



VISIT Northfield

CONVENTION & VISITOR'S BUREAU

City Council Presentation
October 7, 2017

NORTHFIELD CVB

The Northfield Convention & Visitor's Bureau (CVB) is a division of the Northfield Area Chamber of Commerce & Tourism and is **funded by a local 3% lodging tax**. This tax is collected by our lodging properties, sent to the city, where it's processed and 95% of those dollars are sent to the CVB.

- Our Lodging Properties:
 - America's Best Value Inn – 57 rooms
 - AmericInn Lodge & Suites – 41 rooms
 - Archer House River Inn – 36 rooms
 - Contented Cottage B & B – 2 rooms
 - Country Inn & Suites – 54 rooms
 - Froggy Bottoms River Suites – 4 rooms
 - The Magic Door B & B – 3 rooms
 - Northfield Extended Stay – 25 rooms
 - Northfield Inn B & B – 4 rooms
- Total of 226 rooms (2017)



Coming Summer 2018 – Fairfield Inn & Suites – 80 Rooms

NORTHFIELD CVB

Mission

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

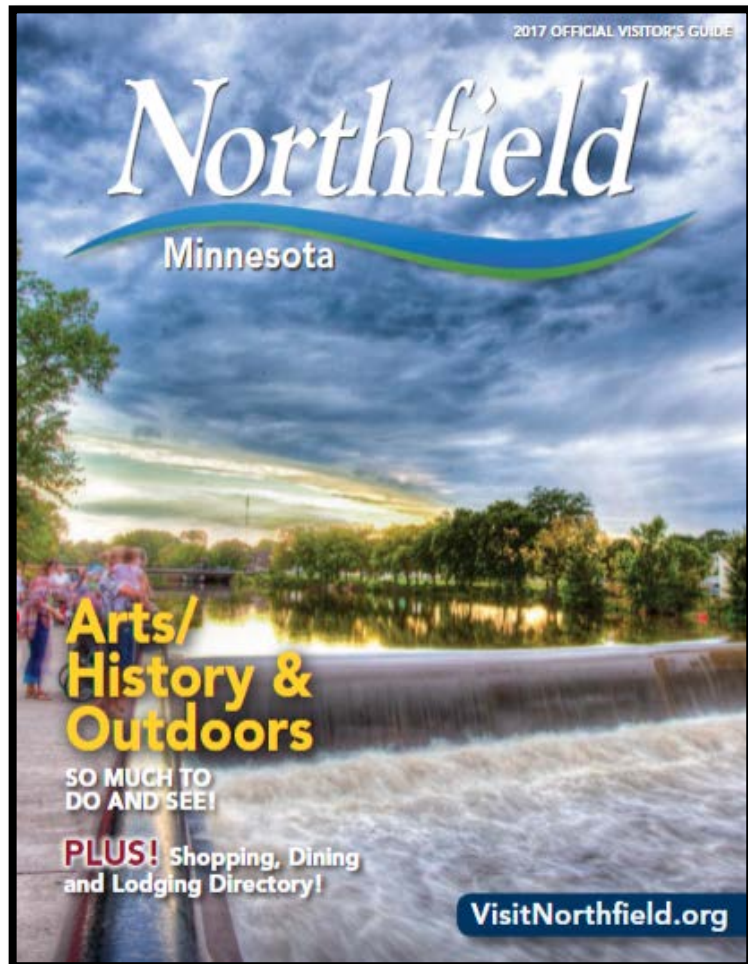
Vision

The Northfield Convention & Visitors Bureau envisions Northfield being a premier tourist destination, retraining and showcasing the values, heritage, culture and natural beauty of Northfield and the surrounding area.

