

MINNESOTA

visit Northfield

AT ITS BEST

NORTHFIELD CONVENTION
& VISITOR'S BUREAU

City Council Presentation

October 16, 2018



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
 - Fairfield Inn & Suites – 80 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 306 rooms (Oct. 2018)



Fairfield Inn & Suites – Opened October 2018

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

2018 OFFICIAL VISITOR'S GUIDE

Northfield

Minnesota

SCRIVER BUILDING

BRIDGE SQUARE

MUSEUM STORE

NORTHFIELD HISTORICAL SOCIETY

It's All Here!

Your Shopping Dining & Lodging Directory!

Unforgettable Experiences

The Arts, History and the Outdoors come alive in Northfield!

VisitNorthfield.org

#THISISNORTHFIELD

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WELCOME SOCCER PLAYERS & FAMILIES!

MINNESOTA visit Northfield AT ITS BEST

EXPERIENCE MINNESOTA HISTORY AT ITS BEST

There is much to do in Northfield while you're in town! Shop, dine and enjoy our beautiful and historic downtown! Whether you're searching for a souvenir or a one-of-a-kind item, clothing or cookwear, you'll find just what you're looking for! Hungry? The dining options in Northfield will satisfy your appetite, whether you are looking to be adventurous or if you just desire a reliable favorite. From fast food casual to sit down elegance, you'll find what you're looking for in our historic river town.

VISITNORTHFIELD.ORG | 507.445.5604

m EXPLORE MINNESOTA

COWS CARDIGANS & CONTENTMENT

NORTHFIELD YARN

MINNESOTA visit Northfield AT ITS BEST

SHOPPING AT ITS BEST!

VISITNORTHFIELD.ORG

m EXPLORE MINNESOTA

#THISISNORTHFIELD

HISTORY HAPPENED HERE

MINNESOTA visit Northfield AT ITS BEST

EXPERIENCE MINNESOTA HISTORY AT ITS BEST

On September 7, 1876, the James-Younger Gang rode into town, intent on robbing the First National Bank of Northfield. When the holdup was discovered by local citizens, they began to arm themselves to face down the gang. A battle ensued and lasted only seven minutes. See for yourself where it all took place and experience one of the finest examples of ordinary people showing extraordinary courage.

VISITNORTHFIELD.ORG | 507.445.5604

m EXPLORE MINNESOTA

2018 Northfield Visitor Guide

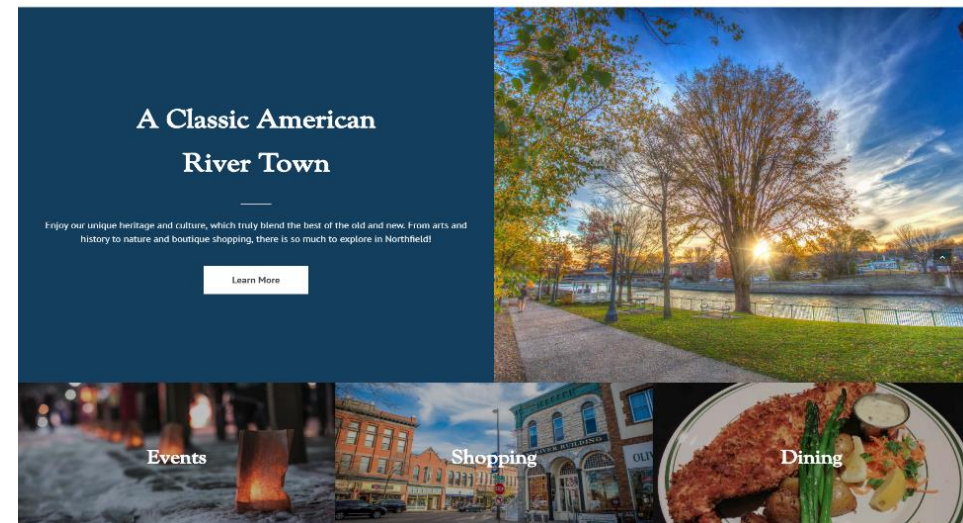
2018 Explore Minnesota Tourism Marketing Award Recipient for Best Website Refresh.



Welcome to Northfield

Along the banks of the Cannon River, lies charming Northfield, Minnesota. With its 150 years of history, art, culture and education, Northfield offers something for everyone. Nature lovers flock to hike the trails of Cooling Arboretum, bicyclists pursue the varied terrain, toddlers 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 and named "Best Place to Retire" by Money Magazine!

