



# 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

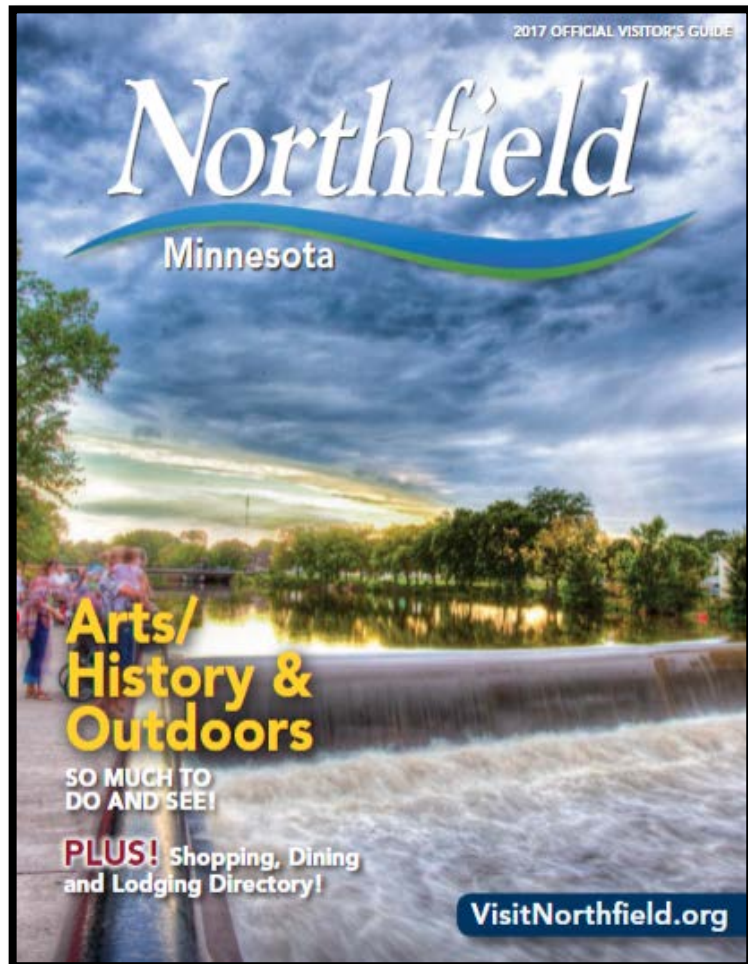
## **Vision**

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

# 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

