



Northfield Convention & visitor's Bureau

Presentation to
the City Council
October 18, 2016

Northfield CVB

- Purpose of the Northfield Convention & Visitors Bureau
 - The CVB is organized 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.
- Goals:
 1. Market & Brand Northfield
 2. Strengthen Local & Regional Partnerships
 3. Promote Northfield as an Arts & Recreation Destination
 4. Expand Northfield's Corporate Meeting, Retreat & Tourism Outreach
 5. Establish Baselines for measurement

Northfield CVB

- Funded through 3% Lodging Tax on all Lodging Rooms within the City of Northfield – State Statute
 - Any stay longer than 30 days in a row is exempt from paying lodging tax.
- 95% 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.
- CVB Annual Work plan including Marketing & Advertising Plans, Goals for increasing Lodging Tax & Budget

CVB Advisory Board

Three-year terms shall be held by:

- One (1) representatives from the **lodging facilities** located within the City of Northfield
 - **Jeff Haase, Country Inn & Suites**
- Two (2) representatives from **arts-based organizations, historical organizations or community festivals**
 - **Hayes Scriven, Northfield Historical Society**
 - **Philip Spensley, Arts & Culture Commission**
- One (1) representative of a Northfield **retail** establishment
 - **Cynthia Gilbertson, Northfield Yarn**
- One (1) representative of a **restaurant** within Northfield
 - **Craig Korvela, Fielder's Choice Tap & Table**
- One (1) representative from an **outdoors or recreational sporting organization**;
 - **Robert Stai, The Gear Resource Outfitters**
- One (3) **at-large representative**, employed in Northfield.
 - **Doug Bratland, Carleton College**
 - **Arianna Eagar, Archer House River Inn & Suites**
 - **Open Seat**

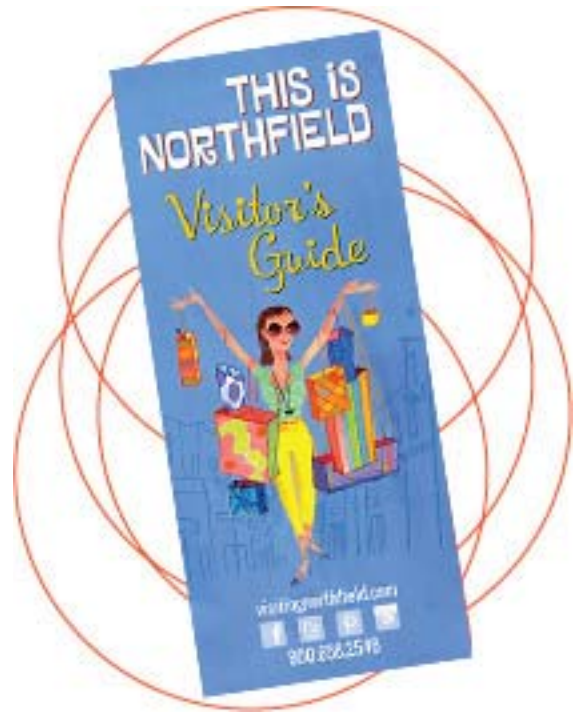
One-year terms shall be held by:

- One (1) representative of the **Board of Directors of the Chamber** appointed by the Chamber Board.
 - **Jan Hanson, St. Olaf College**
- Two (2) representatives to be appointed by the Northfield City Council, preferably a Council Member or the Mayor, and a city staff person.
 - **Chris Heineman, City of Northfield**
 - **Jessica Peterson White, Northfield City Council**

Daily CVB Activity

- Phones, walk-ins, emails, on-line requests
- Sending out information to individuals, travel centers and tourism partners
- Updating Website(s) & Calendar of Events
- Posting to Social Media & developing followers
- Creating Marketing Materials
- Placing advertising & seeking earned media/free publicity
- Setting, developing & retaining Group Tours
- Tracking budget, lodging tax, reporting analytics
- Participating in industry organizations: Southern MN Tourism Association; Minnesota Association of CVBs; Hospitality MN, Tour MN Association, Explore MN Tourism and connecting with regional tourism partners through the Minne-Roadtrip partnership.
- Local partnership meetings; Colleges, NDDC, Historical Society, Arts Board to better feature historic downtown, college activities, arts, calendar of events, cooperative advertising, group tour itineraries

Marketing



2016 Northfield
Visitor Guide

2016 Explore
MN State Travel
Guide Ad

THIS IS NORTHFIELD

WINTER WALK
SECOND THURSDAY
IN DECEMBER
An evening of
unique holiday
shopping, dining
and fun!
VisitingNorthfield.com

DEFEAT OF JESSE JAMES DAYS
First weekend after
Labor Day • DJJD.org

**NORTHFIELD
HISTORICAL SOCIETY**
SCRIVER BUILDING
NorthfieldHistory.org • 507.645.9268

THE RARE PAIR
RarePair.com • 507.645.4257

NORTHFIELD YARN
NorthfieldYarn.com • 507.645.1330

NORTHFIELD ARTS GUILD
WELCOME
507.645.8877
NorthfieldArtsGuild.org
CENTER FOR THE ARTS