[Plan Your Trip](#)



2018 BIKE MS: RIDE ACROSS MINNESOTA HOST CITY



- Bike MS: Ride Across Minnesota, a five-day, 280 mile bicycle ride traveling through the picturesque scenery of central Minnesota will be rolled through Northfield on July 16, 2018.
- In 2018, the riders raised over \$638,000 which helps fund critical services, groundbreaking research that will help end MS (Multiple Sclerosis).
- The event included over 500 riders and around 100 support staff. Riders had the option of camping at our designated “camp ground” space which was located at Bridgewater Elementary School, or staying at one of our seven lodging properties throughout Northfield.
- An info booth, first aid tent, cell phone charging station, lunchtime food vendors and shower truck were located at Bridgewater Elementary.
- Shuttles brought participants to hotels and downtown.
- 2 Bank Raid Re-enactments + a Spaghetti Dinner were provided by the Defeat of Jesse James Days Committee. (The dinner raised over \$2400 to help fund the rodeo site bleachers)

EXPLORE MINNESOTA TOURISM'S #ONLYINMN MINI-MONUMENT HO

- Explore MN reported to me that they have received 78 tagged photos of Northfield during the time the monument was here. (That's double what was received from Hastings and triple of the Bell Museum!) According to Caitlyn Rick, EMT's social media manager, it generated lots of response.
- #ThisIsNorthfield was tagged 212 times during the time the monument was here, with 155 tags on the weekend of DJJD. Despite some issues with vandalism, it was a great success for the monument to be in Northfield.

#ThisIsNorthfield

August 30-September 10.

- 212 posts
- 96 uses
- 5,558 engagement
- 20,660 reach
- 52,167 impressions



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 tradeshow, primarily targeting the Metro, Iowa & Chicago.



- 1,612 unique users were driven minneroadtrip.com
- Each community received more than 100 referrals for the MRT site directly to their tourism websites
- 2,551 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 tradeshow.
- Attended Chicago Travel Show, MN Field Trip Library Expo, Explore MN Group Travel Expo, Star Tribune Travel Show.

2019 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"> • Create Annual Report • 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 14% (currently around 13%) 	<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

