



**Northfield Convention
& Visitor's Bureau
City Council Presentation
October 15, 2024**

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.

2024 CVB Advisory Board

Board Chair: Brad Ness, Northfield City Council

Jackie Johnson, Johnson House Creative

Mark Schiller, Loon Liquors distillery

Mark Thornton, Northfield History Center

Michael Johnson, Northfield Arts Guild

Tanya Mollenhauer, James Gang Coffeehouse

Tracie Vranich, Chapel Brewing

Wendy Placko, RF Manufacturing

Melissa Bernhard, Northfield Public Schools Community Education

Nate Carlson, Northfield Economic Development Authority (non-voting member)



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:
 - AmericInn Lodge & Suites – 41 rooms
 - Contented Cottage B & B – 3 rooms
 - Country Inn & Suites – 54 rooms
 - Fairfield Inn & Suites – 80 Rooms
 - Froggy Bottoms River Suites – 4 rooms
 - Coratel Inn & Suites – 57 rooms
 - Northfield Extended Stay – 20 rooms

Total of 259 rooms



2023-25 Strategic Priorities

Objectives	Goals	Strategic Initiatives
Brand Awareness	<ul style="list-style-type: none"> • Create inspiration and differentiating marketing to drive engagement • Identify niche audiences that will resonate with the unique value that Northfield can deliver. • Integrate content for deeper storytelling among niche and general audience. • Develop experiential strategies to drive awareness and curiosity about Northfield as a must-see destination. 	<ul style="list-style-type: none"> • Work with media partners to develop creative and engaging messaging that creates impact and separates Northfield from comparable cities. • Work with media planners to pinpoint audiences that index high with the tourism products that Northfield has. • Create content partnerships with subject matter experts to develop first person stories about activities and experiences that make Northfield special.
Engagement	<ul style="list-style-type: none"> • Produce inspiring content that drives action across all platforms. • Provide assistance directly to travelers and groups who are planning a getaway in Northfield. • Engage with social media followers in a meaningful way. • Foster relationships with content producers such as bloggers and social media influencers. 	<ul style="list-style-type: none"> • Redevelop website to include inspirational content that can be used on multiple platforms. • Work with and create relationships with group tour leaders. Update 24-hour visitors center and keep itineraries fresh on website. • These platforms serve as many people’s introduction to our destination, and we are there to answer the questions and help turn their “Likes” into actual trips.
Collaboration	<ul style="list-style-type: none"> • Identify and develop unique partnerships to maximize marketing dollars and expand reach • Create affordable cooperative programs to assist Northfield businesses in tourism promotion. 	<ul style="list-style-type: none"> • Continue Explore MN and Minne-Roadtrip partnerships to extend reach of advertising. • Work with local businesses to co-market Northfield as tourism destination.



Lodging Tax

Lodging Tax per Month Received:

2019 Lodging Tax = \$152,626.97

2020 Lodging Tax = \$77,462

2021 Lodging Tax = \$134,286.45

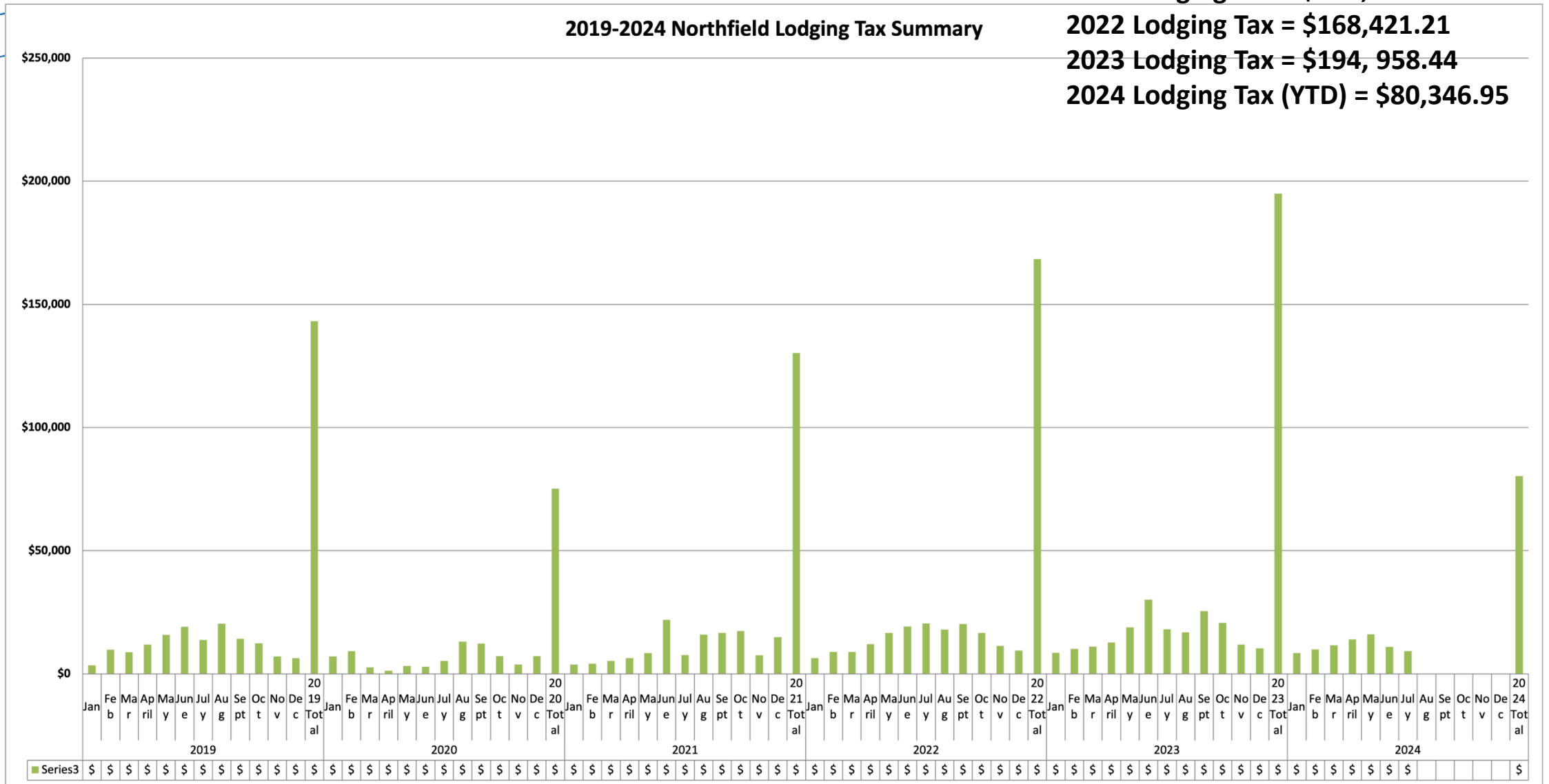
2022 Lodging Tax = \$168,421.21

2023 Lodging Tax = \$194,958.44

2024 Lodging Tax (YTD) = \$80,346.95



2019-2024 Northfield Lodging Tax Summary



Print Marketing & Ad Examples

2021 OFFICIAL VISITOR'S GUIDE

Northfield

MINNESOTA

*Close to Home,
Far from Ordinary!*

THE ARTS, HISTORY AND THE
OUTDOORS COME ALIVE IN
NORTHFIELD!

MINNESOTA
visit Northfield
AT ITS BEST

mi EXPLORE MINNESOTA

VISITNORTHFIELD.COM

2019 by Minnesota Monthly

TOP 5 BEST TOWNS

MINNESOTA
visit Northfield
AT ITS BEST

*Close to Home,
Far from Ordinary!*

mi EXPLORE MINNESOTA

VISITNORTHFIELD.COM

*Close to Home,
Far from Ordinary!*

MINNESOTA
visit Northfield
AT ITS BEST

VISITNORTHFIELD.COM

mi EXPLORE MINNESOTA

#ONLY IN MN

MINNESOTA
visit Northfield
AT ITS BEST

*Close to Home,
Far from Ordinary!*

mi EXPLORE MINNESOTA

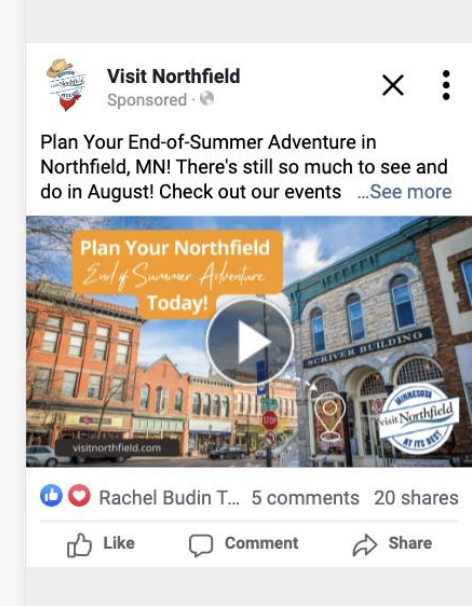
VISITNORTHFIELD.COM



Brand Awareness




Digital Marketing Ad Examples

Facebook, Instagram and Google Platforms, including YouTube Seasonal Campaigns Running Quarterly








Visit Northfield
Sponsored ·  

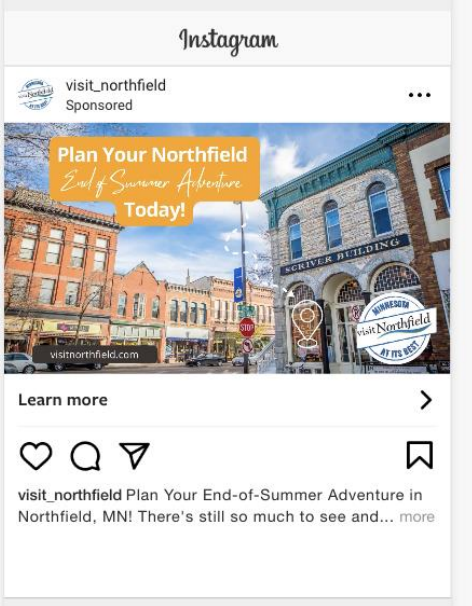
Plan Your End-of-Summer Adventure in Northfield, MN! There's still so much to see and do in August! Check out our events ...See more



Plan Your Northfield
End of Summer Adventure
Today!


