



TO: Mayor Shaun Sipma
Members of the City Council

FROM: Jonathan Rosenthal, AICP, Economic Development Administrator

DATE: February 24, 2021

SUBJECT: ENTERPRISE FUND POLICY FOR AGREEMENT BETWEEN CITY OF MINOT & MINOT CONVENTION AND VISITORS BUREAU (MCVB)

I. RECOMMENDED ACTION

1. Recommend approval of policy pertaining to December 21, 2020 Enterprise Agreement with Minot Convention and Visitors Bureau, Inc. (MCVB).

II. DEPARTMENT CONTACT PERSONS

Jonathan Rosenthal, Economic Development Administrator	420-4524
David Lakefield, Finance Director	857-4774
Brian Billingsley, Community & Economic Development Director	857-4147
Kelly Hendershot, City Attorney	857-4755

III. DESCRIPTION

A. Background

This policy for the MCVB Recruitment Management Plan is a follow-up to the approval of a legal agreement adopted by the City Council at its regular meeting on December 21, 2020.

B. Proposed Project

The policy details the recruitment policies pertaining to the legal obligations of the Minot Convention and Visitors Bureau (MCVB) to the City of Minot (City) regarding disposition of funds for sports organizations receiving funds for events.

C. Consultant Selection

N/A

IV. IMPACT:

A. Strategic Impact:

The Project is part of the City's efforts to enhance economic stability through increased tourism and for sales for hotels and restaurants hard hit by loss of sales due to the Novel Coronavirus pandemic. Furthermore, such sales will increase sales and hotel tax receipts.

B. Service/Delivery Impact:

This effort, as passed on December 21, 2020 addresses the contraction of revenues for hotels and restaurants due to COVID related restrictions. Expanding their use will help stabilize their income and increase tax revenues paid to the City.

C. Fiscal Impact:

No additional impact to the agreement passed by the City Council on December 21, 2020.

V. ALTERNATIVES

Alt 1: The City Council can send this amendment back to staff for modifications.

VI. TIME CONSTRAINTS

In their approval, the City Council requested submission of this policy on or about February 15, 2021. MCVB events are planned for April 2021 and beyond that could be affected by a significant delay in accepting the amendment. However, a two-week extension to resolve any issue would not adversely affect the final outcome.

VII. LIST OF ATTACHMENTS

A. MCVB Enterprise Recruitment Policy (Management Plan)