LODGING TAX

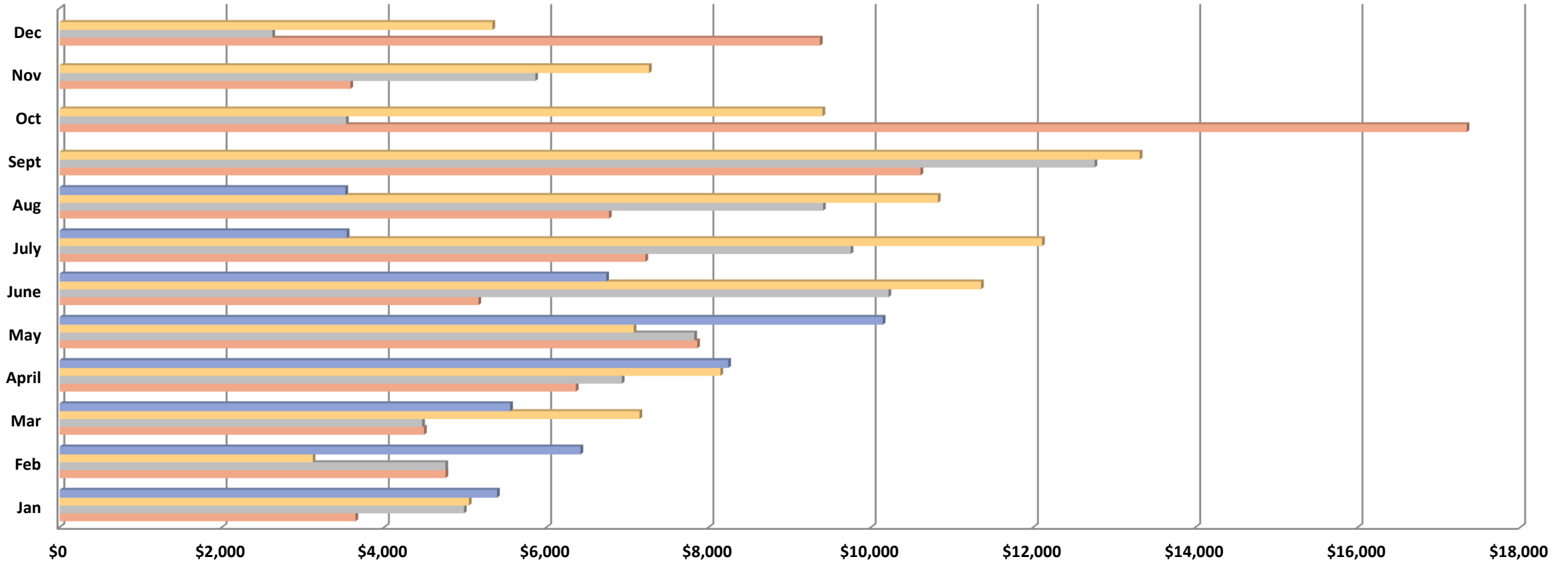
2014 Lodging Tax = \$78,930

2015 Lodging Tax = \$81,455.41

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

2017 Lodging Tax = \$100,141 (\$6,947.36 in arrears)

2018 Lodging Tax (Jan-July) = \$46,030



	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
■ 2018	\$5,392.20	\$6,420.46	\$5,553.62	\$8,241.29	\$10,145.42	\$6,737.92	\$3,539.52	\$3,522.70				
■ 2017	\$5,044.93	\$3,120.02	\$7,147.31	\$8,144.80	\$7,076.24	\$11,357.55	\$12,109.20	\$10,825.66	\$13,312.87	\$9,403.39	\$7,264.47	\$5,334.86
■ 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

RECAP 2018 CVB BUDGET

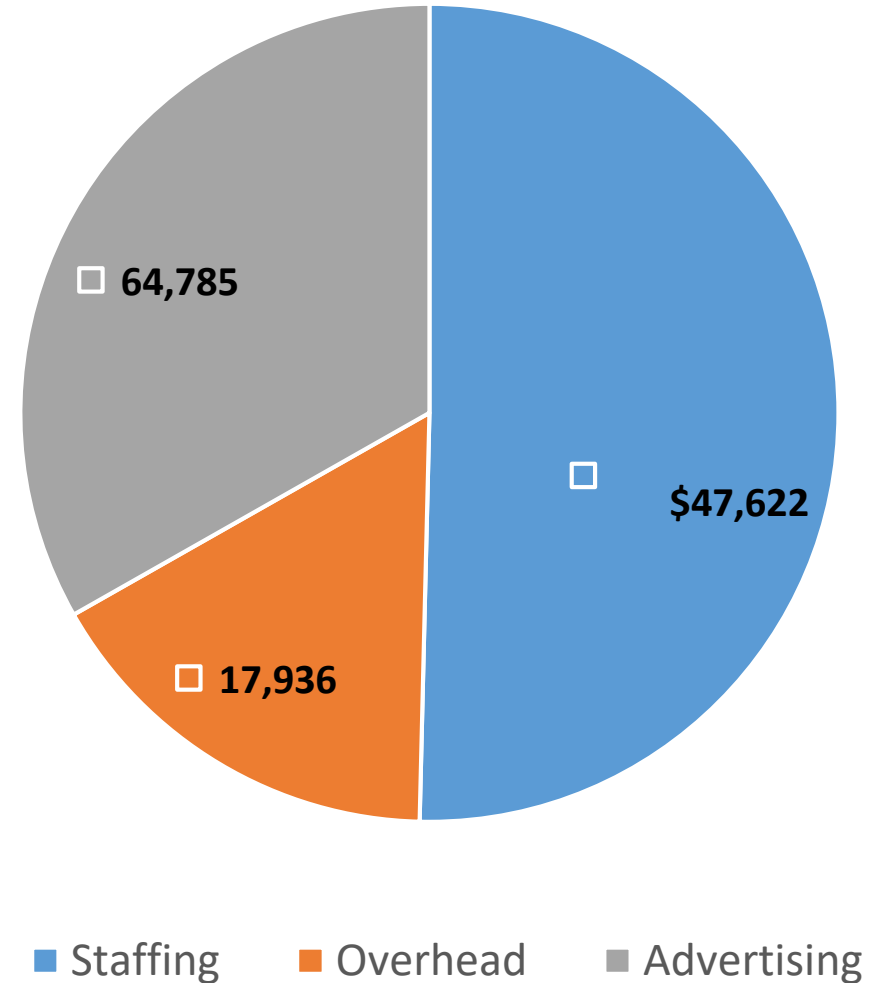
2018 Projected Expenses

REVENUE

- Projecting increase in lodging tax revenue to end 2018.
- Explore MN Tourism Grant will not be released until January 2019.