  Rachel Budin T... 5 comments 20 shares

 Like  Comment  Share








Instagram

visit_northfield
Sponsored

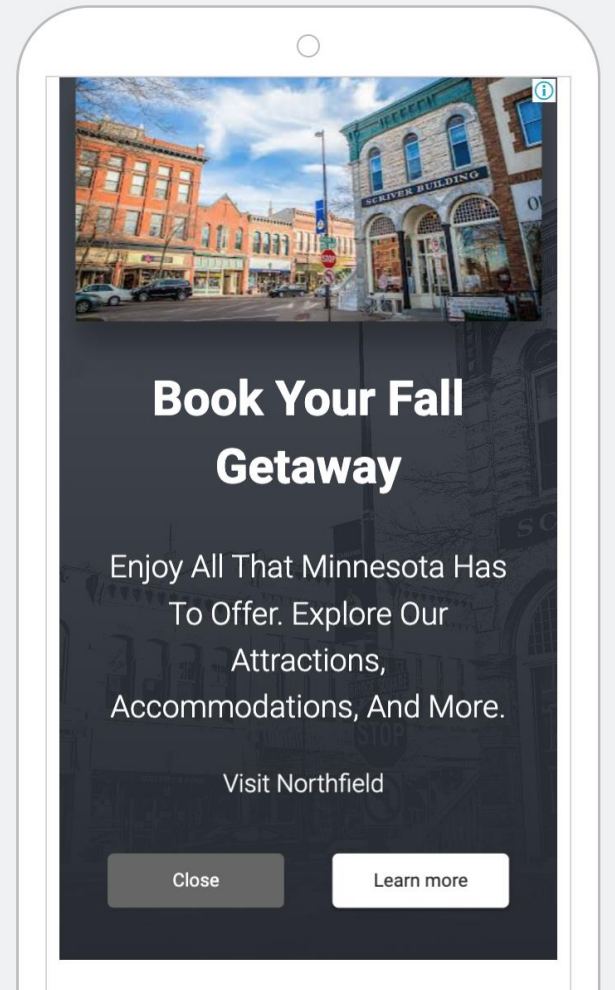


Plan Your Northfield
End of Summer Adventure
Today!

Learn more 


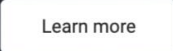
visit_northfield Plan Your End-of-Summer Adventure in Northfield, MN! There's still so much to see and... more

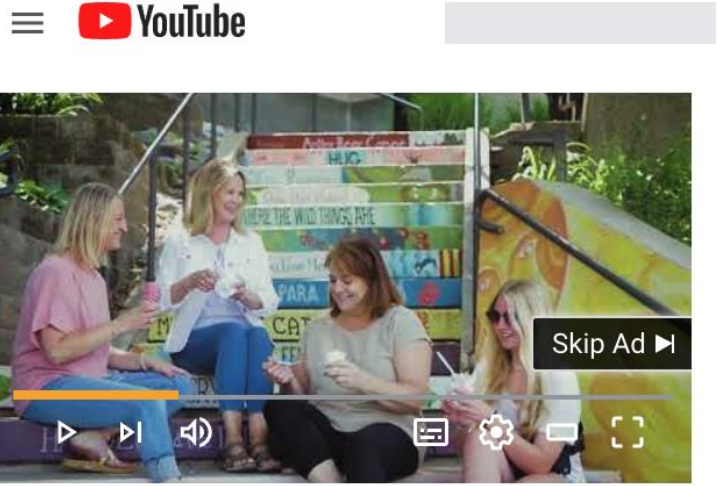




Book Your Fall Getaway


Enjoy All That Minnesota Has To Offer. Explore Our Attractions, Accommodations, And More.

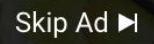
Visit Northfield







 

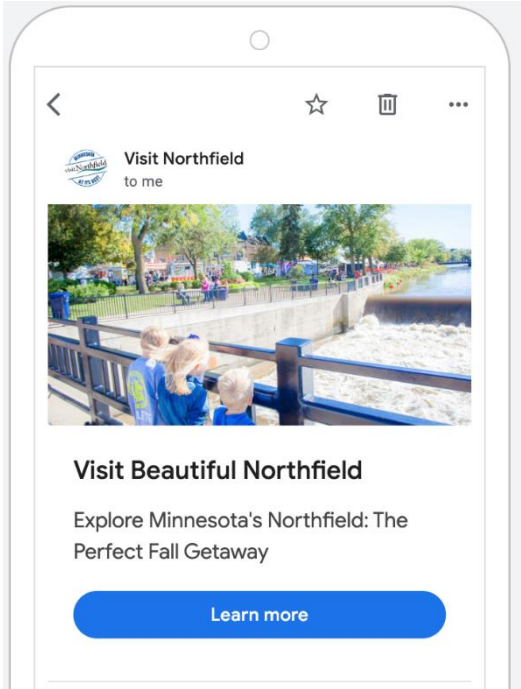






 









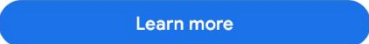
   

 Visit Northfield
to me




Visit Beautiful Northfield

Explore Minnesota's Northfield: The Perfect Fall Getaway





 **Rich History & Culture**

Visit Charming Historical Northfield MN This Fall. Shop Downtown, Explore the River Walk.