THE MEASURING CUP
507.644.9152
MeasuringCupOfNorthfield.com

MAINSTREAM BOUTIQUE
mainstreamboutique.com • 507.366.6786

VINTAGE BAND FESTIVAL
JULY 28-31, 2016
VintageBandFestival.org

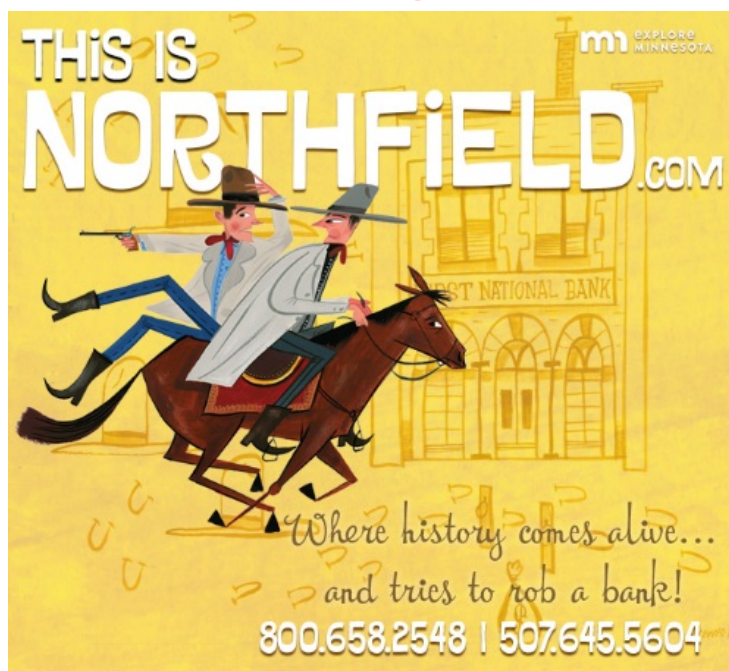
RIVERWALK MARKET FAIR
Every Saturday June through Mid-October
produce • food • music • art • fun
RiverwalkMarketFair.org

**ARCHER HOUSE
RIVER INN**
ArcherHouse.com • 507.645.5661

MONARCH GIFT SHOP
MonarchGiftShop.com • 507.663.7720

ThisIsNorthfield.com **800.658.2548**

Marketing



Itineraries Midwest Summer/Fall



MN Monthly Newsletter Banner



MN Monthly - April



2016 Vintage Band Program (front cover banner)

Marketing

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m EXPLORE MINNESOTA
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800.658.2548

Cafe
212 Division Street South
archerhouse.com • 507.645.5661

FROGGY BOTTOMS RIVER PUB
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froggybottoms.com • 507.301.3611

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THIS IS NORTHFIELD RIVERWALK
July 28-31
THE DEFEAT OF JESSE JAMES DAYS
Sept. 7-11

Mainstream Boutique
506 Division Street S
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WHERE FASHION MEETS FUN

THIS IS NORTHFIELD
m EXPLORE MINNESOTA
Join us Dec. 8 for **WINTER WALK!**
A Winter Wonderland of unique shopping, holiday dining, and warm, wonderful accommodations.
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ThisIsNorthfield.com

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NORTHFIELD HISTORICAL SOCIETY
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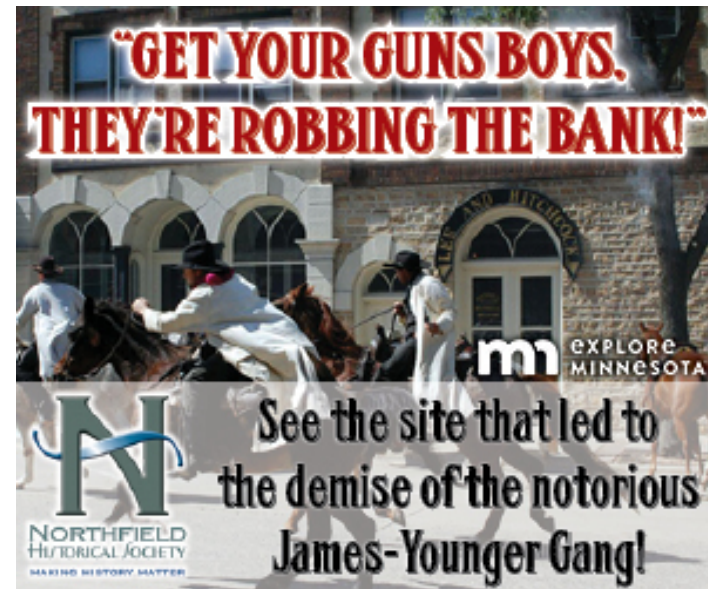
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MN Monthly – March, June & November Co-Op Ads

Marketing



Co-op Email & Digital Marketing – April 2016



Marketing

THIS IS NORTHFIELD

 #1 Best Place for College Town Life Retirement
50 Most Beautiful Small Towns in America
#1 Best Small Town for Walking

RIVERWALK MARKET FAIR - Saturdays, 9am-1pm June - October
CRAZY DAZE - July 28
VINTAGE BAND FESTIVAL - July 28-31
OUTLAW RUN MOTORCYCLE RIDE - August 27
DEFEAT OF JESSE JAMES DAYS - September 7-11

 **800.658.2548**



Order Your **FREE** 2016 Visitor's Guide: VisitingNorthfield.com

 **800.658.2545**

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Email & Digital Marketing – May 2016