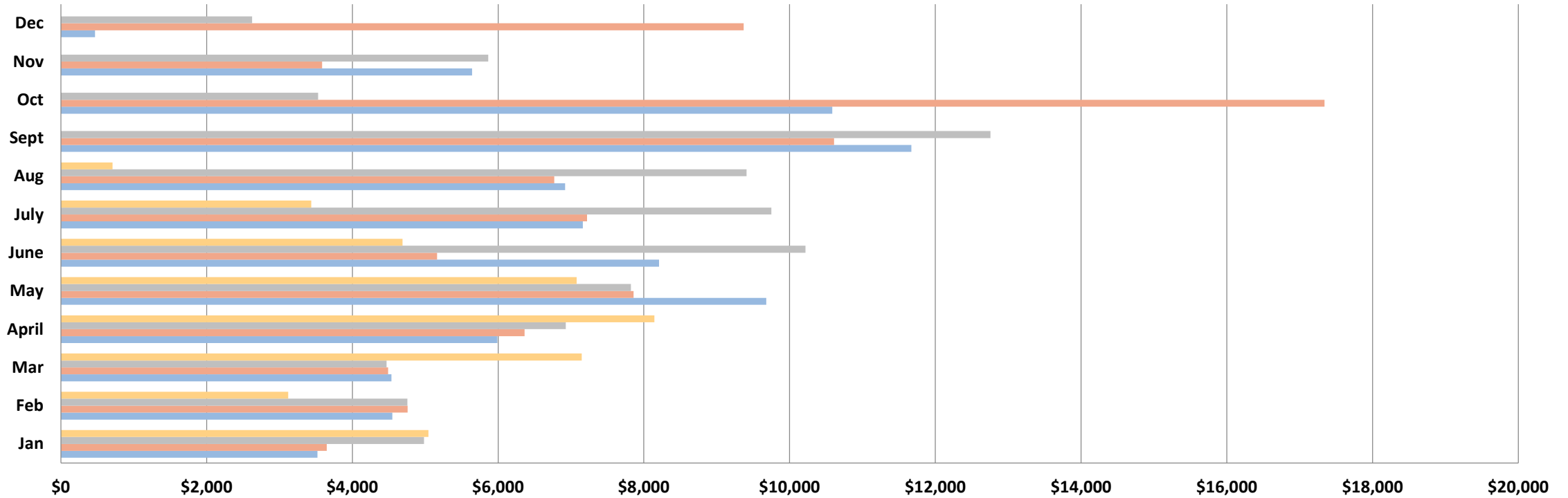
2014 Lodging Tax= \$78,930

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

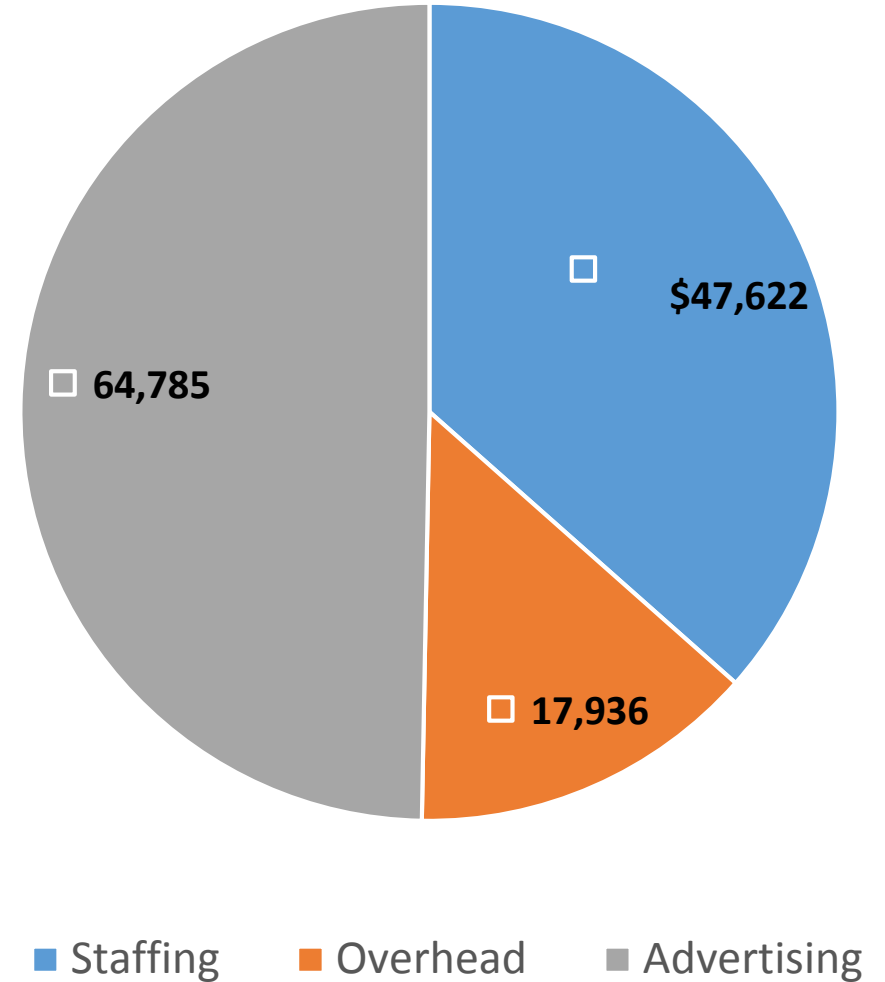
2017 Projected Expenses