Visit Northfield





Make the Website a 24/7 Marketing Tool

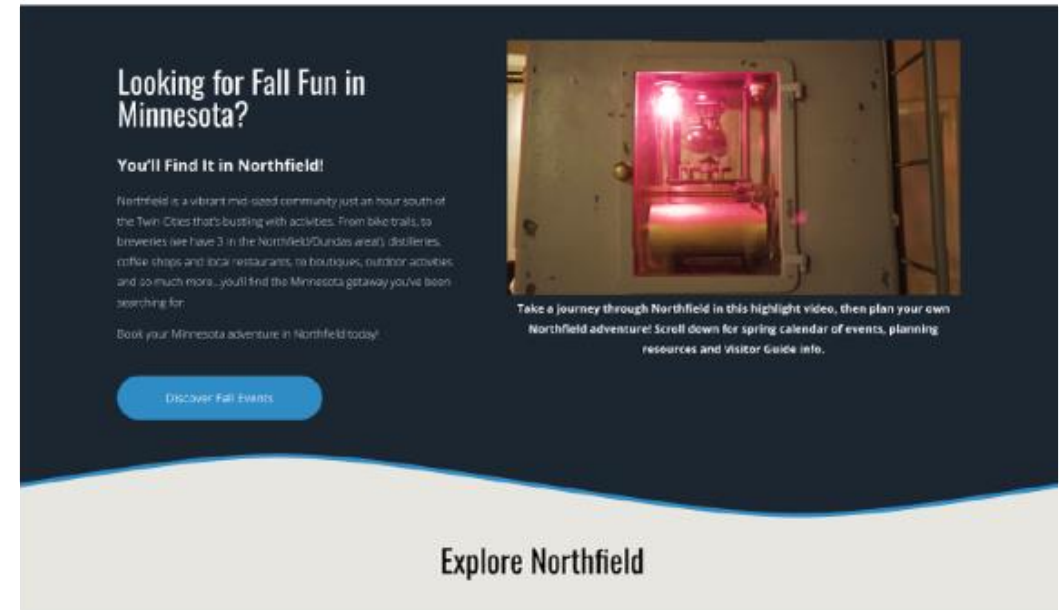
New Website Launched: 2022
We Have Made Additional Website Improvements To Better Serve Our Audience:

- Homepage Updates to easily find content
- Seasonal Events Pages - updated quarterly
- New Digital Request a Visitor's Guide
- New Events Calendar
- More Videos and Images



Welcome to Northfield

Along the banks of the Cannon River lies charming Northfield, Minnesota. With its 150 years of history, art, culture and , Northfield offers something for everyone. Nature lovers flock to hike the trails of Cowling Arboretum, bicyclists pursue the varied terrain, foodies savor the dining options, music aficionados come for the lively scene. See for yourself why Northfield was included on CountryLiving.com's "50 Most Beautiful Small Towns in America" list, named "Best Place To Retire" by Money Magazine and in 2024 was named one of Money.com's "[Top 50 Places to Live](#)"



New Digital Visitor Guide Request Form

We added a NEW request form and automated email to deliver the Northfield Visitor's Guide digitally.

- Names and emails are automatically added to our email list, allowing us to communicate with them in the future.
- We can track these leads and see an increase.

REQUEST A NORTHFIELD, MN VISITOR'S GUIDE

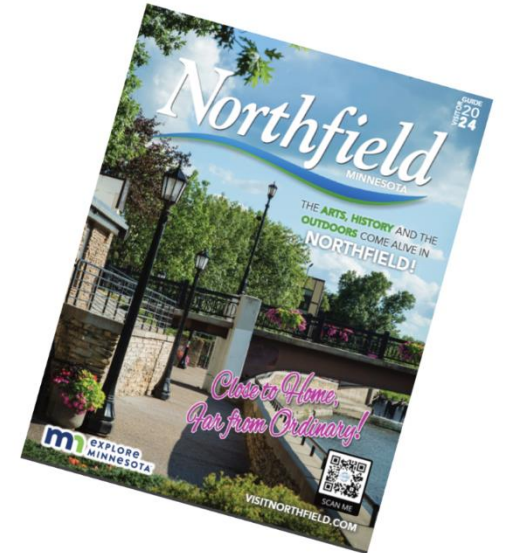
Start planning your Northfield adventure! Request our free Visitors Guide today and get insider tips, local recommendations, and all the information you need

* Email

* Name

By submitting this form, you are consenting to receive marketing emails from: Northfield Area Chamber of Commerce, 19 Bridge Square, Northfield, MN, 55057, US, <http://www.northfieldchamber.com>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe@ link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Email My Guide!