Minne-Roadtrip

A Partnership with Faribault & Owatonna CVB's



- Each CVB contributes \$4000/yr
- Meet monthly
- Developed brand & marketing strategy
- Created website & Facebook presence.
 - Launched site in January – over 1800 visitors to site.
 - Nearly 100 new visitors to VisitingNorthfield from site.
- Placed \$5000 worth of advertising in Group & Travel Planner, MN Vikings & Twins, MN Field Trips & Social Media
- Attended 3 tourism expos – Iowa, Duluth & St. Paul.
 - 2 focused on group tours, 1 on leisure travel
- Hosted Travel writer in June – resulting in 6 blog posts about Minne-Roadtrip – 2 about Northfield and 8 social media posts about Northfield.
- 2017 – Applied for a multi-community grant from Explore MN Tourism for nearly \$1900 for advertising.
 - More social media targeted advertising
 - Update & reprint brochures
 - 2 page spread advertisements in EMT & SO Minn Guides





MinneRoadTrip.com

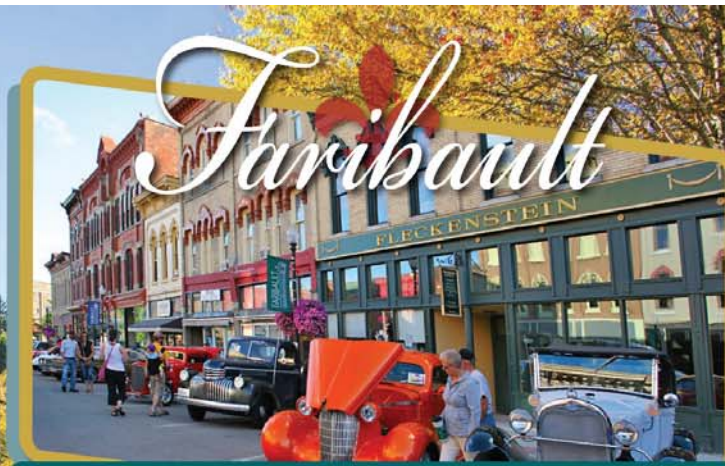
HIT THE ROAD AND TAKE A MINNE-ROADTRIP!

The Minne-Roadtrip offers visitors the opportunity to get out of the hustle and bustle of the city and everyday life. Visit our picturesque downtowns, historic attractions and small family-owned businesses. Located in Southern Minnesota; Owatonna, Faribault and Northfield's attractions are accessible from Interstate 35.

There is so much to do, you will have no trouble filling your tank with lots of activities and unique dining and shopping opportunities!

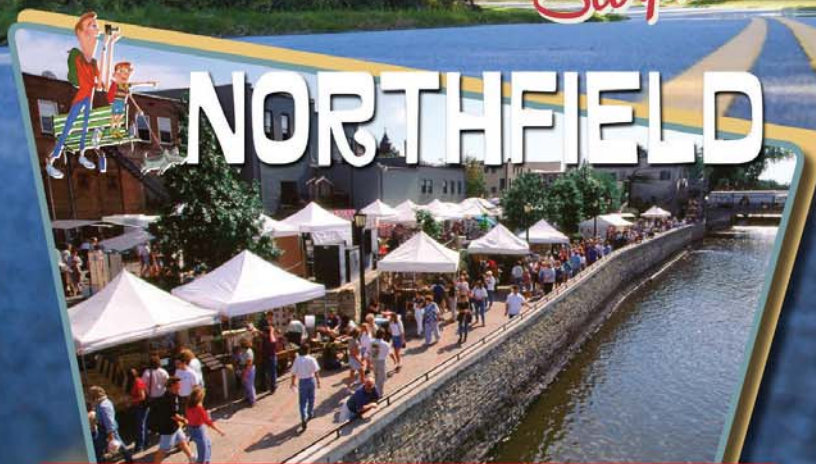
Less than 1 hour south of the metro

See you soon!



State & Local Trails | Hometown Brewery | Faribault Woolen Mills | Exclusive Local Cuisine

VisitFaribault.com | 800-658-2354



Fine Arts & Crafts | Swank Shops | Live Music | Delicious Dining | Walking & Biking Trails

VisitingNorthfield.com | 800-658-2548



World Famous Architecture | Unique Museums | Boutiques | Riverside Parks & Trails