Goals

- Market & Brand Northfield
- Strengthen local & regional partnerships
- Promote Northfield as an arts and recreation destination
- Expand Northfield's corporate meetings, retreat and tourism outreach

MARKETING & AD EXAMPLES



2017 Northfield Visitor Guide



2018 STRATEGIC PRIORITIES

Objectives	Goals	Strategic Initiatives
Enhance Industry Relations	<ul style="list-style-type: none"> • Increase and provide outreach and education to tourism industry partners. • Increased partnerships with sports organizations • Continue local & regional partnerships 	<ul style="list-style-type: none"> • Annual Report • Community Calendar • Create cooperative marketing program • Increase communications about events
Increase Consumer Engagement	<ul style="list-style-type: none"> • Generate 64,000 visitors annually to visitnorthfield.org (currently 56,000) • Increase social media following by 5,000 new followers • Increase social media engagement average to 6% (currently around 4%) 	<ul style="list-style-type: none"> • Engage audiences with innovative digital content • Generate more web traffic from potential visitors • Be a social media thought leader and collaborate with stakeholders to engage new audiences
Create Innovative Advertising & Promotion Campaign	<ul style="list-style-type: none"> • Increased occupancy rates • Increased event attendance • Increase in traveler spending in the community 	<ul style="list-style-type: none"> • Evolve the creative campaign to engage visitors • Reach target consumers where they are through a strategic marketing mix including social media. • Increase brand awareness of Northfield in the core markets of ND, SD, IA, MN, NE, WI, Chicago, Denver and Kansas City. • Capitalize events and national recognition through the state tourism department.
Provide Excellent Customer Service	<ul style="list-style-type: none"> • Positive interactions with callers, information requests and walk-in visitors • Increase email open rates & information requests from stakeholders 	<ul style="list-style-type: none"> • Provide all avenues of customer service, including email, social media interaction, phone and postal mail. • Work with stakeholders and front-line employees to enhance tourism education

MINNE-ROADTRIP



The Minne-Roadtrip is a tourism branding partnership between Northfield, Faribault and Owatonna CVBs. A small budget is leveraged to purchase advertising and to attend tradeshows, primarily targeting the Metro and Des Moines.

- 1,612 unique users were driven minneroadtrip.com
- Each community received more than 100 referrals for the MRT site directly to their tourism websites
- 2,525 Facebook Fans
- Advertisements: Facebook Ads, Twins & Vikings Yearbooks, Group Travel Planner, Minnesota State Travel Guide, Southern Minnesota Travel Guide.
- Developed printed tri-fold brochure for use at tradeshows.
- Attended Des Moines Home + Outdoor Living Show, Travel Alliance Partners (TAP) Dance Expo, MN Field Trip Library Expo.
- Received media coverage via three articles in local papers and six blog posts by travel writer, Lara Dunning (Small Town Washington)
- Received recognition from Roger Brooks, nationally renowned tourism marketing leader
- Received recognition from UMN Extension Tourism Center.