New Events Calendar for Up-to-Date Info

- Research shows visitors search online for “things to do” and “events” before coming to Northfield
- Challenge: Knowing what’s going on and keeping up with the calendar.
- Solution: We added a NEW event calendar that allows community members to post their own events

NORTHFIELD SPRING EVENTS

Experience the vibrant pulse of Northfield, MN this spring, as our calendar comes alive with an exciting lineup of events catering to all interests, ensuring every visitor finds something fun to do.

search 03/26/24

Events from Tuesday March 26



Trivia Mafia @ Reunion

Wednesday March 27 7:00pm - 9:00pm

Join us every Wednesday for Trivia Mafia trivia upstairs in The Lounge at Reunion!

Reunion, 501 Division St S, Northfield, MN 55057, USA

[trivia](#) [weekly-event](#)



Bingo @ Flaherty's Lanes

Wednesday March 27 7:30pm - 10:00pm

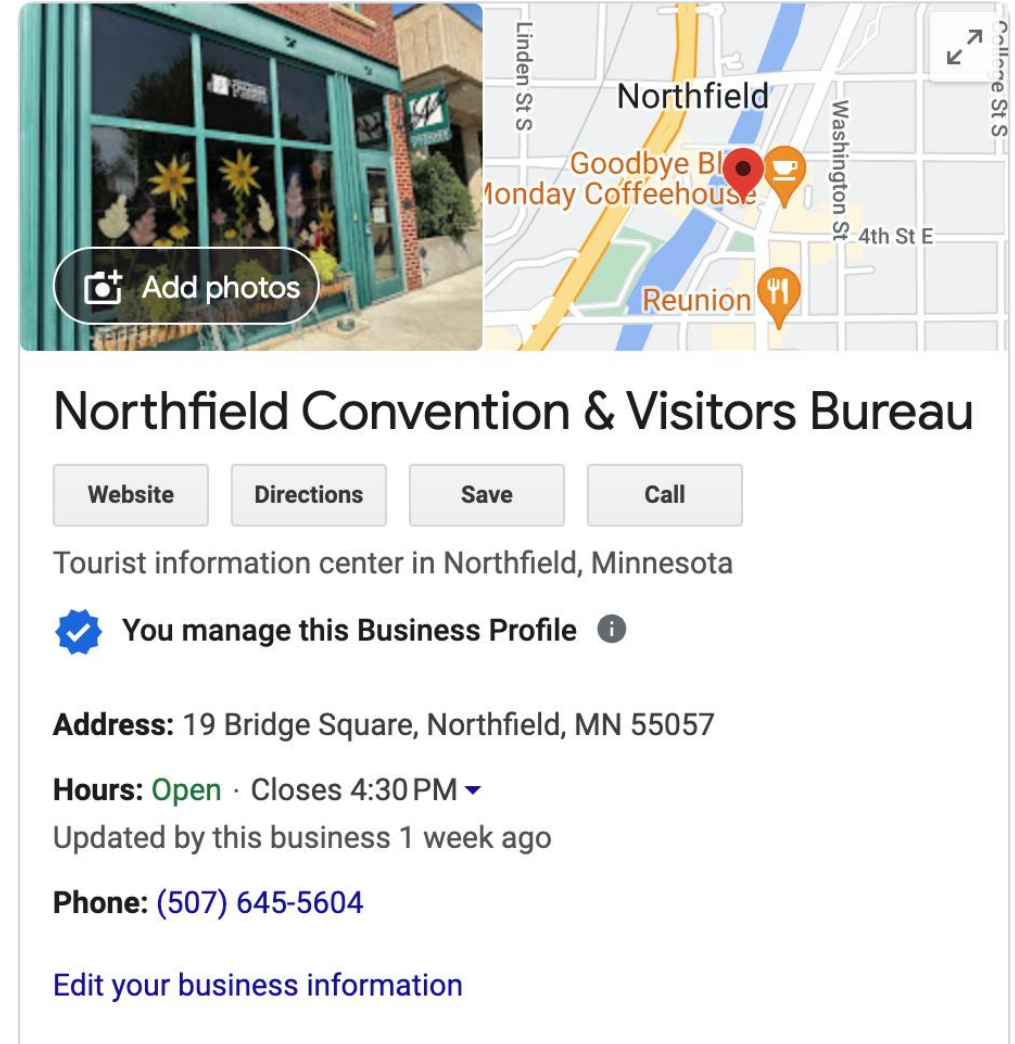
Flaherty's Northfield Lanes, 1700 MN-3, Northfield, MN 55057, USA

[bowling](#) [bingo](#) [weekly-event](#)



New Google Business Listing for CVB

- In addition to paid keyword ads and site optimization, we have also created and claimed a Google Business Listing so the CVB office can be found by visitors.
- This shows on Google Maps and in Google Search results.