VisitOwatonna.org | 800-423-6466

Lodging tax

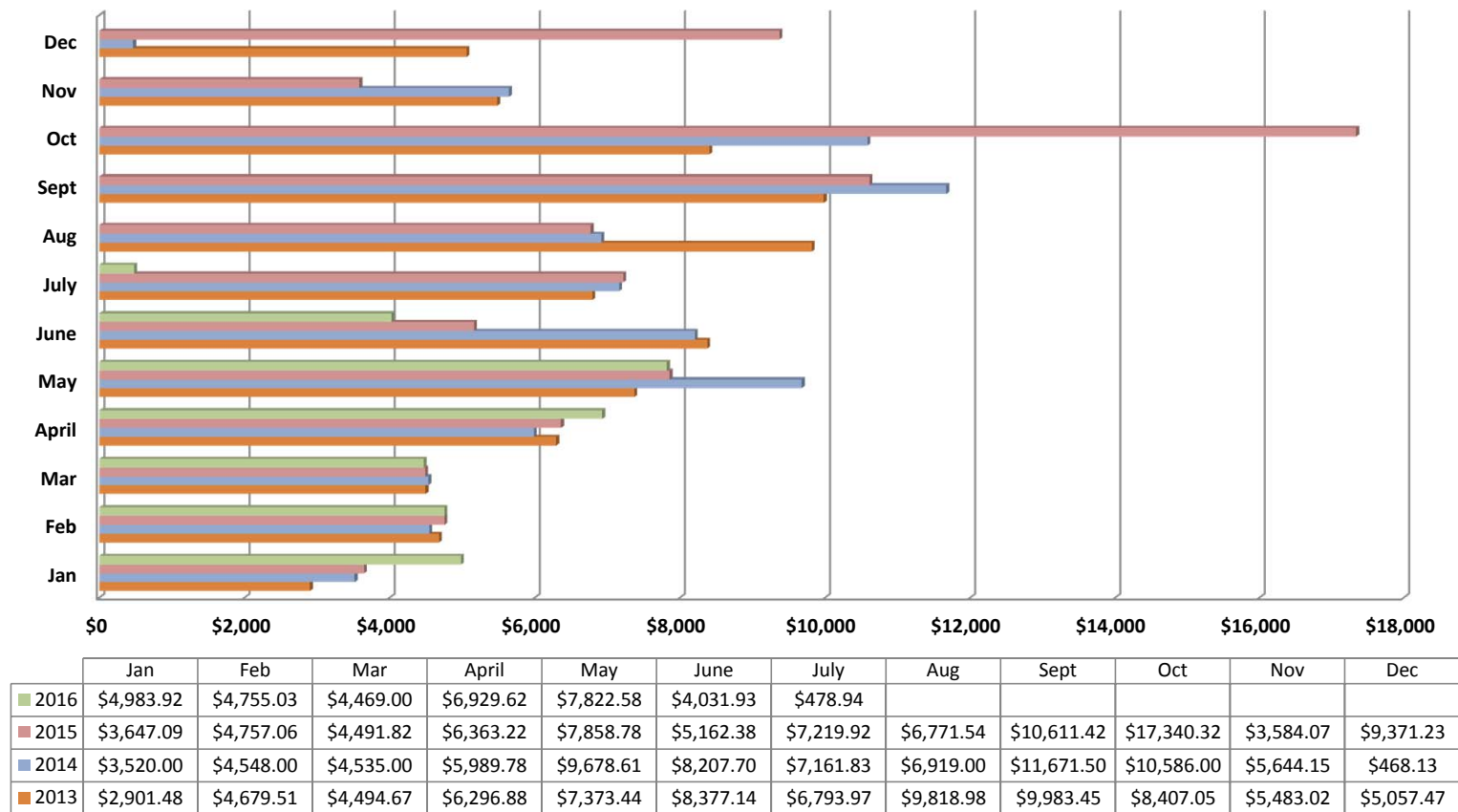
2013 Lodging Tax = \$79,667

2014 Lodging Tax= \$78,930

2015 Lodging Tax=\$87,179

2016 Lodging Tax Partial to July= \$54,661 (includes \$21,167 which was in arrears)

Northfield Lodging Tax Summary



2017 Work Plan

- **Website updates**
 - **Create a robust site with photos & descriptions. Include suggested itineraries, What's Happening This Weekend and Instagram photos. New pages to include weddings, meetings tours & film.**
- Calendar of Events
 - Continue to manage and distribute the calendar. Currently sending out weekly calendar to all retail, restaurants & hotels.
- Manage CVB Budget, tracking & reporting
- Graph & Track Monthly Lodging Tax
- Advertising Plan – Print & Online
 - Leisure, Group, Meetings/Events, Recreational Tourism Marketing
 - Utilize EMT Advertising Grant to supplement marketing budget
 - Create & Develop Partnerships to Cooperative do Ad Placement
- Group Tour Planning
 - Group Tour Planning Forms/Calendar/Pricing/Timing
 - Itinerary Development
 - Retention & Recruitment of Group Tours/Tour Operators
- **Develop & Utilize CVB Brochures/Collateral Marketing Pieces**
 - **Visitor Guide – Quantity, Tracking, On-line, Distribution**
 - **Historic Homes Brochure w/City HPC**
 - **Historic Sites & Attractions Brochure**
 - **Outlaw Trail Brochure**
 - **Northfield Historical App**
- Continue Minne-Roadtrip partnership with Faribault & Owatonna tourism managers.
- Work on & develop messaging to different audiences – tweak the current “This Is Northfield” campaign to fit more types of tourist.
- Continue & Engage in Social Media Marketing
 - Facebook, Twitter, Pinterest, Instagram
 - Develop monthly event/calendar of event notices to be used locally & externally for visitors
- **Meetings/Events/Weddings/Convention Prospecting & Sales**
 - **Actively promote to corporate retreat & meetings/event planners for meetings of 50 or less participants. Work with wedding venues to help create Northfield as a wedding destination.**
- **Update & develop further - Meeting Planning Guide/Facilities**
 - **Meeting Space List/Inventory, Amenities, Contact, Photos, landing page**
- Tourism Customer Service Program
 - Educate Lodging, Attractions & Frontline Volunteers what Tourism is, how to navigate website & social media channels, COE, VG, other materials
- Community Engagement
 - Education to Community about what the value of Tourism is
 - Meet w/Community Leaders to build relationships and partnerships for Tourism
 - Engage Colleges in Tourism – what, who, how?
- Engage in CVB Association Memberships – Industry Relations/ Meetings/Conferences
- Visitor Guide Distribution
 - Continue to distribute throughout the community at designated tourism touch points. (Gas stations & fast food restaurants)

