

Year End Report 2025





Our Mission

To enhance St. Louis Park and Golden Valley's economy, image and quality of life by promoting the area as a prime meeting and visitor destination.



Minnesota State Statute

M.S. 469.190 Local Lodging Tax (est. in 1983)

Ninety-five percent of the gross proceeds from any tax imposed under subdivision 1 shall be used by the statutory or home rule charter city or town to fund a local convention or tourism bureau for the purpose of marketing and promoting the city or town as a tourist or convention center.

Westopolis is a non-profit 501 (c) 6 organization, governed by a board of directors.

MINNESOTA TOURISM

\$24.7 billion in total economic impact for the state.

Sources: Longwoods 2024; Tourism Economics 2024



81.6 million
total visitors



2.4 billion
state and local taxes generated



\$14.7 billion
visitor spend



182,435
jobs generated

MINNESOTA TOURISM



**In 2024, visitor spending saved
each Minnesota household
\$1,031 in state and local taxes.**

Source: Tourism Economics 2024

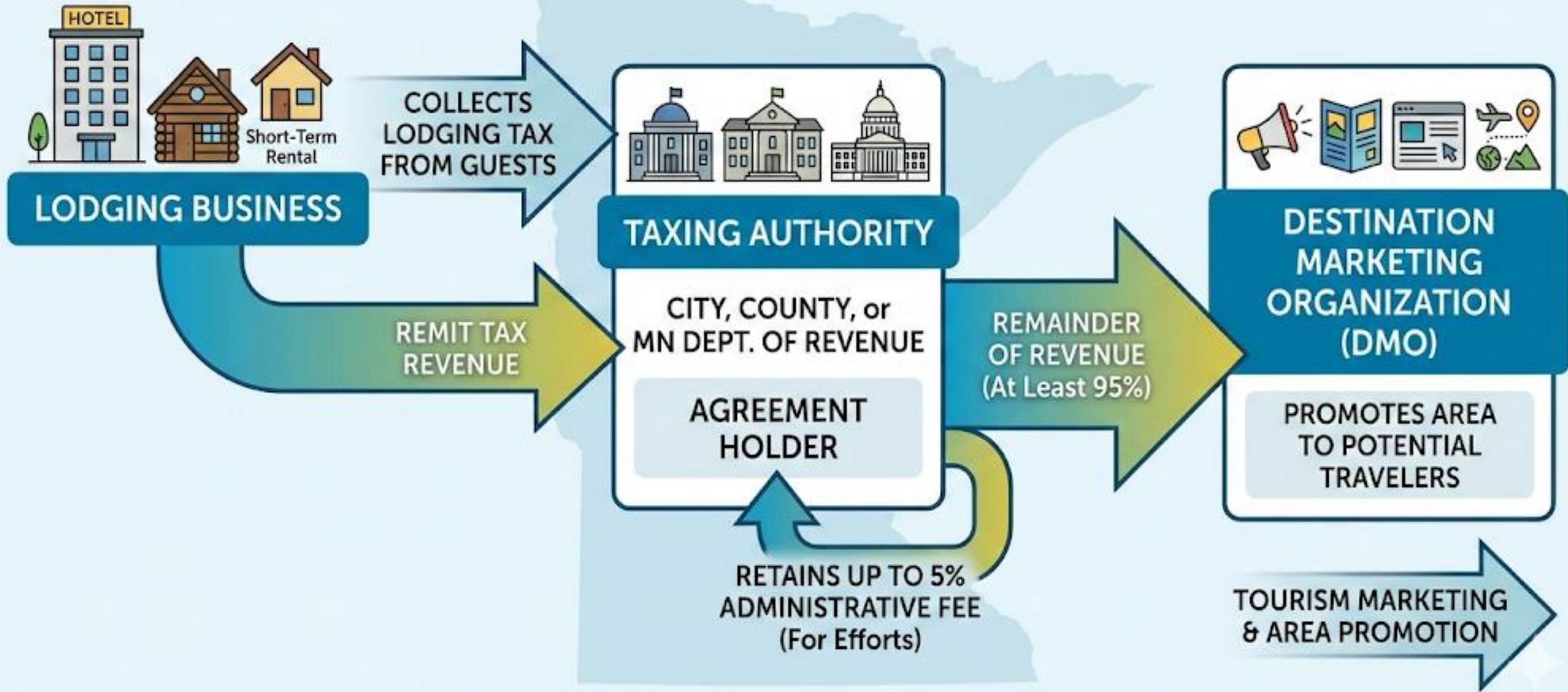
MINNESOTA TOURISM



For every dollar spent in the state of Minnesota on lodging, there's a five to seven times trickle effect to the local economy.

Source: Tourism Economics 2024

Collection and Distribution Flowchart

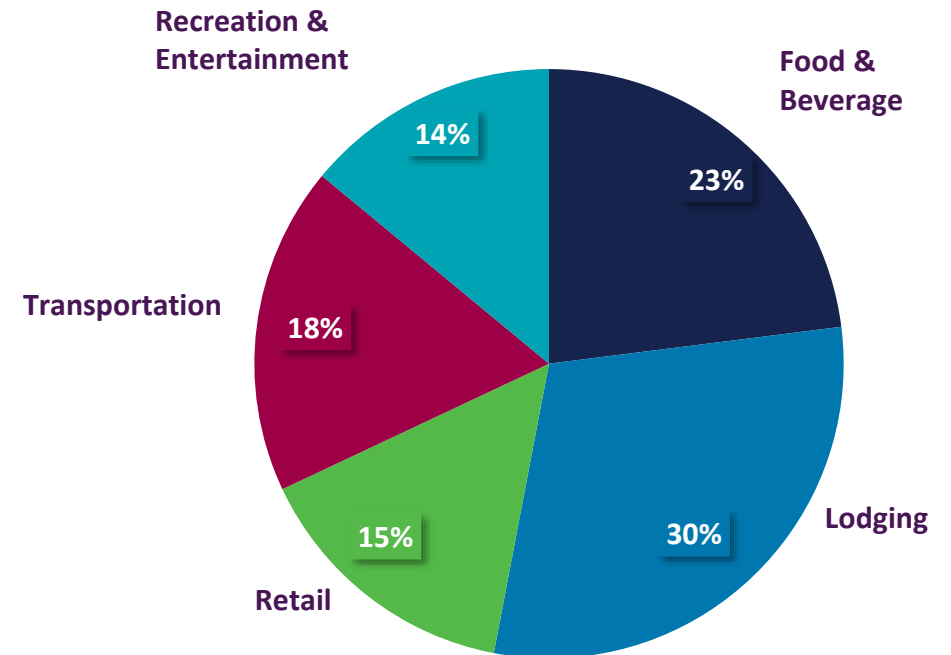


2025 WESTOPOLIS ECONOMIC IMPACT

Tourism generates vitality. It employs a high volume of people and supports existing businesses, while stimulating the development of new business and event opportunity.