The screenshot displays a Google Business Listing for the Northfield Convention & Visitors Bureau. At the top, there is a photo of the building's exterior with a teal frame and a map showing the location in Northfield, Minnesota. The map includes labels for 'Linden St S', 'Washington St', '4th St E', 'Goodbye Bl', 'Monday Coffeehouse', and 'Reunion'. Below the photo and map, the business name 'Northfield Convention & Visitors Bureau' is prominently displayed. Underneath the name are four buttons: 'Website', 'Directions', 'Save', and 'Call'. The listing description reads 'Tourist information center in Northfield, Minnesota'. A blue checkmark icon indicates 'You manage this Business Profile'. The address is listed as '19 Bridge Square, Northfield, MN 55057'. The hours are 'Open' and 'Closes 4:30 PM'. The phone number is '(507) 645-5604'. At the bottom, there is a link to 'Edit your business information'.



Quarterly E-newsletters

- Outreach to our CVB Email List using Constant Contact
- Email marketing is a very cost-effective form of marketing



Jackie Johnson <jackie@johnsonhousecreative.com>

Fall in love with Northfield this fall season!

1 message

Northfield Area Chamber of Commerce <janeb@northfieldchamber.com>

Wed, Oct 9, 2024 at 3:17 PM

Reply-To: janeb@northfieldchamber.com

To: jackie@johnsonhousecreative.com



'Fall' in love with Northfield MN



Best Fall Restaurants

Larson's Bridgewater Farm & Maze



Best Fall Shopping

Fireside Apple Orchard



Best Fall Breweries, Distilleries and Cideries

Biking in Northfield & Dundas Area



Billboards



MINNESOTA
visit Northfield
AT ITS BEST

EXPLORE MINNESOTA

FIRST NATIONAL BANK

ENTER CORN MAZE

VISITNORTHFIELD.COM

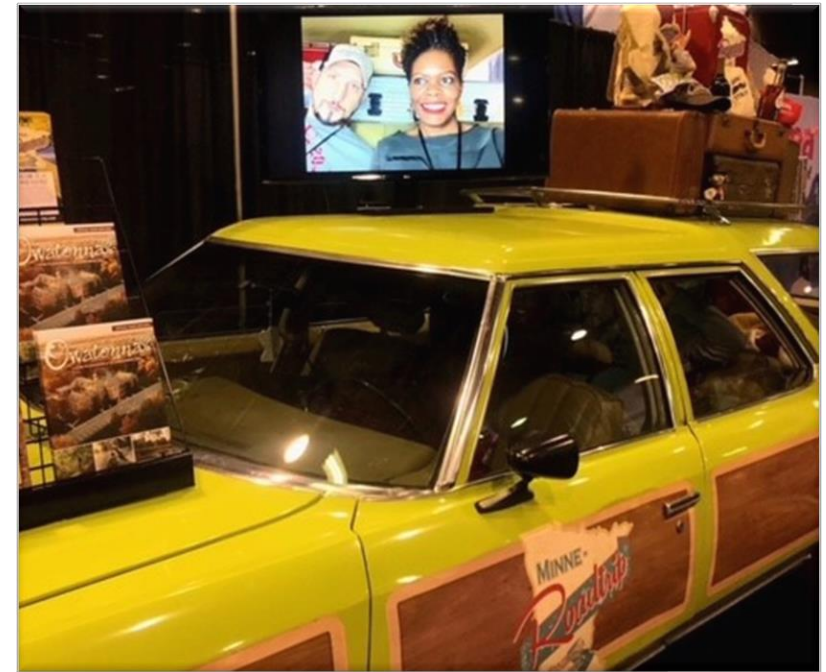


Collaborations

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, Iowa & Chicago.

- Budget of \$12,000 (each community contributes \$4,000)
- 2,240 page views of minneroadtrip.com
- Each community received more than 100 referrals for the MRT site directly to their tourism websites
- 2,650 Facebook Fans
- Advertisements: Facebook Ads, Group Travel Planner, Minnesota State Travel Guide, Southern Minnesota Travel Guide.
- Purchased “Minne” a 1971 Chevrolet Kingswood Wagon and Halo Selfie Booth for use at tradeshows
- Developed printed tri-fold brochure, air fresheners and key chains for use at tradeshows.
- Attended 2020, 22, 23, 24 Chicago Travel Show, 2021 Iowa Sportsman Expo. (Over 1300 leads from these shows!)





