



Meet **Minneapolis**
City by Nature

**FREELANCE TRAVEL, LIFESTYLE,
FOOD & DRINK WRITER**
REQUEST FOR PROPOSAL



WRITER SCOPE OF WORK OVERVIEW

- **Meet Minneapolis Organization Overview**
- **Writers Wanted: Experience we're looking for**
- **Content Overview: Content we're looking for**
- **Budget Parameters**
- **Proposal Requirements & Contact Information**

MEET MINNEAPOLIS ORGANIZATION OVERVIEW

Meet Minneapolis is all about promoting the City of Minneapolis and its assets. It's not only our mission — it's our passion. Since our beginning (formerly the Greater Minneapolis Convention & Visitors Association) in 1987, we've had the enviable job of selling and marketing a proven product that we genuinely believe in. The mission of the non-profit Meet Minneapolis, Convention + Visitors Association, is to market, sell and maximize the visitor experience of Minneapolis for the economic benefit of our community.

We accomplish our mission by inspiring and attracting visitors to Minneapolis - providing them with the insider information and resources they need to make the most of their time in the city that we love to show off. We pride ourselves on being the trusted resource for where to go, what to see and what to do in Minneapolis - the iconic Minneapolis landmarks, sites, experiences, annual festivals, attractions, parks, neighborhoods, people, and community gathering places and of course, where we love to eat and drink. The only way to experience Minneapolis is like a local and with Meet Minneapolis you have a friend to help make sure you have a great time!

WRITERS WANTED: WHAT EXPERIENCE WE'RE LOOKING FOR

- Travel, lifestyle, and/or food and drink writing experience preferred
- The ideal candidate would also have extensive knowledge about Minneapolis and a deep passion for showing off the city of Minneapolis to visitors
- Previous experience writing content about exploring and experiencing Minneapolis as a visitor should be noted in application

CONTENT OVERVIEW: TYPES OF CONTENT WE'RE LOOKING FOR

CONTENT OBJECTIVES

- Create content that furthers our position as the trusted source of information for what to do and see, where to go, and what to eat for visitors to Minneapolis
- Create content that showcases the city's vibrant and diverse communities specifically through arts/culture and food/drink

CONTENT TOPICS

Content topics would include subject-matter expert articles and general Minneapolis information. Possible areas of content could include:

- Theater lover itinerary
- LGBTQ owned businesses
- African American owned businesses
- Best music venues in Minneapolis
- Hispanic or Latin restaurants
- How to explore the world through art in Minneapolis
- Museum buff

CONTENT EXAMPLES:

Good examples of our brand voice and how we display a unique part of the Minneapolis food scene:

- **"Most Outrageous Foods in Minneapolis"**
- **"Foods Minneapolis is Known For"**

Good examples of potential topics we would want to write about, and how we want to showcase diversity through art:

- **"8 Ethnic Museums to Explore in Chicago"**
- **"How to Celebrate Juneteenth in Dallas"**

ARTICLE BUDGET RANGE

Dependent upon experience

PROPOSAL REQUIREMENTS & CONTACT INFO

Please contact Amanda Smerlinski, Marketing Manager at amandas@minneapolis.org with the following materials:

- Resume
- Short paragraph about your background, connection to Minneapolis, and which category of content you're interested in writing (e.g. arts, ethnic foods, music...)
- Writing samples that pertain to arts/culture or food/drink in Minneapolis or other destinations if applicable (links acceptable)
- Initial ideas on article topics you'd like to write, or any topics you feel we're missing