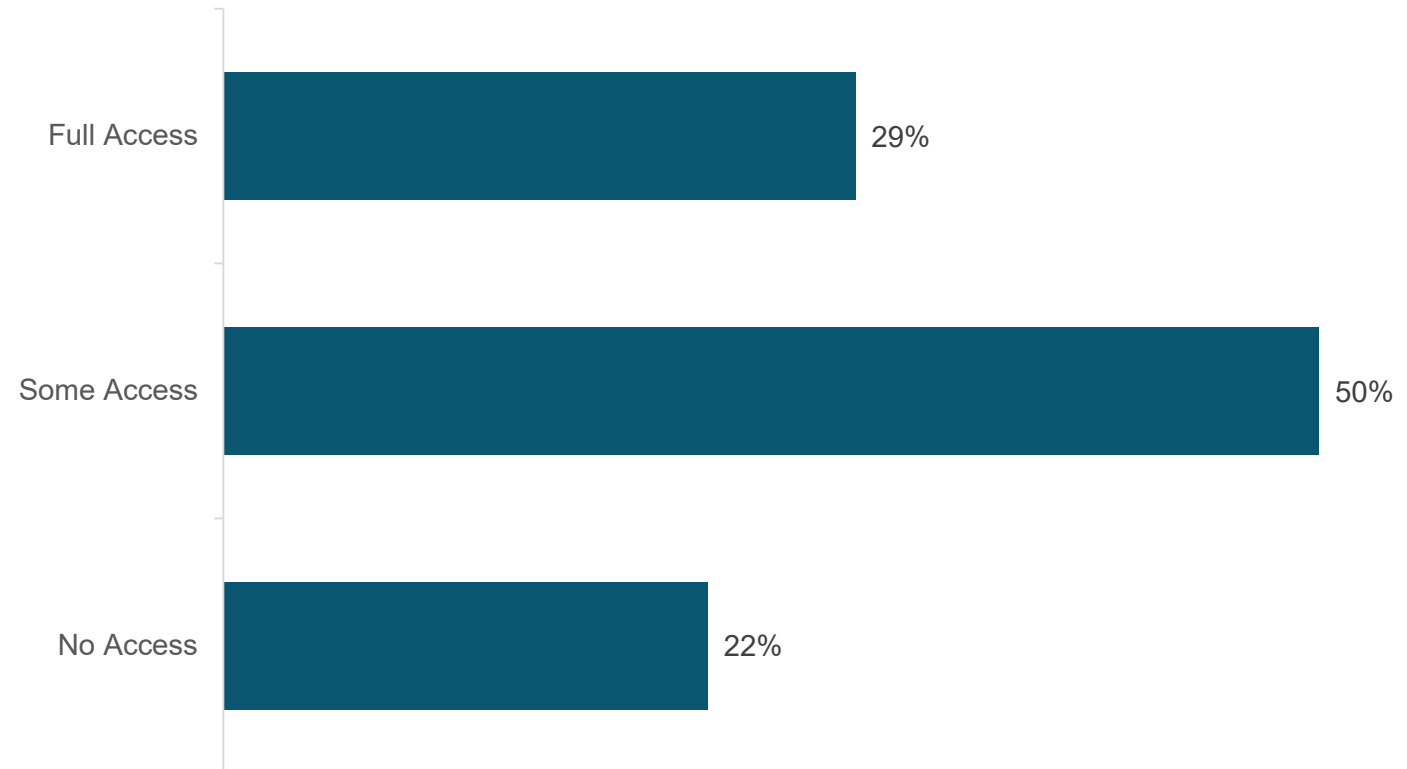


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ACCESS TO PPP

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How much access do you have getting personal protective equipment (masks, gloves, plastic face shields, plexiglass, etc.) for your employees?



Please explain how we could support your business during this time.

- Actual meetings to discuss problems. More shared information
- Advertise in the Growler Magazine.
- Advertising that we are open.
- Advocate with the state to acknowledge the challenges for hospitality industry. We were deemed non-essential, but not included in the Governor's declarations (unlike restaurants)
- Advocating for the Events Industry by making sure we have a seat at the table and that we are able to provide best practices for safely doing live events again.
- An increased presence on any social media and publication of our new website when it is operational
- Become a resource for PPE and a voice for the event industry to the Governor's office
- Book meetings locally.
- Bring business when we re-open
- Collaborating with local officials (state, city, county) to implement the necessary procedures and get the support we need to continue reaching our guests and customers.
- Continue networking events virtually. Keep us informed on city changes, truth, not fear.
- Continue promoting the businesses that are open.
- continue recruiting events.
- Continue sending leads appropriate to our business.
- Continuous training and resources to train us on how to reopen and what meetings/events will look like.
- Create a voice for the event/tourism industry. I do not believe this business sector has gotten any attention or special assistance from government, yet are a huge aspect of what make our communities engaging and unique. Yet these businesses aren't getting talked about in nearly the same way that restaurants, breweries, bars, etc. are.
- Do everything in your power to have meeting business return to Mpls
- Driving any visitors who need virtual solutions to us



Please explain how we could support your business during this time.