- St. Louis Park and Golden Valley, brought in hotel guests that generated **more than 98 million** in visitor spending throughout our communities.
- **10%** of all spending in St. Louis Park and Golden Valley came from visitors.
- **71%** of all St. Louis Park and Golden Valley visitors come from out of state.
- Another **13%** of all spending is from local visitors, non-residents within a 50-mile radius.

Travel Spending by Sector
Hennepin County



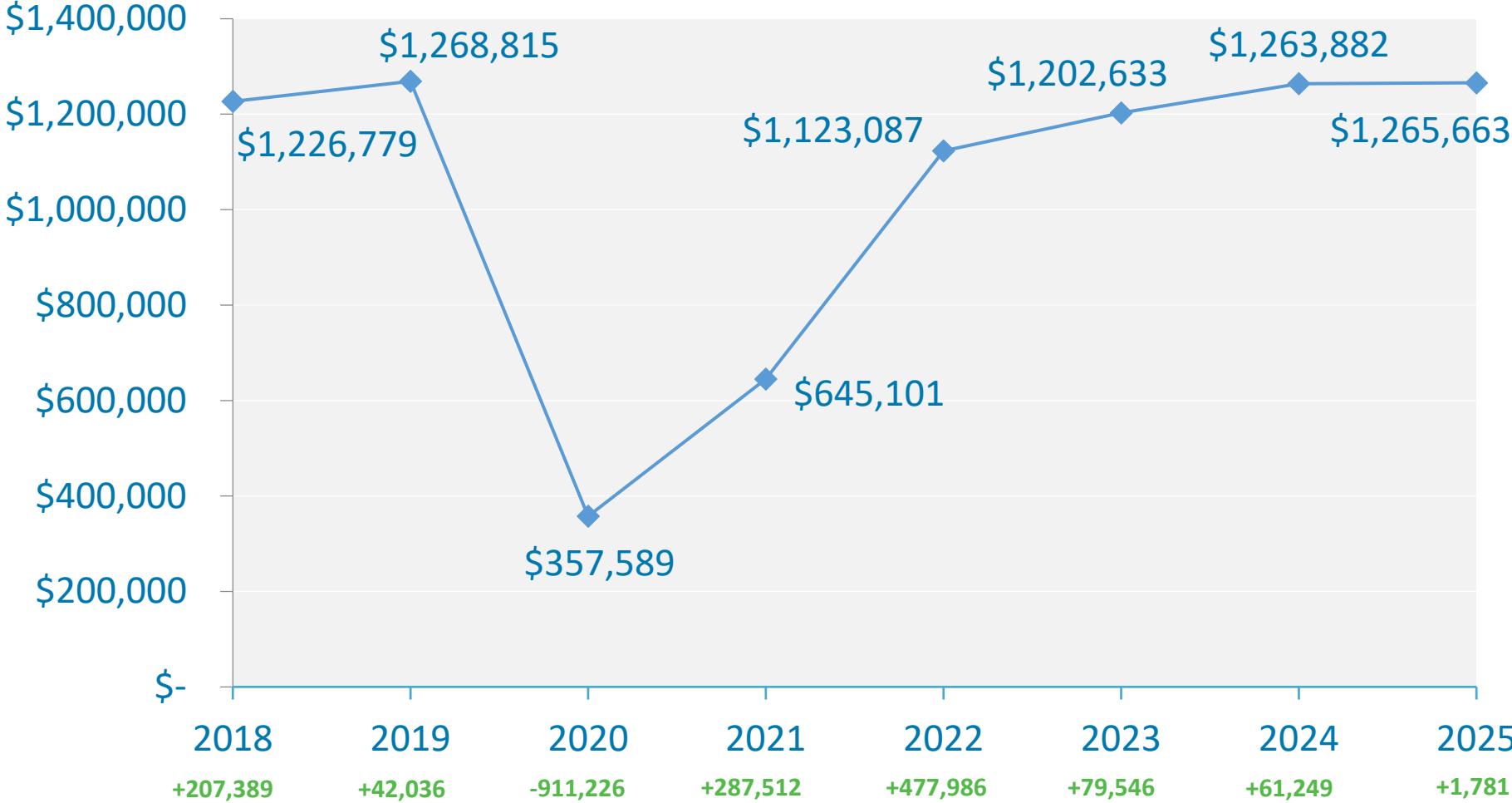
NINE HOTEL PROPERTIES

We track the monthly performance of Westopolis hotels:

- AC Hotel by Marriott Minneapolis West End
- Courtyard by Marriott Minneapolis West
- DoubleTree by Hilton Minneapolis-Park Place
- Holiday Inn Express & Suites Minneapolis (Golden Valley)
- Homewood Suites by Hilton West End
- Minneapolis Marriott West
- Ramada by Wyndham Minneapolis Golden Valley
- SpringHill Suites by Marriott Minneapolis West
- TownePlace Suites by Marriott Minneapolis West