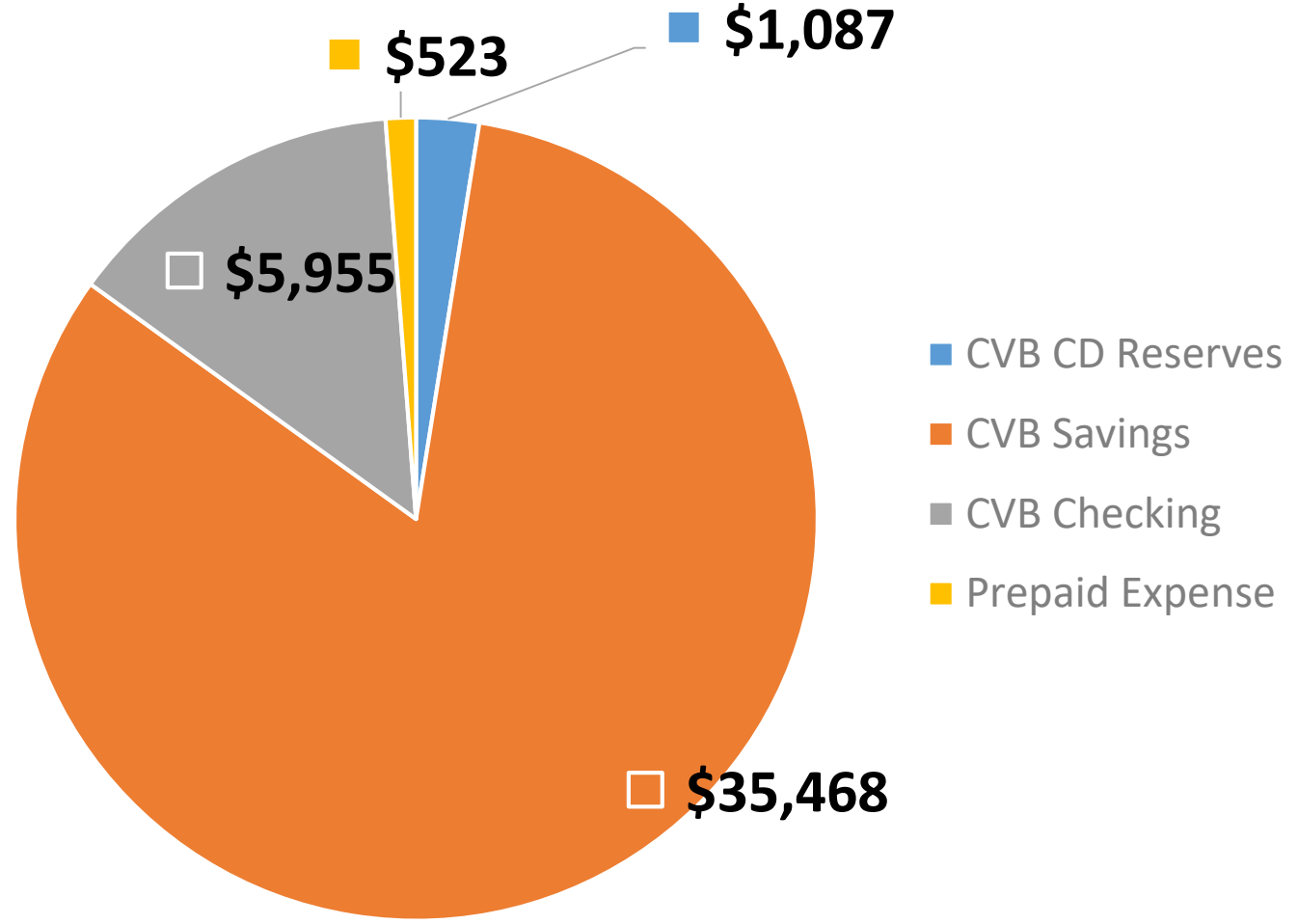
EXPENSES

- Expenses will be \$3,093 over 2018 projected revenue due to unbudgeted expenses.
 - Increased Advertising, Trade Show Expenses, Bike MS Event.