Measurements

- **What do we measure?**

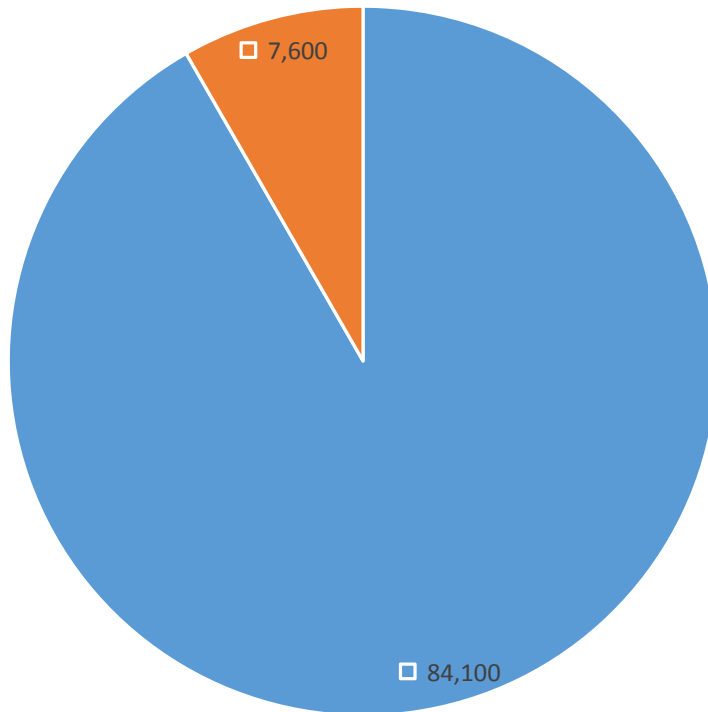
- **# of Visitor Guides Distributed**
25,000 Printed
1000 leads from Midwest Living Travel
1150 leads from Explore MN Tourism
7800 in Northfield
5800 in Minnesota
Total of 15,600 given out through September
- **# of Group Tours** – So far this year, we have helped plan 2, with 2 more this fall.
- **Chart Lodging Tax Collected**
\$54,661 thru July 2016

Website Performance

(comparison from March 15 –July 15, 2015 vs March 15– July 16, 2016)

- Organic Search up by 69%
- Direct Traffic up by 63%
- Social Media Traffic up by over 41,000% (yep, you read that right 18,000 clicks vs 44)
- **Social Media Performance** –
Increased engagement on Facebook & Instagram
Increase followers on both platforms as well as Twitter.
- **How do we track our success?**
 - Monthly CVB Board Reports
 - CVB Annual Report to City & Chamber
 -