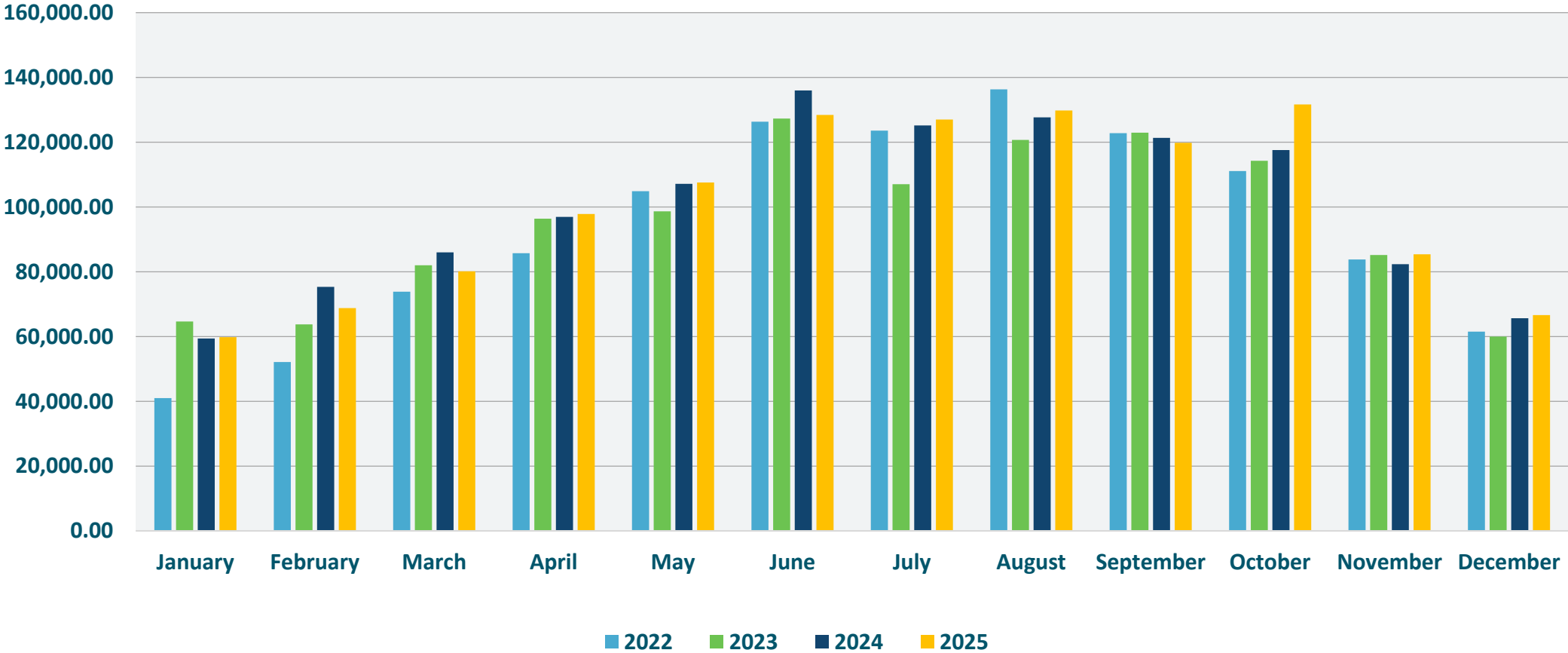


LODGING TAX SUMMARY

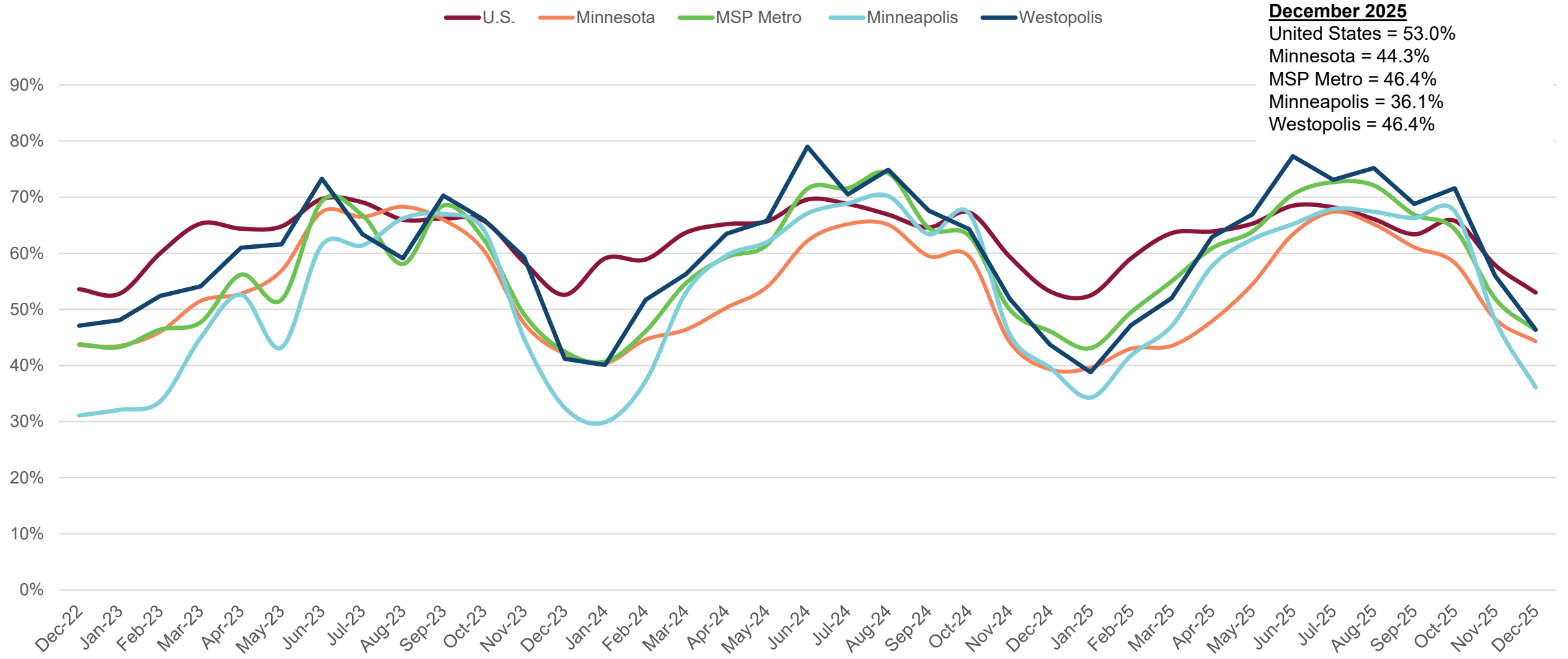


LODGING TAX

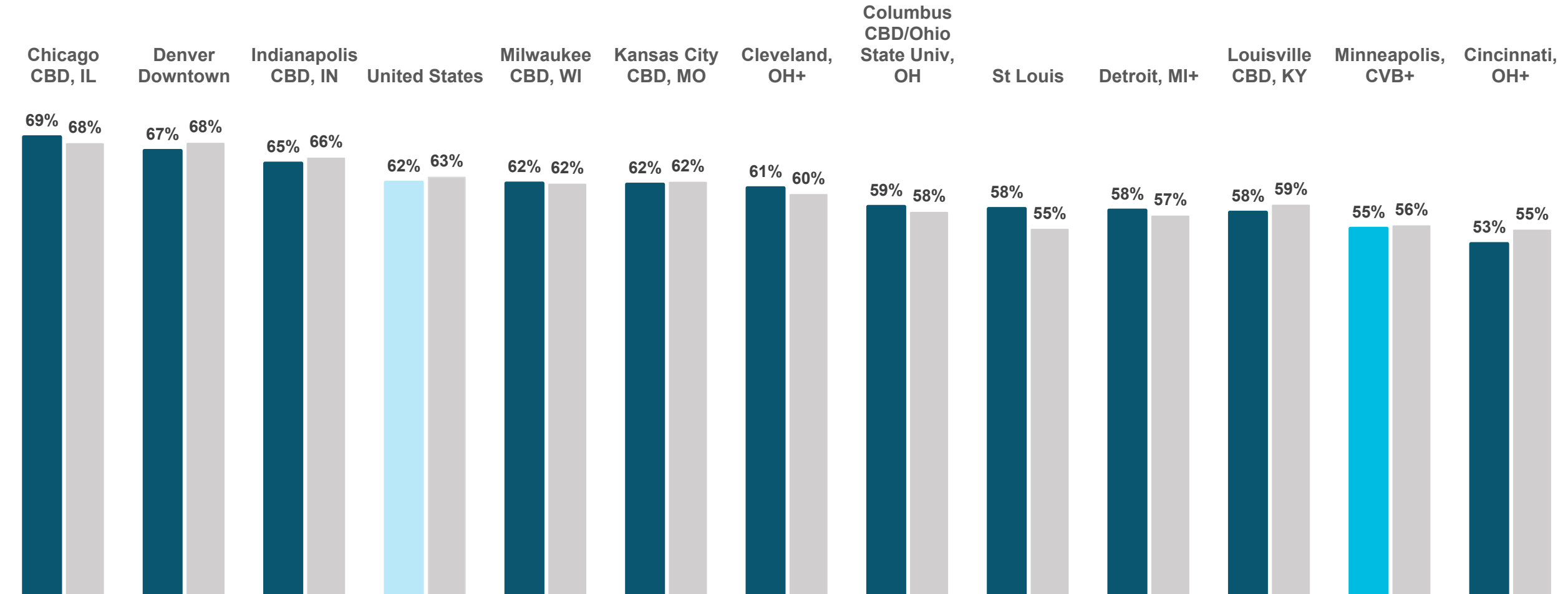
St. Louis Park and Golden Valley Combined



OCCUPANCY – MONTHLY COMPARISON



YTD OCCUPANCY DEC 2025 vs. YTD DEC 2024

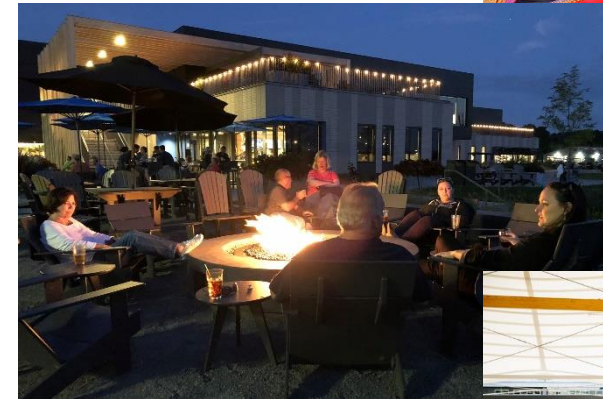


Source: STR

2025 Sales Summary

January 1 - Dec 31, 2025	Lead Count	Room Nights
Internal/Cvent	195	66,136
Meet Minneapolis Partnership/MN Sports & Events	510	2,480,164
TOTAL	705	2,544,300
YOY % Increase/decrease	8%	74%

Notes:
 Internal reunion & wedding leads were up 12% from 2024
 Cvent total leads were down but the awarded leads were up 29% from 2024
 Meet Minneapolis and MN Sports & Events leads were up significantly YoY



2025 Marketing Summary

Email

- 1.4 million recipients
- 18.2% average open rate
- 36,314 clicks (2.59% CTR)

Display Advertising

- 5.5 million impressions
- 2,810 clicks (.5% CTR)
- **797 hotel stays**

Radio

- 23.8 million impressions
- 603 spots
- KFAN, TWINS, MPR, The Current

Search Engine Marketing

- 119,900+ impressions
- 14,208 clicks (11.85% CTR)
- 107 website conversions

Paid Social Media

- 2.7 million impressions
- 39,407 clicks (1.96% CTR)
- 32,795+ engagements

Streaming Video

- 997,035 impressions
- 98.8% completion rate
- **190 hotel stays**

TikTok

- 18,875 followers **↑ 59.5%**
 - 41,500 likes
 - 776,800 impressions
 - 18,909 engaged viewers
- Hop On A Bike: 197,000 views

Facebook

- 12,550 followers **↑ 28%**
- Top Post: MinnesoThai
- 443,735 impressions
 - 1,757 engagements

Instagram

- 2,937 followers **↑ 35%**
- Top Post: Meet the Mayors
- 31,368 views
 - 1,612 engagements

Social Media: 2025 vs. 2024

PARTNERSHIPS





WESTOPOLIS.org

**ST. LOUIS PARK ✨
GOLDEN VALLEY**



QUESTIONS?