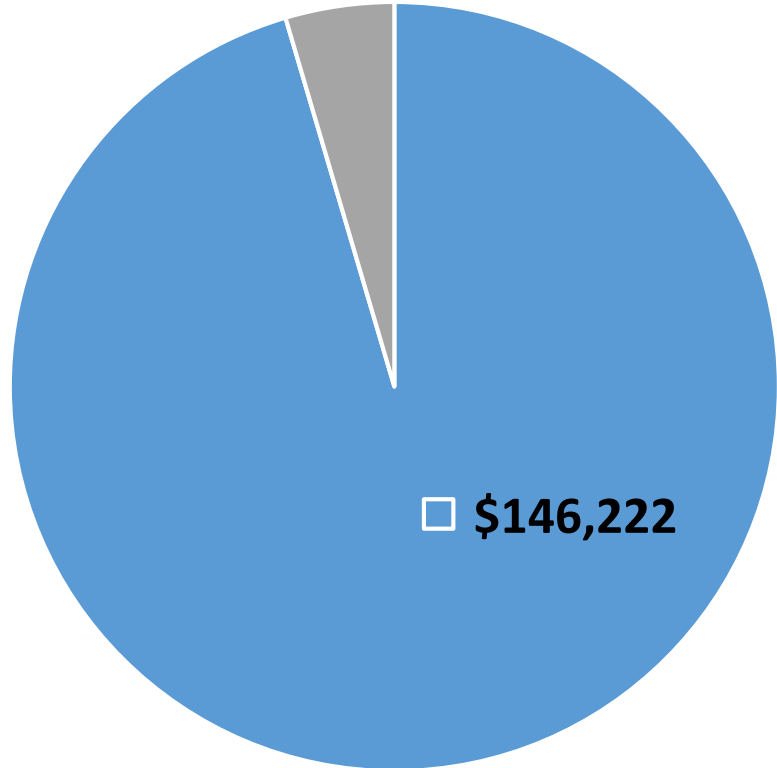
Total Projected Expenses 2018 = \$110,923

ASSETS AS OF AUGUST 2018



Total Assets as of August 2018 = \$52,834

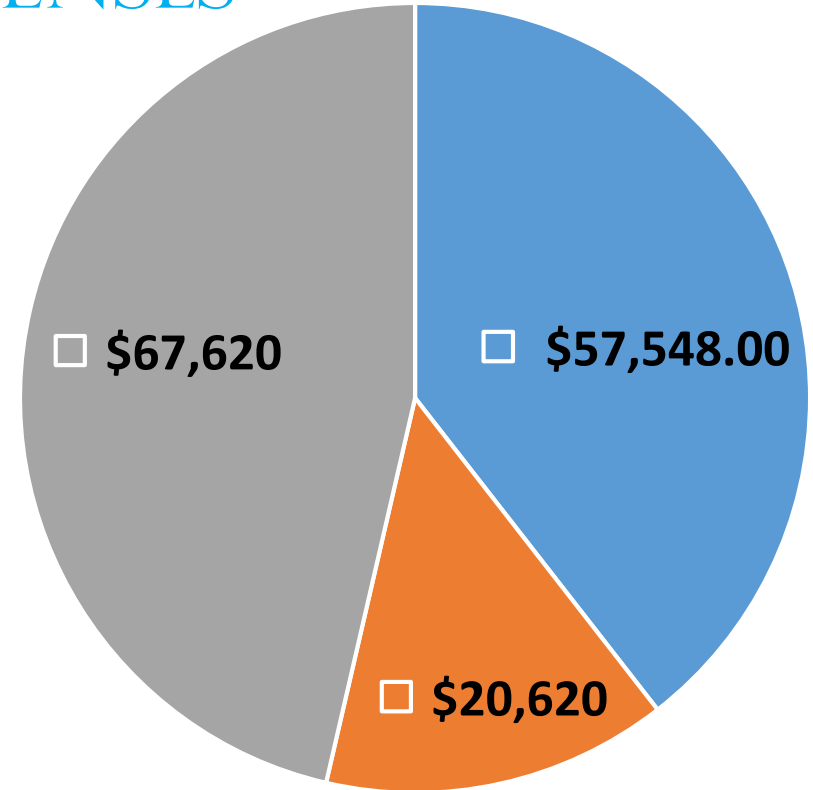
2019 BUDGET INCOME



- Estimated 2019 Lodging Tax Revenue
- 2019 Explore Minnesota Advertising Grant

Total 2019 Budget Income = \$153,302

2019 BUDGET EXPENSES



- Staffing
- Overhead
- Marketing/Advertising

Total 2019 Budget Expenses (Estimated) = \$145,788

RECAP 2019 CVB BUDGET

REVENUE

- Lodging Tax Revenue based on historical lodging tax trends/averages & addition of new 80 room hotel fall 2018.
- Up to \$7000.00 matching 1:1 Explore MN Tourism Advertising Grant

EXPENSES

- Expenses will come out of 2019 lodging tax revenue, Explore MN Tourism Grant
- Expenses to include: Full-time tourism staff, advertising & promotions, Northfield hospitality award program, engaging in industry relations and state tourism initiatives.