

2017 Northfield Tourism Summary

Our mission is to market and promote Northfield, and enhance the economic vitality of the community by attracting visitors, tour groups, corporate meetings, conferences, retreats, and events to Northfield.

In 2017, we fulfilled our mission to attract overnight travelers to our lodging properties by marketing and advertising promotions as well as a number of tourism partnerships. Some highlights include:

- Partnered with the Northfield News to create Visitor & Community Guide
- Attended Explore MN Tourism Conference
- Continued weekly calendar updates and “This Weekend” blog posts
- Celebrated National Travel & Tourism Month w/ Northfield Hospitality Luncheon and Awards
- Attended and participated in Southern MN Tourism Assoc. Meetings
- Attended TAP (Travel Alliance Partnership) Expo with Minne-Roadtrip Partners
- Attended MN Association of Convention & Visitor’s Bureau Conference
- Hosted two writers to create articles on Northfield
- Created “What’s Happening Wednesday” video series which will continue into 2018.
- Strategic Long-Range planning session with 2017 CVB Advisory Board
- Attended Hospitality MN Day at the State Capitol
- Exhibited at the Iowa Home & Travel Show with Minne-Roadtrip partners
- Exhibited at the MN Summer Resource Fair & Group Travel Expos in St. Paul
- Lisa appointed to Northfield ArtsLab Co-hort and MACVB Board of Directors

2017 CVB Advisory Board:

One (1) representatives from the **lodging facilities** located within the City of Northfield

Andy Howe/Sharon Jackson, Northfield Inn (2017)

Two (2) representatives from **arts-based organizations, historical organizations or community festivals**

Philip Spensley, Arts & Culture Commission (2016-17)

TJ Heinricy, DJJD Committee (2017-2019)

One (1) representative of a Northfield **retail** establishment

Cynthia Gilbertson, Northfield Yarn (2017-19)

One (1) representative of a **restaurant** within Northfield

Jenaveve Ball-Pittman, Tanzenwald Brewing Co. (2017-19)

One (1) representative from an **outdoors or recreational sporting organization;**

Robert Stai, The Gear Resource Outfitters (2016-18)

Three (3) **at-large representative**, employed in Northfield.

Doug Bratland, Carleton College (2015-17)

Arianna Eagar, Archer House River Inn & Suites (2016-18)

Laura Meyers, Imminent Brewing (2017-19)

One (1) representative of the **Board of Directors of the Chamber** appointed by the Chamber Board.

Jesse Streitz (2017)

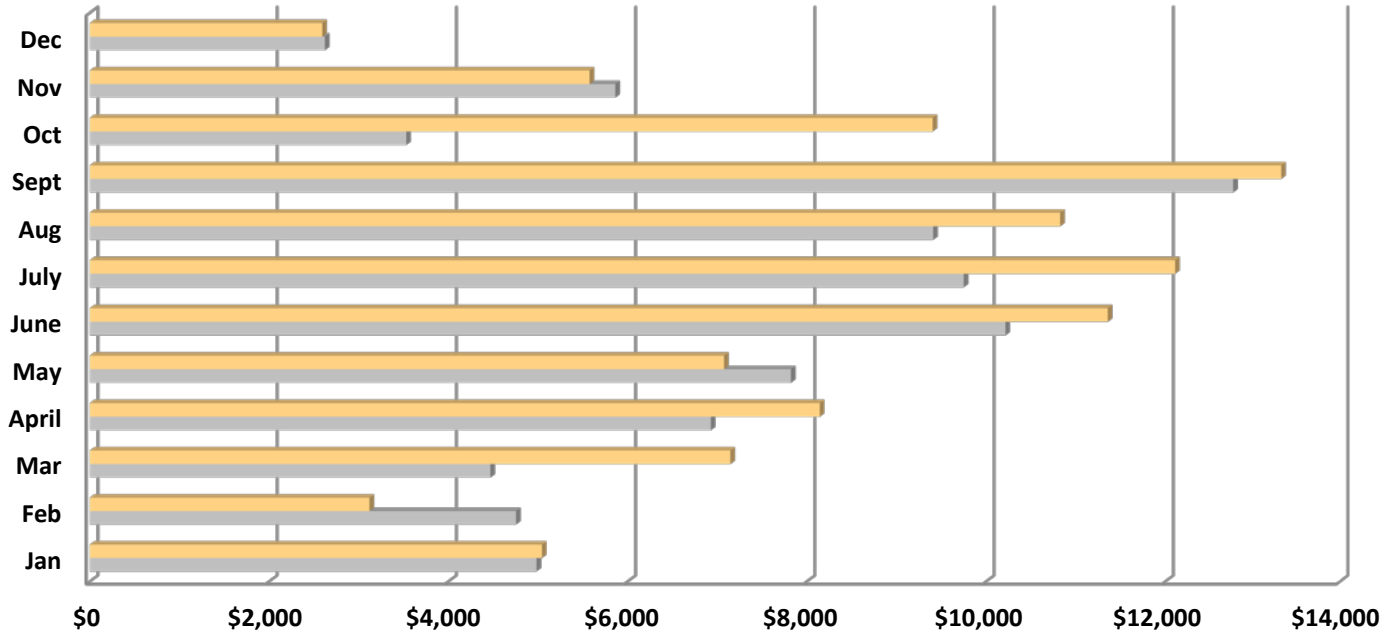
Two (2) representatives to be appointed by the Northfield City Council, preferably a Council Member or the Mayor, and a city staff person.