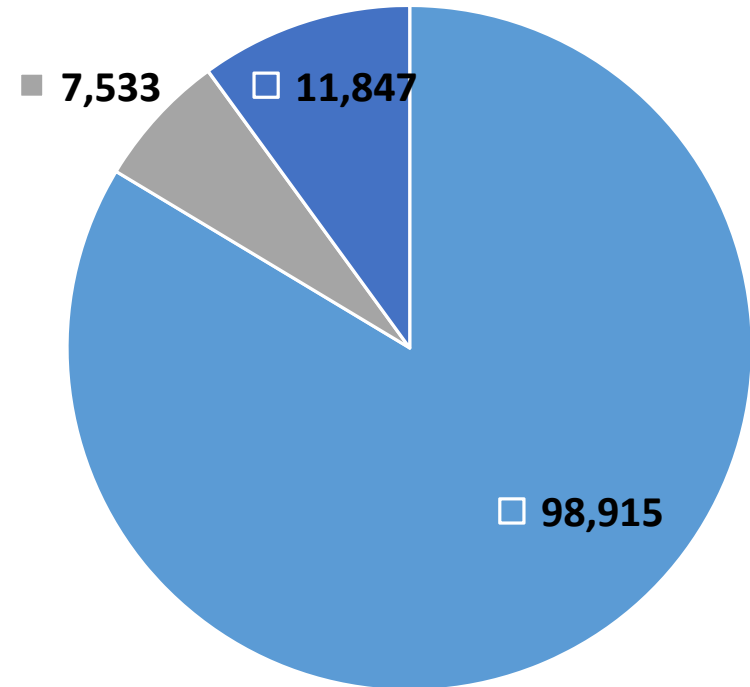
2016 Budgeted Income



■ 2016 Budgeted Lodging Tax ■ 2016 EMT Grant

TOTAL 2016 Budgeted Income = \$87,000

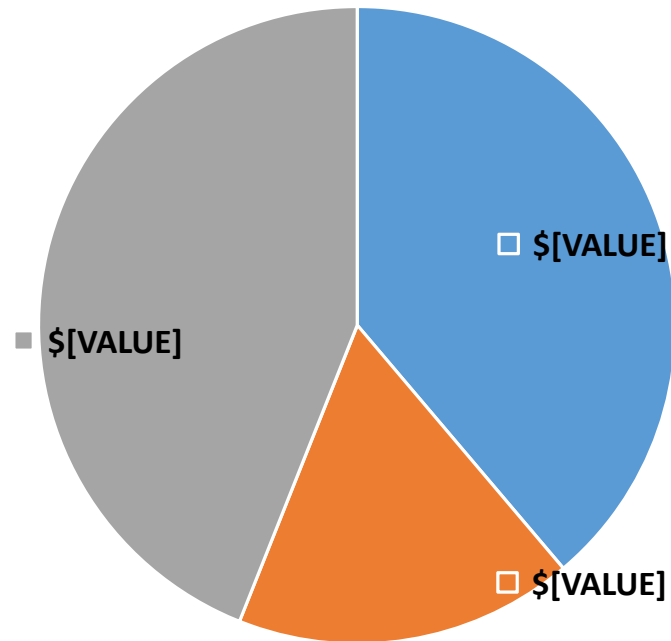
2016 Projected Income



■ 2016 Lodging Tax ■ 2016 Explore MN Grant
■ 2016 Advertising Co-op

TOTAL 2016 Projected Income = \$119,417

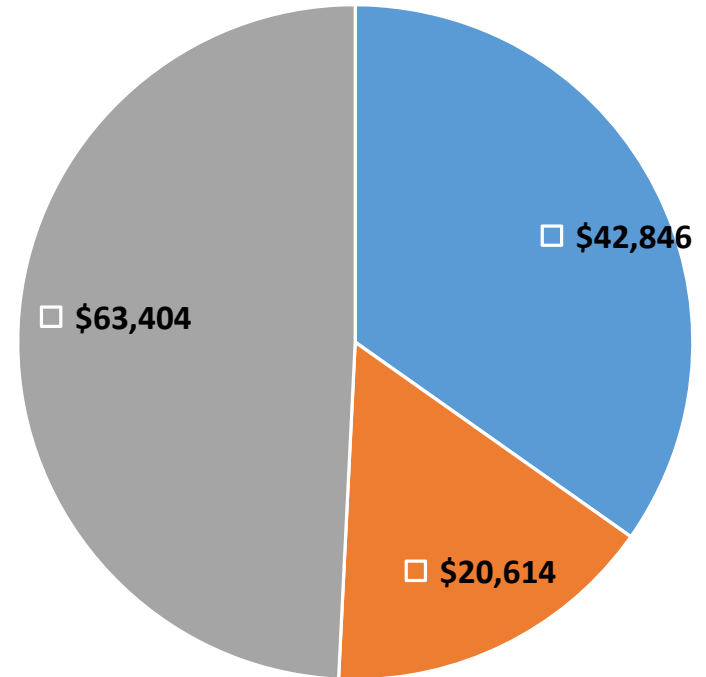
2016 Budgeted Expenses



■ Staffing ■ Overhead ■ Advertising

TOTAL 2016 Budgeted Expenses = \$115,412

2016 Projected Expenses



■ Staffing ■ Overhead ■ Advertising

TOTAL 2016 Projected Expenses = \$128,825

Recap

2016 CVB Budget

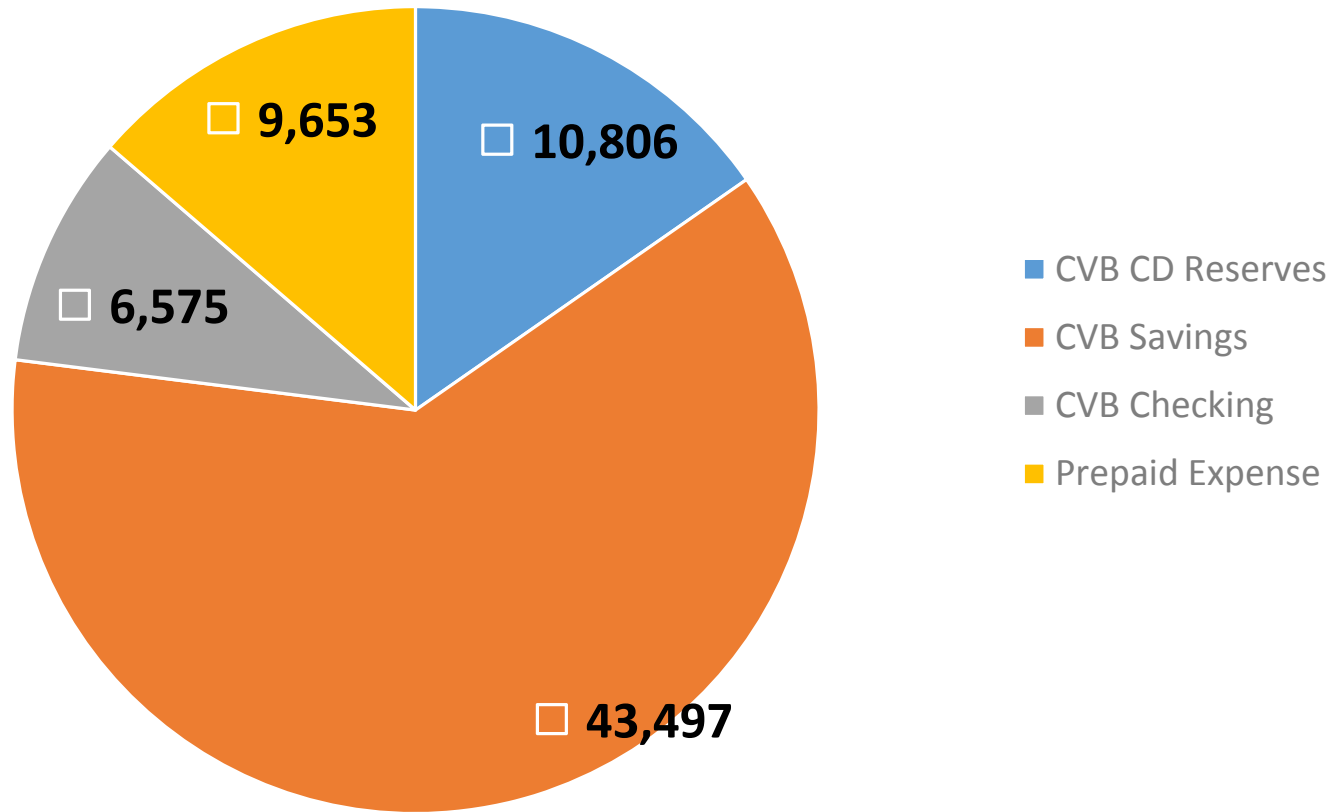
REVENUE