Recap 2024 CVB Budget

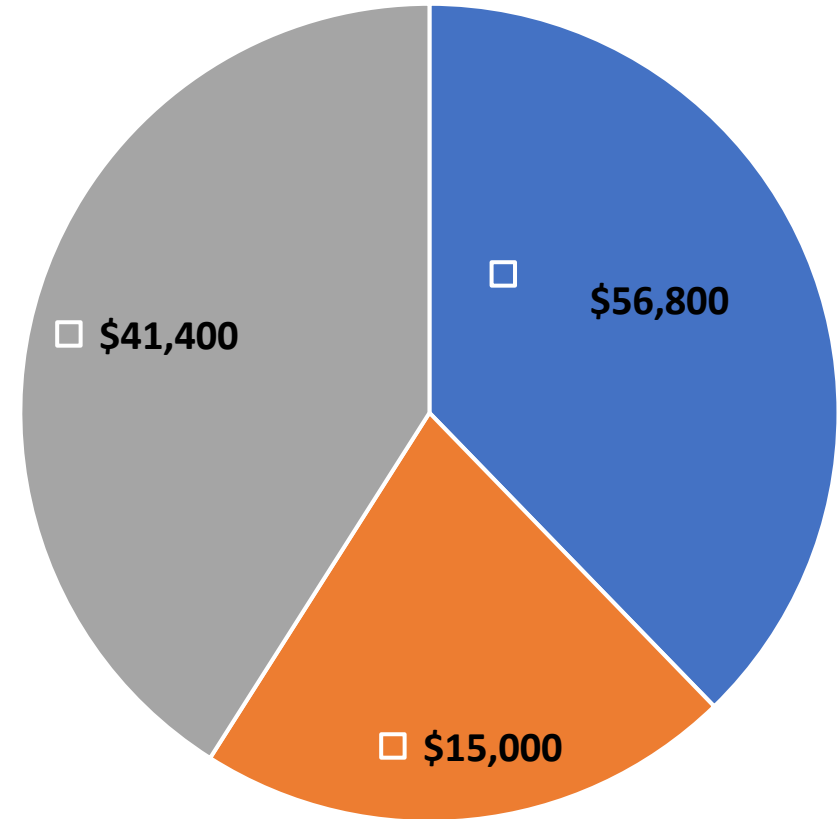
REVENUE

- We have continued to see an increase in lodging tax since 2020
- Explore MN Tourism Grant \$10,000

EXPENSES

- We increased advertising to include digital marketing, increasing our reach and economic impact