2016 Explore Minnesota Tourism Marketing Award of Excellence
(January 2017)

LODGING TAX

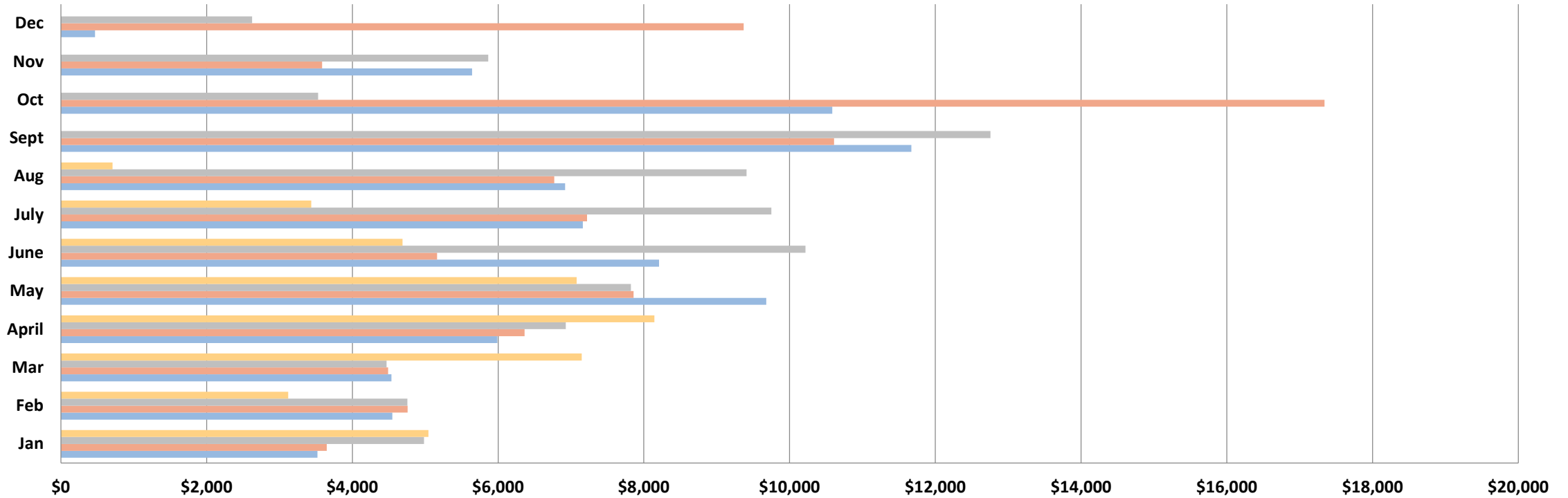
2014 Lodging Tax= \$78,930

2015 Lodging Tax=\$81,455.41

2016 Lodging Tax =\$122,568.52 (included \$34,545.38 in arrears)

2017 Lodging Tax (Jan-July) = \$48,969 (\$459.81 in arrears)

Northfield Lodging Tax Summary



	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2017	\$5,044.93	\$3,120.02	\$7,147.31	\$8,144.80	\$7,076.24	\$4,688.56	\$3,435.10	\$707.88				
2016	\$4,983.92	\$4,755.03	\$4,469.00	\$6,929.62	\$7,822.58	\$10,216.43	\$9,750.17	\$9,409.71	\$12,757.05	\$3,530.34	\$5,863.29	\$2,622.87
2015	\$3,647.09	\$4,757.06	\$4,491.82	\$6,363.22	\$7,858.78	\$5,162.38	\$7,219.92	\$6,771.54	\$10,611.42	\$17,340.32	\$3,584.07	\$9,371.23
2014	\$3,520.00	\$4,548.00	\$4,535.00	\$5,989.78	\$9,678.61	\$8,207.70	\$7,161.83	\$6,919.00	\$11,671.50	\$10,586.00	\$5,644.15	\$468.13