- Ensure the government truly understands the powerful impact to the industry and it's not just opening the doors - it's a long term impact. Ridiculous trying to get any of the COVID loans.
- For any organization planning virtual meetings, Preferred Speakers has a host of celebrity and professional speakers that are prepared. These virtual events are proving to be highly successful! Furthermore, most celebrities are willing to present / perform at a reduced fee, in some cases 50% and even more reduction.
- Free or reduced price access to existing or new promotional publications & other ad vehicles; Initiate and coordinate joint promotions for attractions
- Get contracts for masks and cleaning supplies.
- Get rid of our governor
- Get the word out to politicians about how the events industry is being impacted, lobby on our behalf.
- Good question. I don't think you can help in having more testing of asymptomatic people to determine healthy people can return to "normal" activities and work as long as containing spread with prescribed measures.
- Government advocacy
- Help create an opportunity for venues and caterers to participate in the State's decisions about re-opening live events safely.
- Help gain awareness of businesses restarting/welcoming back the public Advocate more strongly for the travel/hospitality/entertainment sectors
- Help to strongly promote our event venues and services both locally and nationally.
- Help us figure out grants, loans or other ways of securing funds so we can continue to operate until things come somewhat back to normal.
- Help us find PPE, help us promote our business
- I can't think of anything specific,... we just need in person meetings to come back!
- I continue to promote Minneapolis and Minnesota, key points of how well people are following the shelter at home order and working hard to keep people safe. How creative stores and restaurants are thinking to reopen safely.
- I don't know. I feel this is the nail in the coffin for many restaurants and event venues that were already suffering with increased expenses due to raising minimum wage without tip credits. Many venues had already closed and more doors are closing permanently on a weekly basis with the virus.



Please explain how we could support your business during this time.

- I'm not really sure. At this point I feel my annual investment will not be a benefit to me.
- Information on the status of hotel openings/closings, meetings forecast for Q3, Q4 2020
- It would be great to convene theatre/entertainment venues and restaurants to share plans and potential reopening dates. The theatre industry will need "full court press" in the media to reopen.
- It would be great to get information regarding new scheduled events as well as notices regarding dates of rescheduled events. This would be for the purpose of understanding what future industry activity might look like, not used for the purpose of lead generation.
- Keep business coming in the city
- keep providing options for us in connecting with other members.
- Keep up the great work!!!!
- Leadership, Special Taskforces
- Marketing to their audiences for my team building activities and online shop
- Maybe publishing ways for event vendors such as myself to find alternative clients?
- More leads when business starts to return
- More options in advertising. I feel that my business placement on Meet Minneapolis portal receives no traffic.
- Mostly provide referrals for our services in the future, but in the meantime provide webinars and ideas of ways to keep people interested in events and help us figure out ways to bring people together while social distancing.
- Networking. I would like to stay connected to my industry.
- no idea at this time
- Not fully sure but you are doing a great job with this survey and by sharing information.
- Not sure since we can't operate until events start happening again



Please explain how we could support your business during this time.

- Not sure--need to consider. Thanks for asking!
- Offer assistance with job recruitment for displaced workers, offer greater assistance generating business with suburban hotels (not just Downtown Hotels), and more interaction with hotel properties.
- petition the governor to open up businesses - too many are going to go dark - a real tragedy for small business owners AND their employees
- Promote buying local
- Promote our businesses when the time is ready.
- Promote us! Generate partnerships between organizations that would benefit for both parties.
- Raising customer awareness for the value of virtual meetings, and using a professional meetings & events planner to ensure venue and provider contracts include vital clauses to protect the customer.
- Really our biggest need is to educate and push clients for a future event to book as they typically would. This secures the DJ company you wanted for your event and if the event gets postponed we'll do transfer all deposits onto their next event date. We are seeing clients who have a wedding or event in September or later do the wait and see approach. If they do that certain partners for their event will not be available. They will have to choose whomever is available rather than getting who they wanted. Think of it as 2 years of events will take place in 1 year. This also helps the small businesses to keep money coming in to stay open and somewhat healthy. We are losing out on our "final payments" for events since they are not happening today. Deposits to secure help in so many ways right now. We have a policy in place to help our current clients during this pandemic. In short I'd be happy to talk in more detail about what I wrote about and for the industry in general (events/entertainment).
- Refer business to Midpointe Event Center once we are able to open. We have a large venue and potential outdoor space with social distancing options.
- Resources & content to help as we continue to make decisions regarding stay at home and reopening. Access to open conversations or forums where we can all discuss our most current issues, pain points and questions, etc.
- Send clients!!!
- Send local tourists to us and get them outside recreating for their physical and mental health. www.kinnicreek.com
- Send out Promotional items to help promote MPLS for when convention's come back. Also just as a way to stay in touch with future events

Please explain how we could support your business during this time.