- Projecting increase in lodging tax revenue to end 2016
- Some grant dollars from the Explore MN Tourism Grant will appear in late 2016, the rest in 2017.
 - \$1350 over budget from Co-op marketing program.

EXPENSES

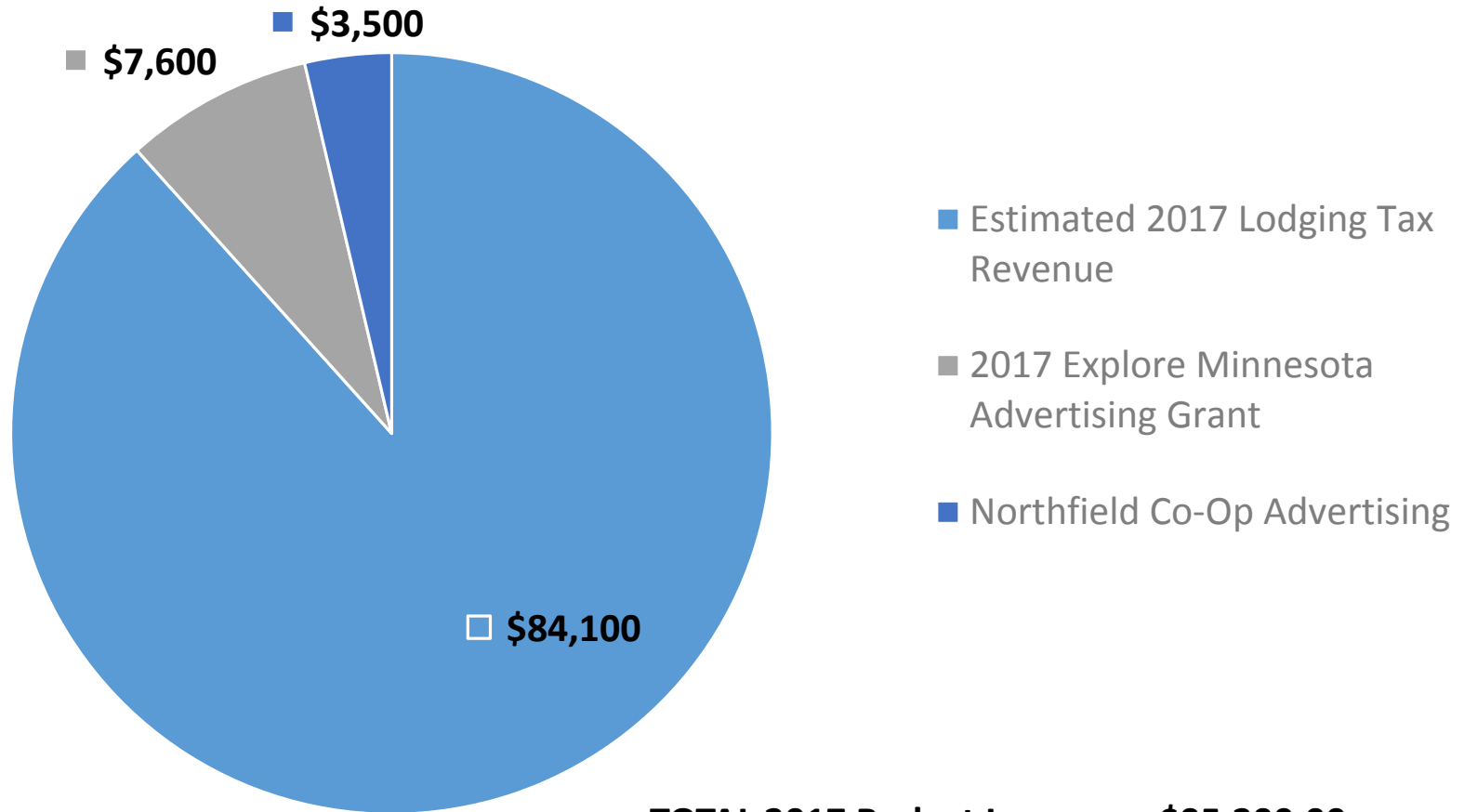
- Expenses will be \$13,413 over 2016 projected revenue due to unbudgeted expenses & CVB Advisory Board directive to spend down Reserve funds.
 - Contests/Gifts/Awards(\$775 over budget) – Hospitality Week Luncheon, Gifts & Lunch for Movie crew, Give-Aways at trade shows.
 - Computer/Internet/Web Expense (\$428 over budget) – memory upgrades, software purchases
 - Advertising (\$11,769 over budget) – Did many more ads than originally budgeted.