Minnetonka Boulevard Twin Homes Redevelopment 5639-5707 Minnetonka Blvd

City council study session

March 9, 2026

Recommended action:

- Discuss Greater Metropolitan Housing Corporation's (GMHC) application for financial assistance for its Minnetonka Boulevard Twin Homes redevelopment.

Policy considerations:

- Is the EDA/city council supportive of:
 - entering into a purchase and redevelopment contract with GMHC;
 - entering into subgrant agreements for existing grants; and
 - providing financing up to \$400,000 from the Affordable Housing Trust Fund (AHTF)?

Minnetonka Blvd. Redevelopment Site



REDEVELOPMENT TIMELINE



Greater Metropolitan Housing Corporation

- Founded in 1970 to expand affordable housing and homeownership in Minneapolis
- 1,971 homes built or renovated (\$282.5M+ total development)
- Recent buyers: 79% people of color; 79% first-time homebuyers
- Focus on neighborhood stability and innovative, energy-efficient housing development

Homes Within Reach

- Nonprofit community land trust (CLT) serving suburban Hennepin County since 2001
- 300+ households served, all earning below 80% of Area Median Income (Average AMI 58%)
- CLT model: sells homes while retaining land to keep housing affordable
- Creates lasting affordability while empowering working families to build equity and achieve long-term stability

Minnetonka Boulevard Twin Homes

- 8 homes in 4 attached structures (individual lots)
- 3–4 bedrooms, ~1,750–2,000 sq ft per home
- Buyers at 60–80% AMI; ~\$250K average sales price
- Permanent affordability via 99-year CLT ground lease



Minnetonka Blvd. Twin Homes

- Home design features
 - Front porches
 - Attached one-stall garages for each unit and individual driveways
 - Green building principles



Minnetonka Blvd. Twin Homes

- Site work considerations
 - Management of varied topography
 - Reconstruction of alley
 - Cleanup & management of contaminated soils (MPCA RAP approved to address heavy metals, VOCs)



Policy alignment

- Inclusionary Housing
- Green Building
 - Design & construction
 - Adds density
 - Ped/bike & transit oriented
- ATHF policy
- Diversity, Equity & Inclusion
 - Goals and reporting



Sources of funds

- Cleanup grants (Met Council, Hennepin County)
- Hennepin County accelerator loan
- HUD congressionally directed funds
- MN Housing Impact funds
- Private construction loan
- Potential AHTF up to \$400,000



Next steps

- Mar 9, 2026: study session with developer (EDA & City Council)
- Apr 2026: EDA/City review of purchase & redevelopment business terms
- May 2026: EDA & City Council consider contract approval
- June: cleanup & construction begins



Policy considerations:

- Is the EDA/city council supportive of
 - entering into a purchase and redevelopment contract with GMHC
 - entering into subgrant agreements for existing grants, and
 - providing financing up to \$400,000 from the Affordable Housing Trust Fund (AHTF)?

Discussion/Questions?



SAFE STREETS ACTION PLAN

March 9, 2026

What is the SSAP

Safe Streets Action Plan (SSAP)

- Comprehensive Safety Action Plan
- Funded and guided by the Safe Streets and Roads for All (SS4A) federal grant program and a grant from the Minnesota Department of Transportation (MnDOT)
- A roadmap for reducing and eliminating serious-injury and fatal crashes affecting all roadway users
- Guided by the **Safe System Approach**
- Data-driven prioritization
- Commitment to vision zero



Commitment to Vision Zero

Draft Goal:

While eliminating all crashes may be unrealistic, **the city is committing to a Vision Zero goal of working towards eliminating fatal and severe injury crashes by the year 2050.**

This includes a benchmark goal of a 50% reduction in fatal and severe injury crashes by the year 2040.

So...how do we get there?

How we developed the Safe Streets Action Plan

Summer/
Fall 2024

Winter
2024-25

Spring
2025

Summer/
Fall 2025

Winter
2026

SAFE STREETS ACTION PLAN PROCESS

DATA COLLECTION



1 High Injury Locations
High-Injury Network (HIN) and High-Injury Intersections



2 High Risk Locations
Such as schools, 4+ lane roadways, and vulnerable road user crashes



3 Equity Considerations
Such as income, race, age, transit, and employment access



4 Citywide Identification of Needs
Comment map and survey to collect community identified needs and priorities

5 Review of Systemic Safety Concerns



PHASE 2 ENGAGEMENT – AGENCY AND STAKEHOLDER COLLABORATION

IDENTIFICATION OF NEEDS AND PRIORITIES



6 Location-Specific Priorities

7 Identification of Systemic Needs



PHASE 2 ENGAGEMENT (CONTINUED) – AGENCY AND STAKEHOLDER COLLABORATION

IMPLEMENTATION PLAN



8 Identification of Projects

• Draft top project list including key safety concerns and short/medium/long term solutions

9 Identification of Strategies

• Draft policy and programming strategies

PHASE 3 ENGAGEMENT - INTRODUCING DRAFT RECOMMENDATIONS

TRANSPARENCY AND ACCOUNTABILITY



10

- Evaluation Dashboard, Final Action Plan, and Annual Tracking Template
- Final top project list updated based on community feedback
- Final policy and programming strategies updated based on community feedback