RECAP 2017 CVB BUDGET

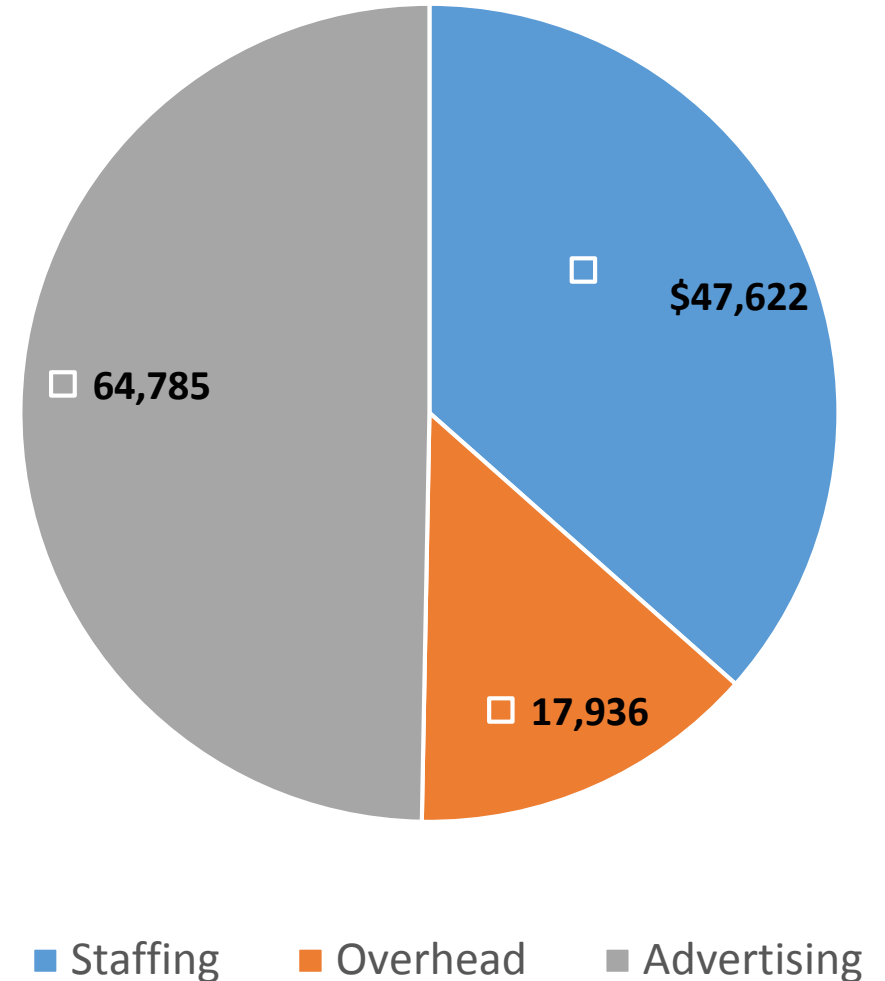
2017 Projected Expenses

REVENUE

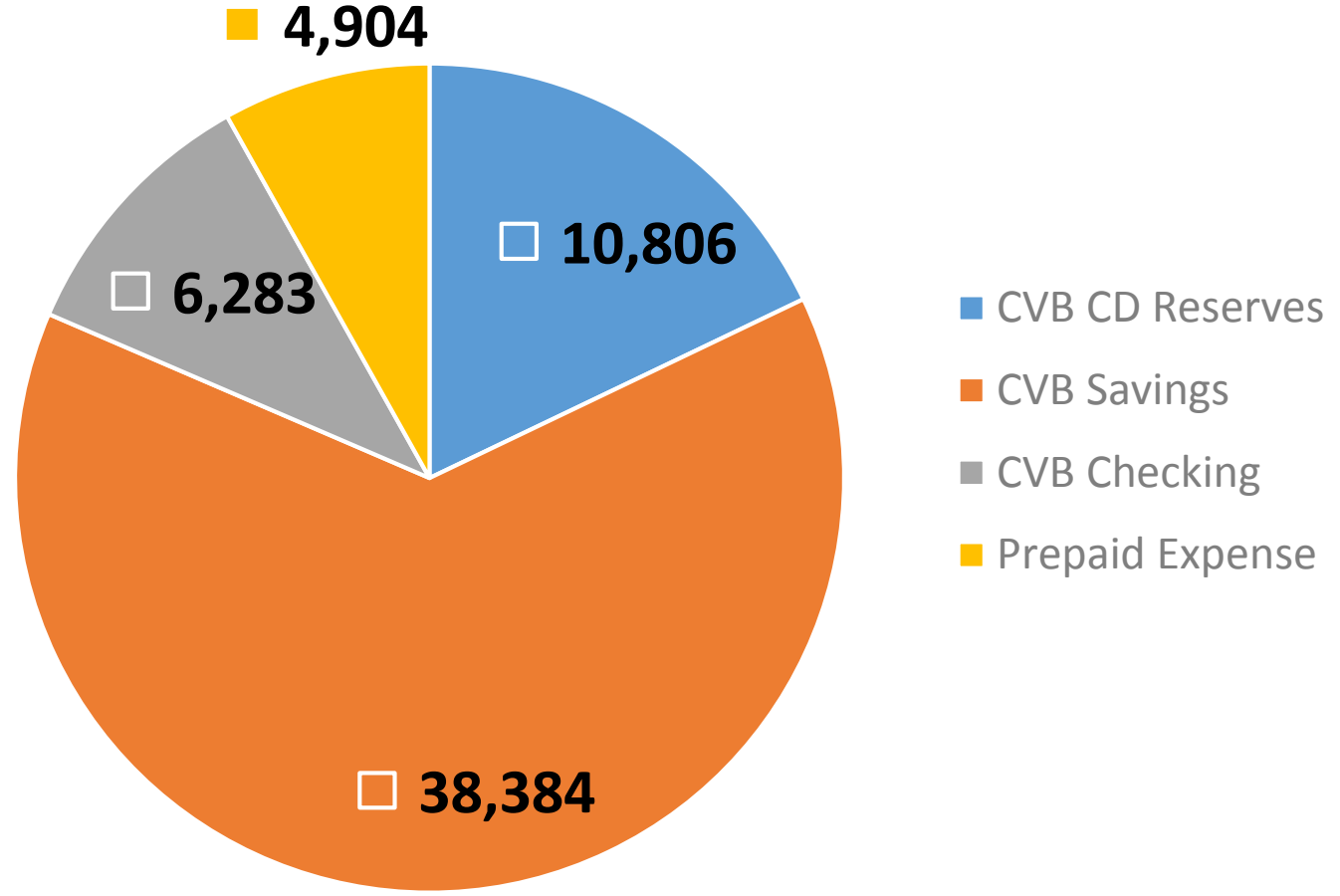
- Projecting increase in lodging tax revenue to end 2017
- Some grant dollars from the Explore MN Tourism Grant will appear in late 2017, the rest in 2018.

EXPENSES

- Expenses will be \$26,911 over 2017 projected revenue due to unbudgeted expenses & CVB Advisory Board directive to spend down Reserve funds.
 - Increased Advertising, Trade Show Expenses, Travel & Contests/Awards/Gifts