CVB Assets as of 8/31/16



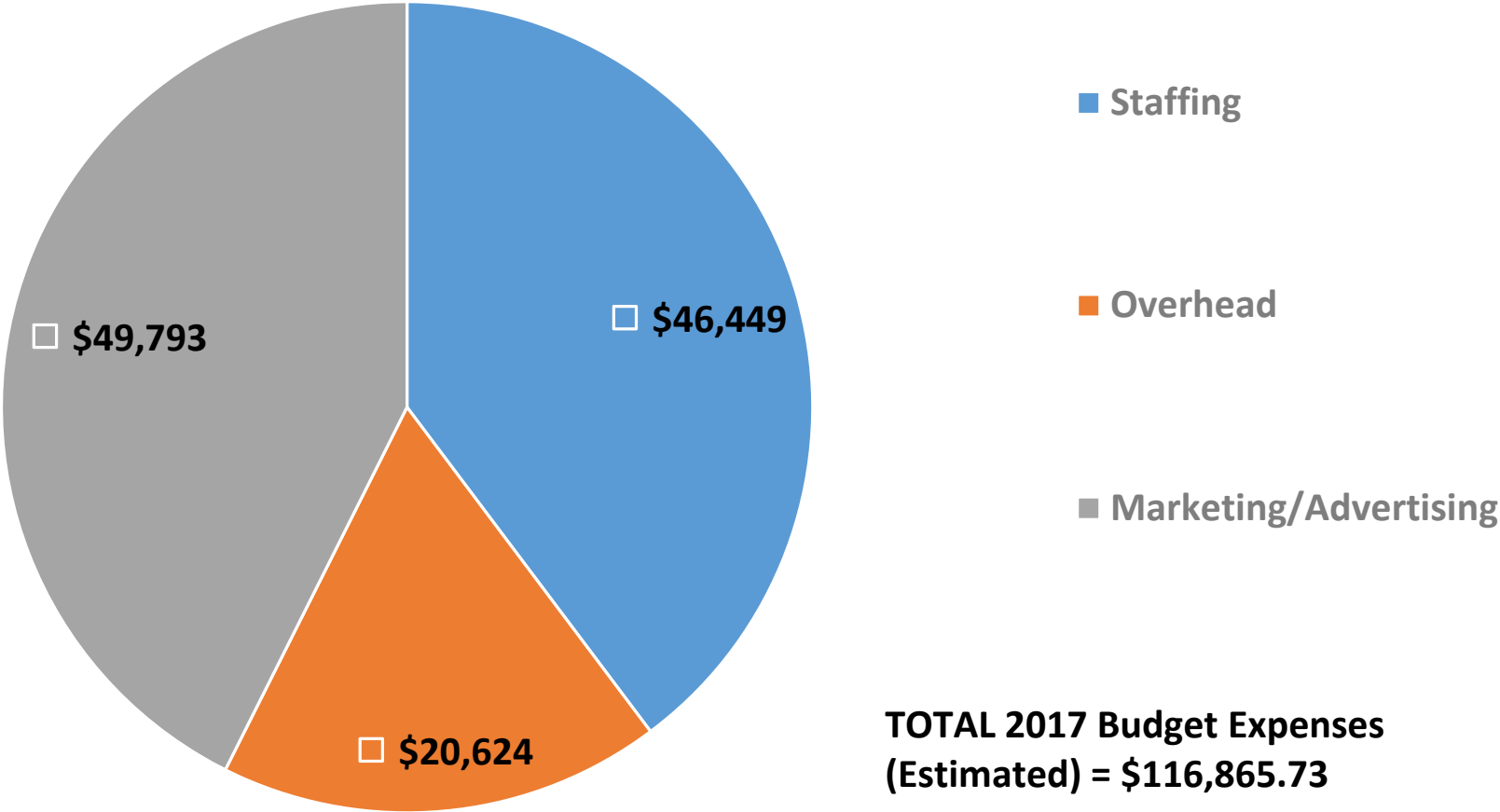
TOTAL CVB Assets as of 8/31/16= \$70,531.27

2017 Budget Income



TOTAL 2017 Budget Income = \$95,200.00

2017 Budget Expenses (Estimates)



Recap

2017 CVB Budget

REVENUE

- Lodging Tax Revenue based on historical lodging tax trends/averages with 2.3% increase from 2016 projected tax
- Up to \$7600.00 matching 1:1 Explore MN Tourism Advertising Grant

EXPENSES

- Expenses will come out of 2017 lodging tax revenue, Explore MN Tourism Grant, Northfield Co-Op Advertising Program and \$21,650 from CVB Reserves Asset Balance(savings, checking, CD's)
- Expenses to include: continue with full-time tourism staff, reprinting of marketing brochure, continue cooperative advertising program with community and regional partners, continue Northfield hospitality award program, engaging in industry relations, state tourism initiatives

**THANK YOU FOR YOUR
COMMITMENT TO THE
NORTHFIELD CVB!!!**