ENGAGEMENT BY THE NUMBERS



Over **600** Engagement participants



Over **830** Mapping comments



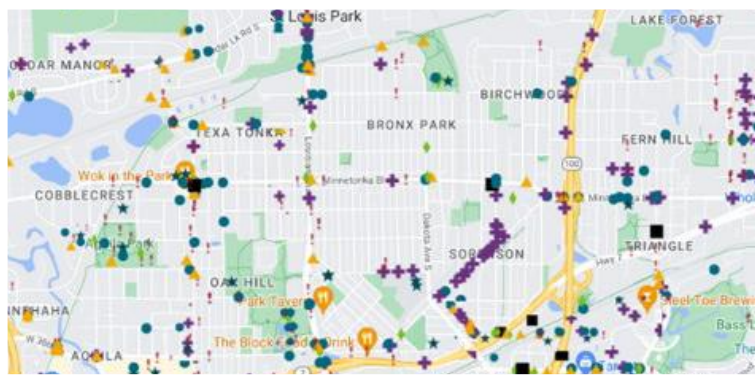
132 Online survey participants



3 Stakeholder Advisory Committee meetings



4 Technical Advisory Committee meetings



3/9/2026



Key Themes from Survey



Traffic Management and Speed Control

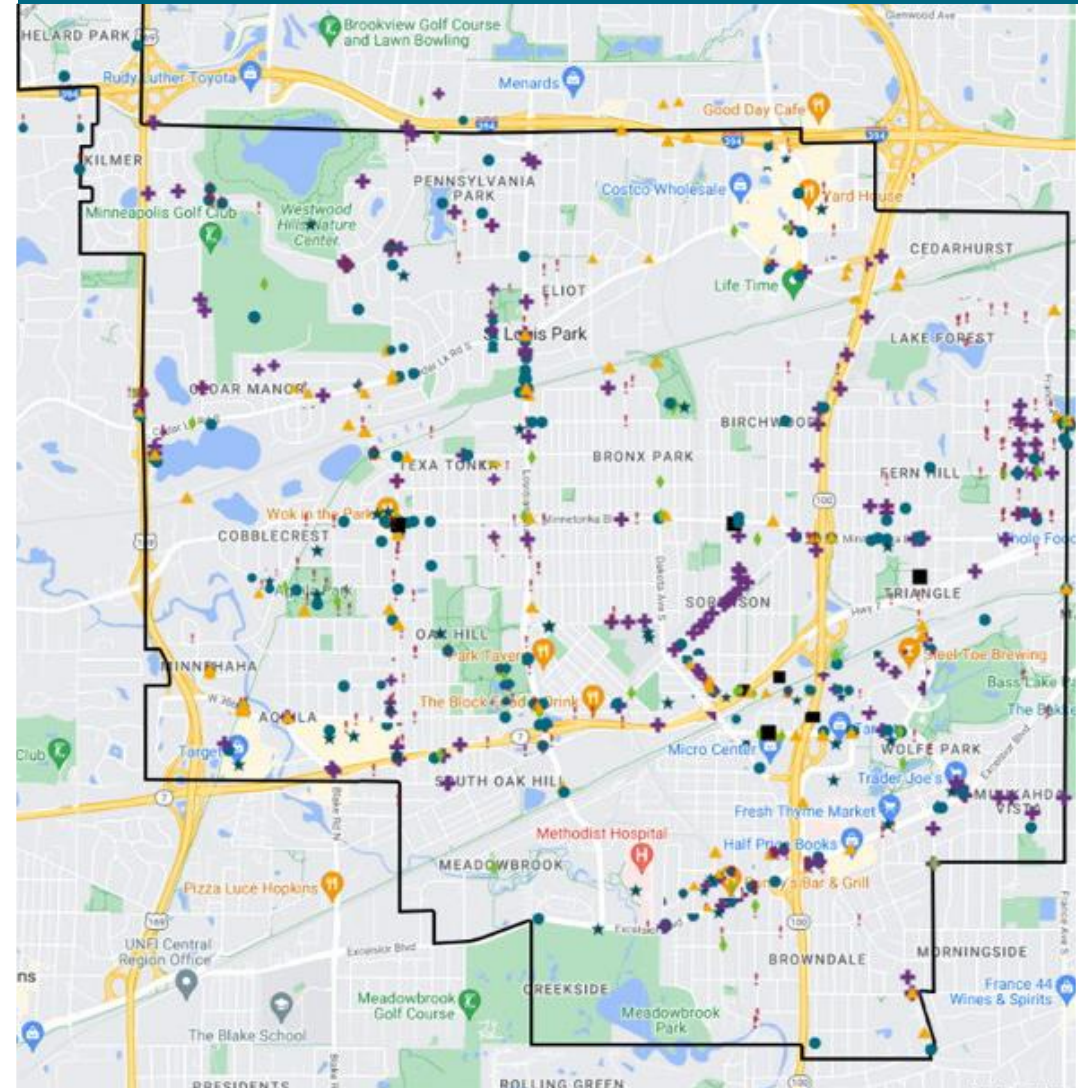


Pedestrian and Bicycle Safety at Intersections



Positive Feedback on City's Multimodal Investments

Key Locations from Map



Developing Strategies

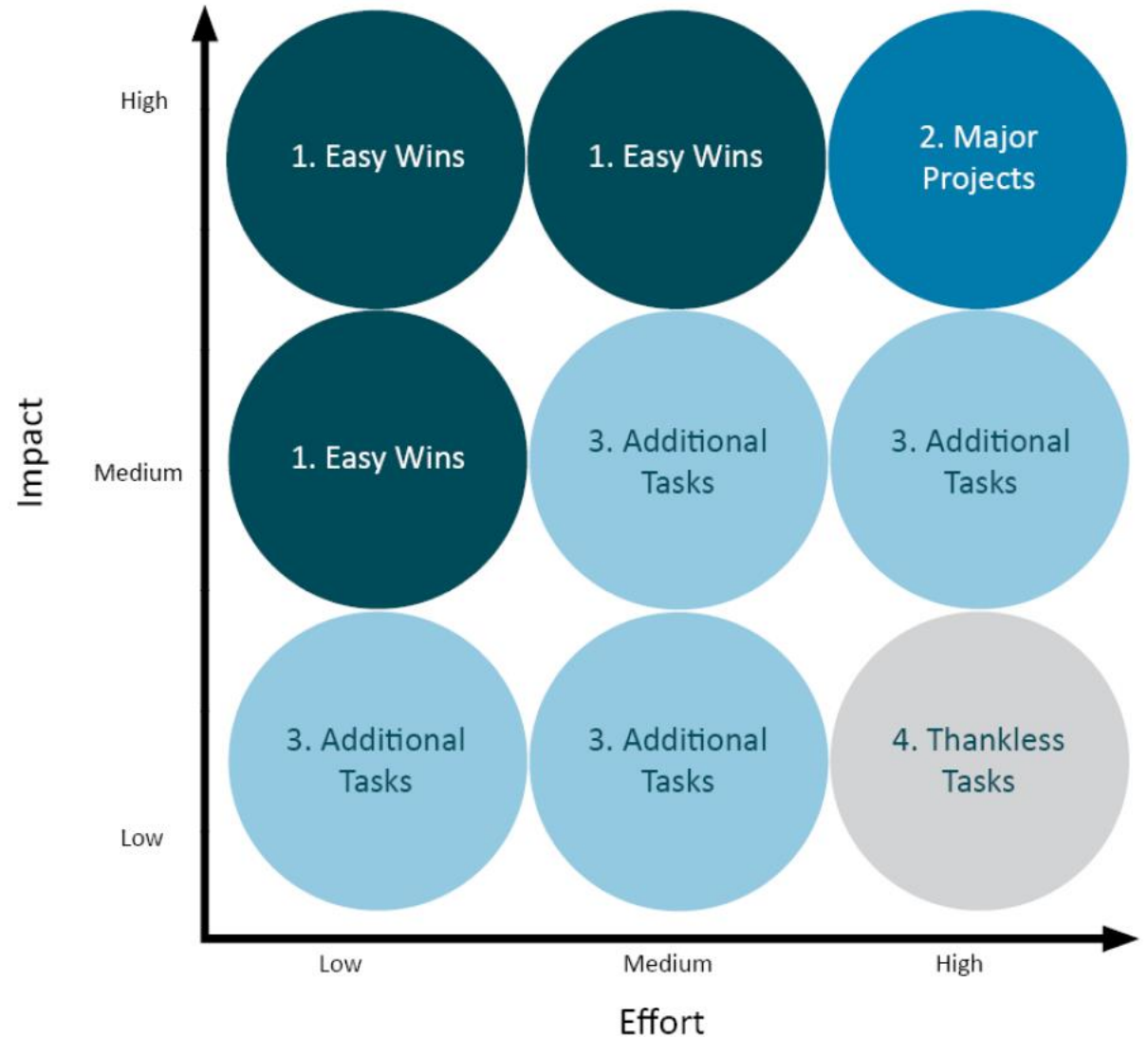
Systemic
Safety
Issues