Jenni Roney, NDDC (2017)

Brad Ness, Northfield City Council (2017)



Northfield Lodging Tax Summary



	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2017	\$5,044.	\$3,120.	\$7,147.	\$8,144.	\$7,076.	\$11,357	\$12,109	\$10,825	\$13,312	\$9,403.	\$5,575.	\$2,594.
2016	\$4,983.	\$4,755.	\$4,469.	\$6,929.	\$7,822.	\$10,216	\$9,750.	\$9,409.	\$12,757	\$3,530.	\$5,863.	\$2,622.

Check Totals Received per month

	2015	2016	2017
Jan	\$ 7,697.14	\$ 10,701.63	\$ 12,076.46
Feb	\$ 3,561.18	\$ 6,701.35	\$ 2,504.57
Mar	\$ 7,417.00	\$ 27,798.81	\$ 7,272.87
April	\$ 3,466.11	\$ 3,293.02	\$ 6,686.03
May	\$ 1,645.20	\$ 4,614.33	\$ 3,095.33
June	\$ 10,124.46	\$ 8,305.85	
July	\$ 9,562.90		\$ 17,334.15
Aug	\$ 4,200.53	\$ 11,456.83	\$ 8,716.54
Sept	\$ 6,843.00	\$ 5,262.19	\$ 4,066.09
Oct	\$ 8,479.94	\$ 13,819.41	\$ 13,563.06
Nov	\$ 9,626.82	\$ 28,121.89	\$ 13,360.12
Dec	\$ 8,831.13	\$ 2,493.21	\$ 10,674.78
	\$ 81,455.41	\$ 122,568.52	\$ 99,350.00

Month Check Received			
Year	Lodging Tax	- Arrears	Total
2016	\$ 122,568.52	34545.38	\$ 88,023.14
2017	\$ 99,350.00	6947.36	\$ 92,402.64
		difference =	\$ 4,379.50



Northfield Convention & Visitor's Bureau

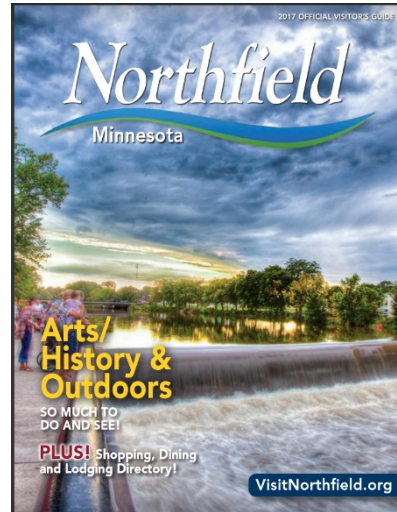
The Northfield CVB is Funded through 3% Lodging Tax on all lodging rooms within the City of Northfield.

The Northfield CVB implements an annual Tourism Marketing budget that ranges between \$20-\$30,000. Marketing programs are developed to include digital, print, content and other forms of advertising/marketing strategies.

2017 Marketing Plan Valued at \$38,389

Northfield CVB Investment= \$17886.50
 Explore Minnesota Grant = \$7,600
 Co-op advertising = \$12,902.50

Media	Impressions Delivered
Explore MN State Travel Guide	300,000
Southern MN Travel Guide	150,000
MN Monthly Magazine	177,800
Midwest Living Magazine	900,000



Print Advertising Total Investment = \$13,705.50
Print Advertising Total Value = \$30,098
 Northfield CVB Investment = \$10,251.50
 Explore Minnesota Grant = \$3,454

State Travel Guides Value = \$23,190
(State Travel Guide & Southern MN Guide)
 Northfield CVB Investment = 5,797.50
 Co-op Advertising = \$17,392.50
 Two-Page Spreads in both publications
 450,000 distribution

MN Monthly Magazine Value = \$1,100
 Northfield CVB Investment = \$550
 Explore Minnesota Grant= \$550

Midwest Living Magazine Value = \$1,340
 Northfield CVB Investment = \$670
 Explore Minnesota Grant = \$670

AAA Living Magazine = \$5,468
 Northfield CVB Investment = \$3,234
 Explore Minnesota Grant = \$2,234

Digital Advertising Total Investment = \$4,181
Digital Advertising Total Value = \$8,291
 Northfield CVB Investment = \$4,181
 Explore Minnesota Grant = \$4,146

RochesterMN.com Value = \$1,215
 Northfield CVB Investment = \$643
 Explore Minnesota Grant = \$608

Orange142 Value = \$5000
 Northfield CVB Investment = \$2500
 Explore Minnesota Grant = \$2500

Facebook Targeted Ads 2 Value = \$1,326
 Northfield CVB Investment = \$663
 Explore Minnesota Grant = \$663

Minnesota Monthly: Digital = \$750
 Northfield CVB Investment = \$375
 Explore Minnesota Grant = \$375

