



Request for City Council Committee Action from the Department of Intergovernmental Relations

To: Council Member Betsy Hodges, Chair

Referral to: Ways and Means

Subject: Accept donation from the Downtown Council of usage and related support for the usage of the skyway for the annual Minneapolis Legislative Holidazzle party.

Recommendation: Accept donation from the Downtown Council of usage and related support for the usage of the skyway for the annual Minneapolis Legislative Holidazzle party.

Department Information

Prepared by: Melissa Reed/IGR

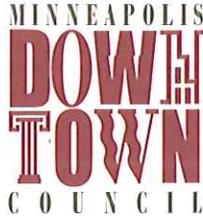
Presenters in Committee: Melissa Reed - IGR

Financial Impact

- No financial impact

Background

The Minneapolis Downtown Council seeks to donate usage and related support for the usage of the skyway between the Young Quinlan Building and the "Target Store Block," near the intersection of 9th St. and Nicollet Mall on Friday, December 16th, 2011.



December 7, 2011

Council Member Barbara Johnson, President
Minneapolis City Council
350 South 5th Street, Room 307
Minneapolis, MN 55415

Dear President Johnson:

Writing on behalf of the Minneapolis Downtown Council, I want to thank the City of Minneapolis and the Minneapolis City Council for your financial support of the Target Holidazzle Parade.

The Friday after Thanksgiving commenced our 20th Holidazzle Season, with fifteen nightly parades, and entertaining 300,000 people along Nicollet Mall over those nights. The parade was televised by WCCO-TV and several rebroadcasts are planned. We marketed the parade and related downtown events through inserts in the Star Tribune newspaper throughout the Metro Area. Your investment in the parade causes many returns to the City of Minneapolis, not only through the economic impact of so many visitors in downtown, but also for the public relations value of an award-winning event, free and open to the public, for fifteen nights.

It has been our consistent practice to supply a fully-equipped viewing space to celebrate all major sponsorships of the Target Holidazzle Parade. Your support qualifies you to have one of our larger viewing areas to allow for additional guests. We have selected Friday, December 16, 2011, to be your night for the City Council and guests to view the parade. The viewing site will be the skyway between the Young Quinlan Building and the "Target Store Block," quite near the intersection of 9th Street and Nicollet Mall. Because there will be public officials present, we will maintain our practice of supplying private security on either end of the skyway to maintain safety.

As is customary for all of our sponsorships, we are supplying only the equipped space for viewing the parade. If you want to have food or related hospitality on hand, please make arrangements with a qualified caterer at your sole discretion.

The Target Holidazzle Parade has become an established holiday tradition for our community. Thank you for your support of Target Holidazzle.

Sincerely,

A handwritten signature in black ink that reads "Sam W. Grabarski". The signature is fluid and cursive, with a large initial "S" and "G".

Sam W. Grabarski
President & CEO

SWG/snm
cc: Steven Bosacker, City Coordinator

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