Review of
Precedent
Plans

Feedback
from TAC /
Stakeholder
Committee

Safe System
Approach

Effort vs. Impact Scale

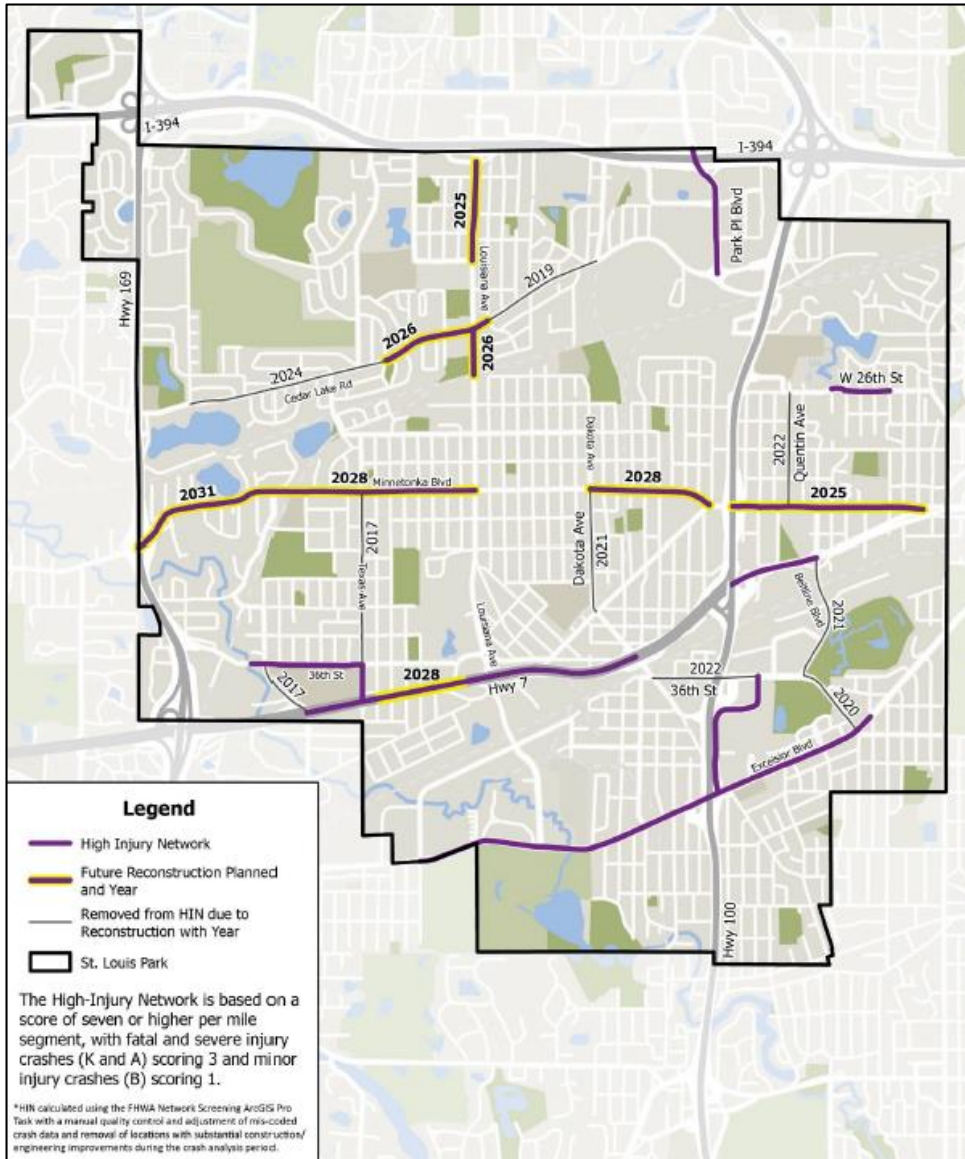


7 Strategies

18 Action Items

1. Infrastructure upgrades
2. Explore New Technology to Enhance Road Safety
3. Reviewing City Policies and Practices
4. Education Initiatives
5. Safe Routes to Schools Programming
6. Incentive Programs
7. Additional Safety Evaluation/ Research

High Injury Network and Top Injury Intersections



The HIN network makes up 7.5% of the road network⁵ and accounts for 61% of fatal and severe injury crashes.