- Set a plan to return to normal business in the next 2-4 months. The Covid-19 virus is far less a danger than the reaction warrants. It is your responsibility to our industry to push this return to normal as quickly as possible.
- Share our website as a resource for nonprofits seeking volunteers (virtual, in-person, pro bono and in-kind needs) or for volunteers wanting to help out - www.handsontwincities.org
- Still trying to figure that out
- The best way to help Slang Productions at this time is to help connect us to opportunities for virtual events and communications (i.e. video production, connecting virtually on a larger scale platform such as Microsoft Teams Live or traditional webstreaming platforms) As events cancel, we would benefit from Meet Minneapolis recommending out services to pivot their communications to virtual.
- The newsletters with local updates and links are very helpful. VSP has been a great resource connecting me to my local counterparts.
- there is nothing you can do.
- To help promote my business once the limitations are lifted.
- Updates on what venues are doing and plans to reopen. What events will look like in the future.
- We are hopeful to host groups again summer 2021 so any leads is greatly appreciated!
- We can provide PPE, shields, cloth face masks, floor graphics , customer checkout shields and more.
- We could use more print work.
- We need to work with you to develop a plan to bring people back to the Twin Cities for our 2021 event. What regional reach/marketing resources can you share to help promote the new view for travel and spending time in our Twin Cities.
- We will likely be shifting to micro-events and photo shoots in particular. I'm looking for help at finding clients for photo shoots especially. Ongoing members would be fantastic.
- Webinars on how to conduct business in new environment. I would do monthly and react to current trends
- When business does ramp back up I think communicating what clients are looking for from vendors as far as policies and procedures they would like to see in place would be helpful. We've all learned that we are adaptable so adapting to their needs would be beneficial to all!
- When things are up and running, use and refer those businesses you have built relationships with. Promote value over encouraging discounted services.
- WITHOUT CONVENTIONS OR CORPORATE TRAVEL OR SPORTING EVENTS OR SCHOOLS/COLLEGES NOT IN SESSION WE HAVE NO PASSENGERS TO TRANSPORT.



Please provide any additional information you would like us to know.

- A lack of action, quickly, to stem fears and return to normal business practices will destroy our industry. As one of our industry associations and as a connection to MN government, it is your responsibility to fight for us and our businesses.
- As a third party mtgs & event planning company, we are somewhat dependent on the virus and whether or not "in-person" meetings will happen again.
- During this time we appreciate any help our partners provide to keep the needle moving during this unique time. Many small businesses will be unable to reopen. If we find potential clients not moving forward with plans like usual (especially wedding clients in 2021) then many of us in the industry will collapse.
- If there is a general way to advertise our PPE availability, I am open
- I'm available for any task force work, committee's to lead Special Events//Shows and Concerts into the future
- Keep 'er movin'.
- n/a
- n/a
- No Thanks You
- None
- Only part of our business deals with events. The event portion is literally on hold until the fall or later. Luckily we have other business units that can carry us. I feel for my colleagues that are 100% special events only.
- Thank you for the opportunity to participate in this survey. We appreciate any support you can offer during this unusual time.
- Thank you for your support!
- thanks for your efforts
- Thanks.
- The vendor aspect of this is a very interesting spot to be in. We have to wait for corporations to be comfortable with traveling and being close to each other before we can get our "close to normal" business back



Please provide any additional information you would like us to know.

- This isn't a very well-designed survey. Some of the questions required more context or weren't relevant. The first question (what type of business are you) only allowed you to select one answer, but we have a couple of different businesses and it would have been better to use a "check all that apply" type of question. One question asked about our comfort level in opening our storefront establishment and "we don't have a storefront" was not an option (we don't). There was a question about getting PPE for our employees, but we are all working remotely right now and while we are still operating, all of our public-facing events have gone remote and our museum is closed. So while we don't have access to PPE we also don't currently need it, and there was no way to communicate that in the survey. I hope you all get some useful information from this, but the survey could have used some work.
- Until large scale events are allowed to convene, until we can develop solutions in front of us for social distancing, we are not able to operate our business as such. We need to find partners who find value in getting in front of customers virtually, and as restrictions ease, find small activations that we can execute safely, to add meaningful engagement for our customers and partners.
- WE APPRECIATE ALL BOTH VISIT SAINT PAUL AND MEET MINNEAPOLIS ARE TRYING TO DO. IT'S A VERY DIFFICULT TIME RIGHT NOW. TRAVEL SAFE & BE WELL.
- We are an event company that can do live streaming for companies that need to connect with customers or employees
- We are fully operational & you can always depend on us.
- We had hoped to launch creative interactive workshops for this year with our artisan community this year but that likely won't happen. Instead, we are building a platform to promote our artisans and it would be great to be able to launch that with Meet Minneapolis somehow to get more eyes on it and to support our women artisan community.
- We know you are struggling financially as well, so thank you for all you are doing.
- We're open 7 days a week for reservations with cabin, fly fishing and kayaking. www.kinnicreek.com
- When do you think the Governor will allow bars, restaurants and event centers to open again?