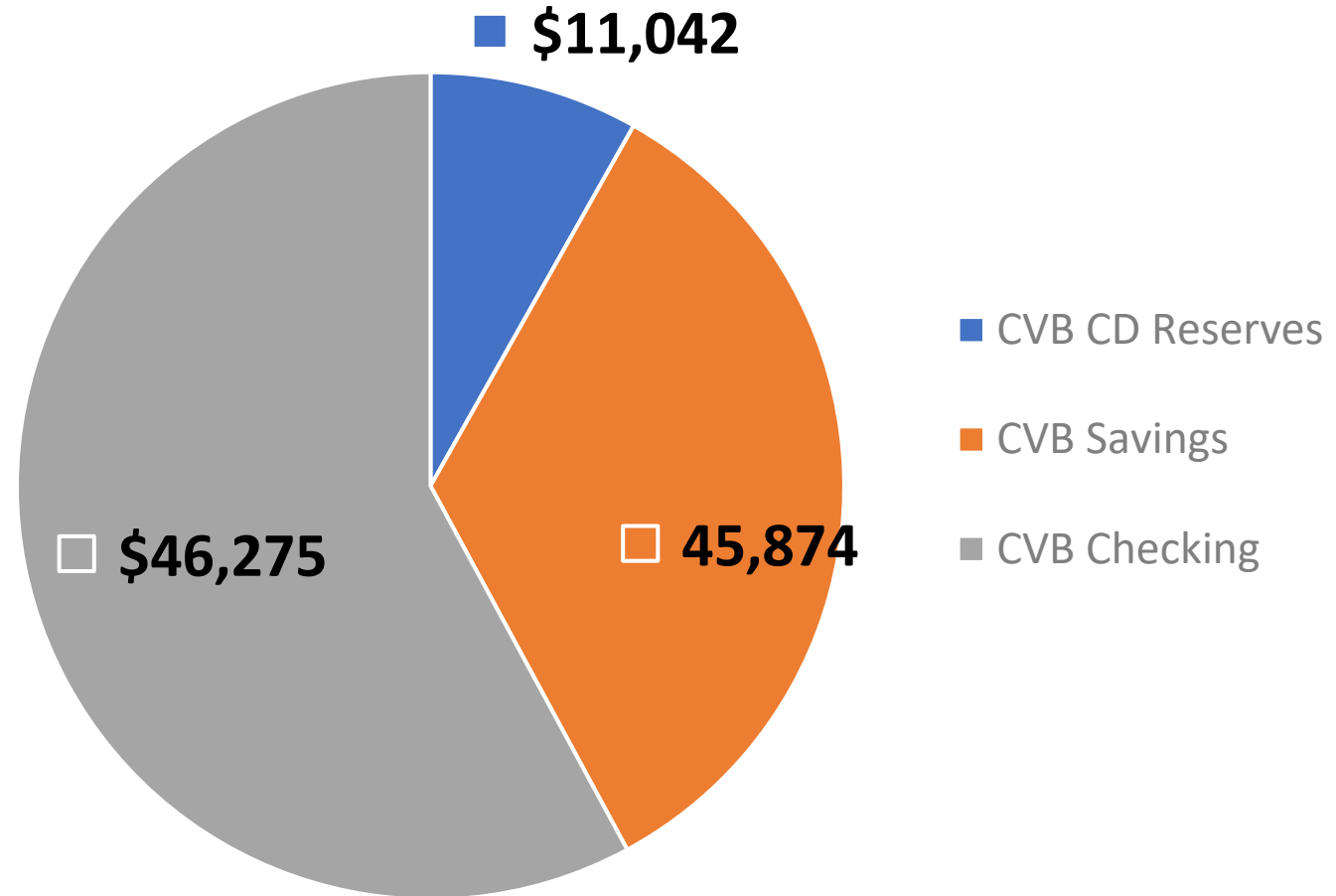
2024 Projected Expenses



■ Staffing ■ Overhead ■ Advertising



Assets as of October 2024



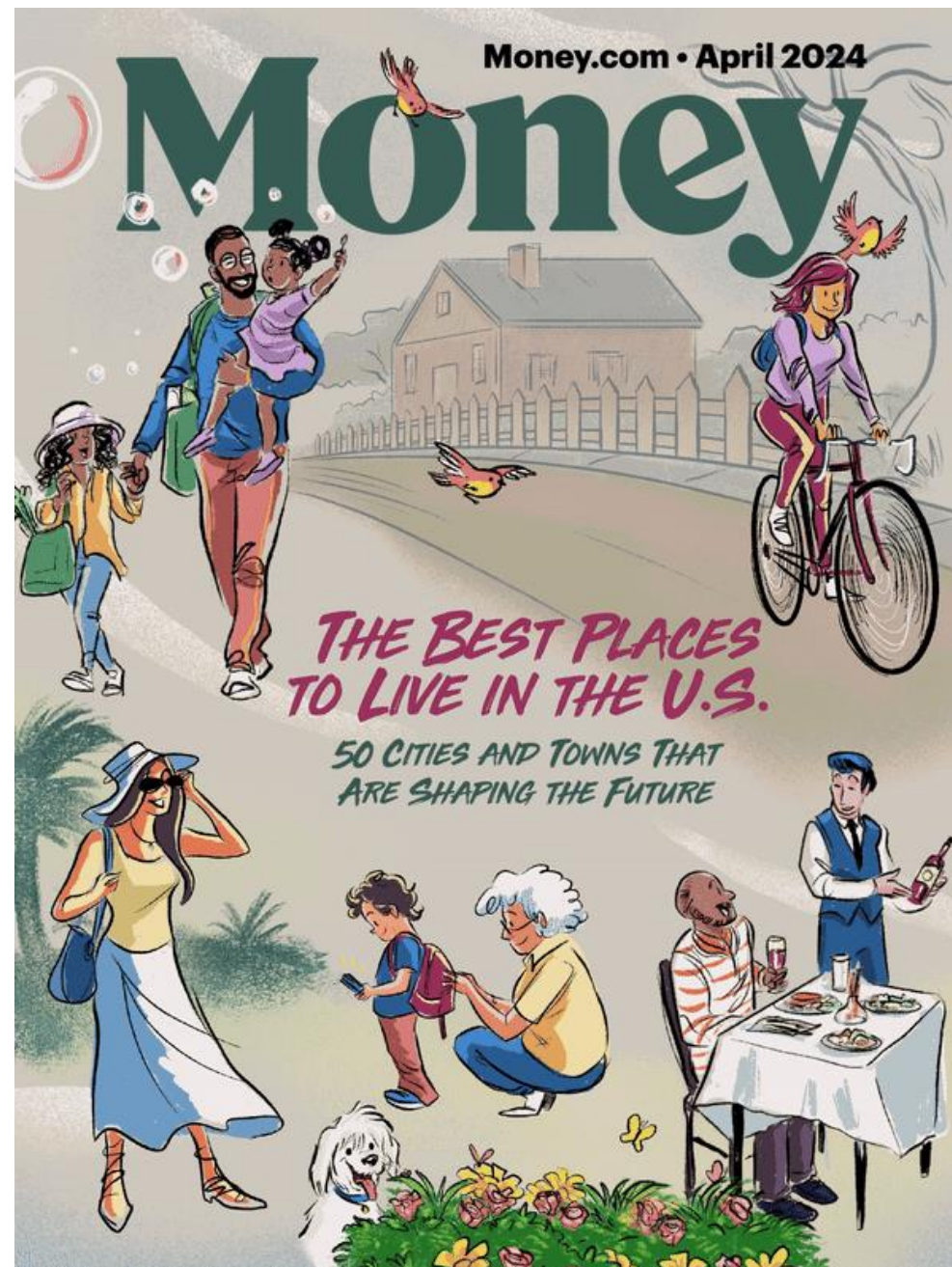
Total Assets as of October 2024 = \$103,191



Money.com says

The Best Places to Live In the U.S.
“50 cities and towns that are
shaping the future!”

- Resilient
- Unique
- Economically Thriving





THANK YOU!

QUESTIONS?