## 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.

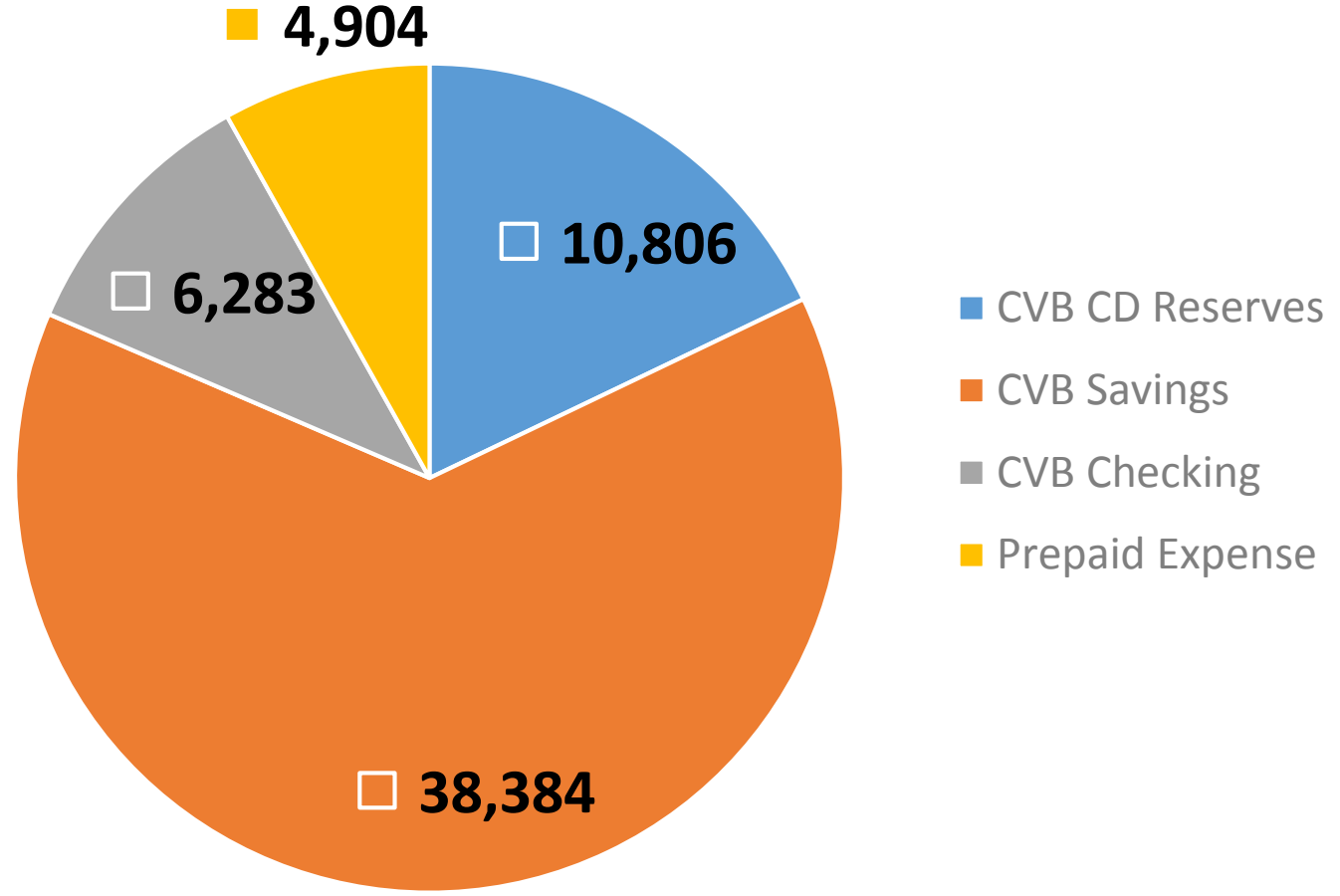
## EXPENSES

- 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



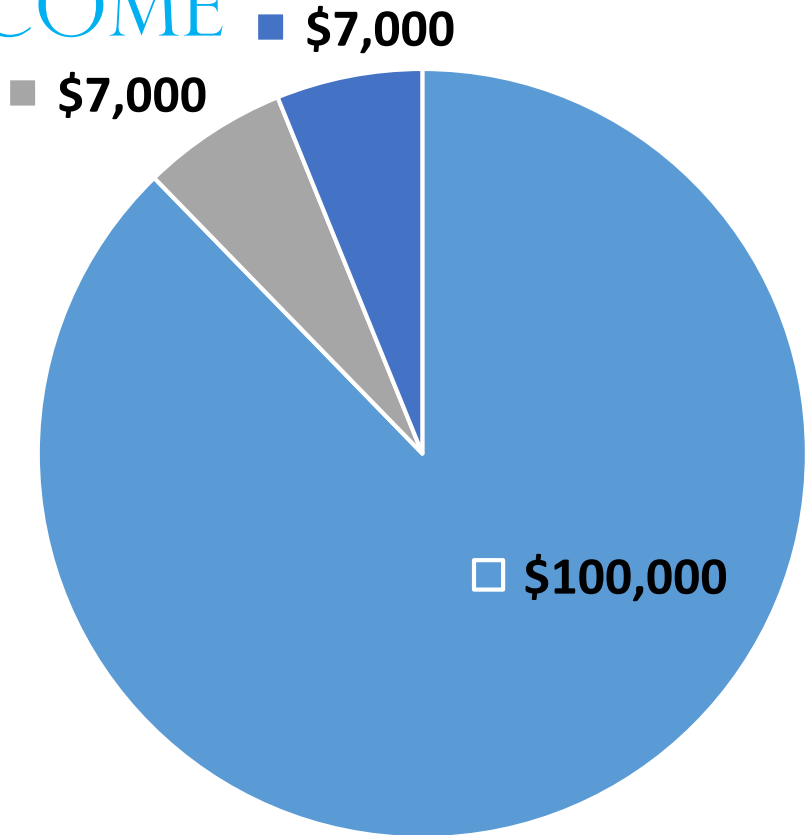