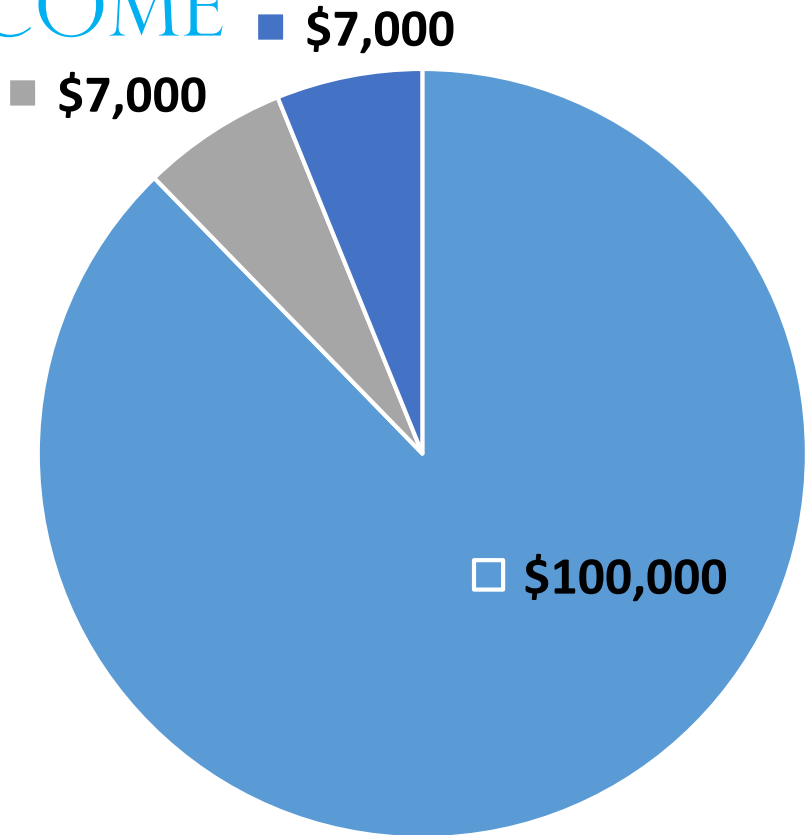


ASSETS AS OF AUGUST 2017



TOTAL Assets as of August 31, 2017 = \$60,377.27

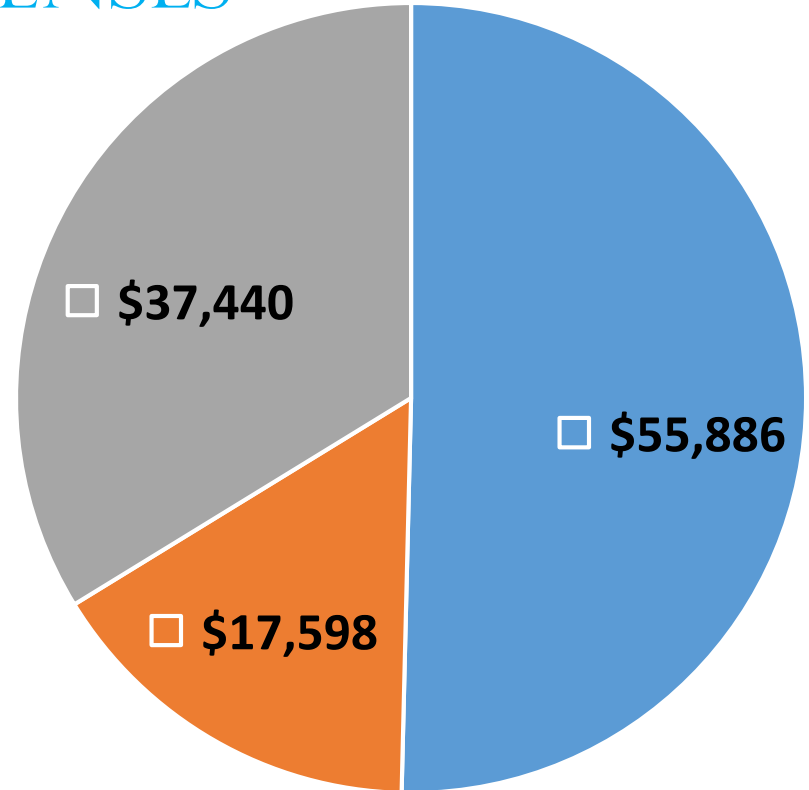
2018 BUDGET INCOME



- Estimated 2018 Lodging Tax Revenue
- 2018 Explore Minnesota Advertising Grant
- Northfield Co-Op Advertising

TOTAL 2018 Budget Income = \$114,000.00

2018 BUDGET EXPENSES



- Staffing
- Overhead
- Marketing/Advertising

TOTAL 2018 Budget Expenses (Estimated) = \$110,922.90

RECAP 2018 CVB BUDGET

REVENUE

- Lodging Tax Revenue based on historical lodging tax trends/averages & addition of new 80 room hotel in Summer 2018
- Up to \$7000.00 matching 1:1 Explore MN Tourism Advertising Grant
- Northfield Cooperative Marketing program to generate \$7000

EXPENSES

- Expenses will come out of 2018 lodging tax revenue, Explore MN Tourism Grant, Northfield Co-Op Advertising Program.
- Expenses to include: Full-time tourism staff, advertising & promotions, Northfield hospitality award program, engaging in industry relations and state tourism initiatives.