- Over ¼ of the HIN is funded for reconstruction in the next one to four years.
- The city reduced the HIN miles by 20% from 2014 to 2023, due to substantial reconstruction and safety improvements.⁶

Prioritization Map Methodology

High-Injury Locations

- Based on 10-year crash data
- High Injury Network
- Top Injury Intersections

40%

High-Risk Locations

criteria that make a fatal or severe injury crash more likely, regardless of documented crash history.

30%

Equity Considerations

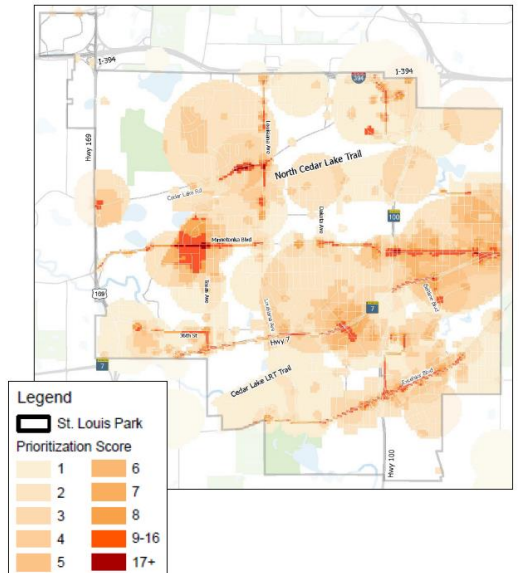
Identifies origins and destinations for high-risk and high-needs users.

20%

Public Feedback

High-density comment locations

10%



Top 28 Priority Locations

Tier 0 = 4

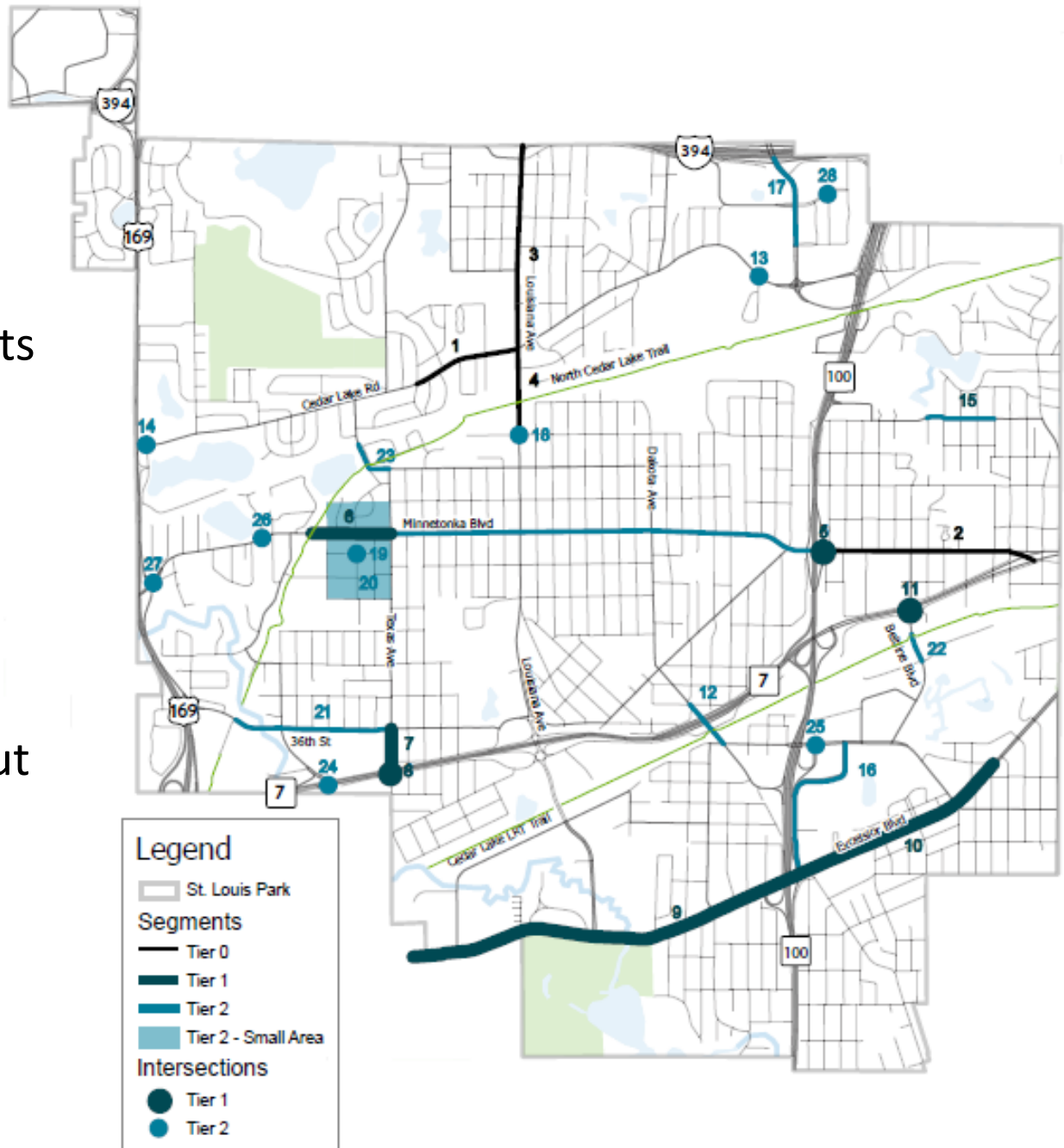
- High scoring locations with programmed projects by 2026
- 4 locations

Tier 1 = 6

- High scoring locations
- Mostly county and state owned
- Unfunded or project funding 3 or more years out

Tier 2 = 18

- Moderate scoring locations
- Mix of city, county and state-owned infrastructure
- Mostly unfunded



TRANSPARENCY AND ACCOUNTABILITY



- Evaluation Dashboard, Final Action Plan, and Annual Tracking Template
- **Final** top project list updated based on community feedback
- **Final** policy and programming strategies updated based on community feedback

What are the Next Steps?

- Public comment period closes March 23
- March 23 Council meeting
- Incorporate public feedback and finalize plan
- April 6
 - Adopt vision zero goal
 - Adopt Plan