# ASSETS AS OF AUGUST 2017



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

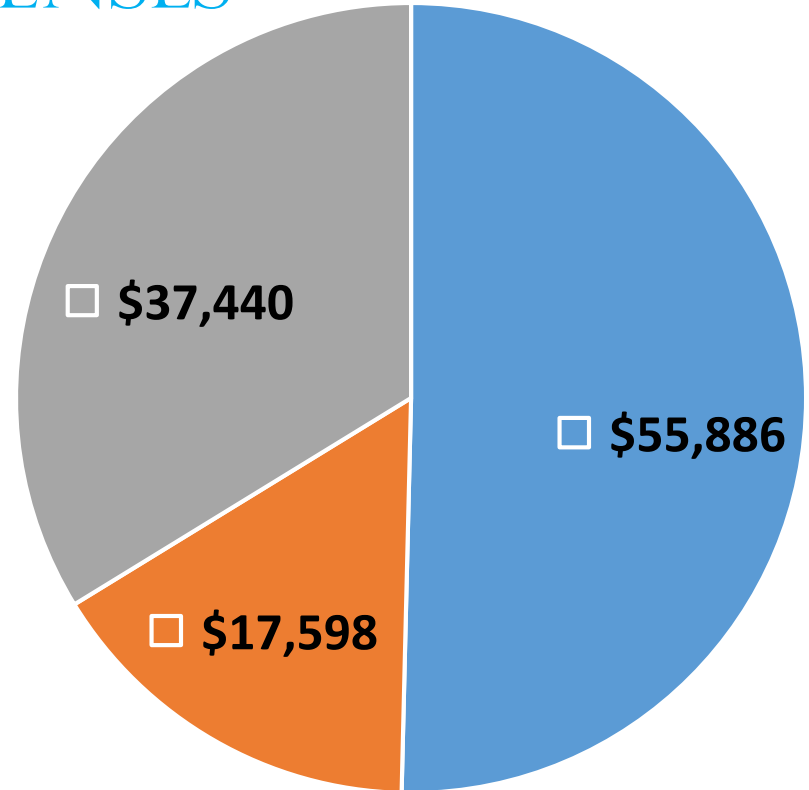
# 2018 BUDGET INCOME



- 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.