



# **Northfield Convention & Visitor's Bureau**

**City Council Presentation  
October 7, 2025**



## 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, retaining and showcasing the values, heritage, culture and natural beauty of Northfield and the surrounding area.

### 2025 CVB Advisory Board

Board Chair: Brad Ness, Northfield City Council

Andy Beaham, Fairfield Inn & Suites

Joni Karl, Fate Vintage

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

Melissa Bernhard, Northfield Public Schools Community Education

City Employee Rep Appointed by City Administrator (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 – 55 rooms (decreased by 2)
  - Northfield Extended Stay – 20 rooms
- Total of 256 rooms



# 2023-25 Strategic Priorities

Objectives	Goals	Strategic Initiatives
<b>Brand Awareness</b>	<ul style="list-style-type: none"> <li>• Create inspiration and differentiating marketing to drive engagement</li> <li>• Identify niche audiences that will resonate with the unique value that Northfield can deliver.</li> <li>• Integrate content for deeper storytelling among niche and general audience.</li> <li>• Develop experiential strategies to drive awareness and curiosity about Northfield as a must-see destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with media partners to develop creative and engaging messaging that creates impact and separates Northfield from comparable cities.</li> <li>• Work with media planners to pinpoint audiences that index high with the tourism products that Northfield has.</li> <li>• Create content partnerships with subject matter experts to develop first person stories about activities and experiences that make Northfield special.</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Produce inspiring content that drives action across all platforms.</li> <li>• Provide assistance directly to travelers and groups who are planning a getaway in Northfield.</li> <li>• Engage with social media followers in a meaningful way.</li> <li>• Foster relationships with content producers such as bloggers and social media influencers.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with and create relationships with group tour leaders.</li> <li>• Update 24-hour visitors center and keep itineraries fresh on website.</li> <li>• These platforms serve as many peoples' introduction to our destination, and we are there to answer the questions and help turn their "Likes" into actual trips.</li> </ul>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>• Identify and develop unique partnerships to maximize marketing dollars and expand reach</li> <li>• Create affordable cooperative programs to assist Northfield businesses in tourism promotion.</li> <li>• <b>Reach over 1M impressions in 2025</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continue Explore MN and Minne-Roadtrip partnerships to extend reach of advertising.</li> <li>• Work with local businesses to co-market Northfield as tourism destination.</li> <li>• 2025-Partnered with MN Star Tribune</li> </ul>



# Lodging Tax



## Lodging Tax per Month Received:

2017 Lodging Tax = \$100,141.30  
2018 Lodging Tax = \$99,832.79  
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 = \$168,505.11  
2025 Lodging Tax (Jan - June) = \$99,234.20

# Causes of Slowing in Some Segments

## Tourism in MN

- **Seasonal/Regional dips:** Summer 2024 slower than 2023, especially in NE MN, Twin Cities, resorts
- Small businesses hit hardest.
- **Fewer visitors:** Canadian and international travel still below pre-pandemic levels.
- **Cost & other pressures:** Rising travel/lodging costs, economic concerns, weather, and competition impacting demand.



# Projection for 2025–2026 (Next 1–2 Years)

- Based on the data, existing trends and external factors, here is a short-term forecast/risk assessment:
  - **Strong lodging sector** (summer demand, stable rates)
  - **Challenges:** ↓ International & Canadian visitors (–13%), small operator stress
  - **Forecast:** +1–3% growth in visits/spending
  - **Risks:** weak consumer budgets, rising costs, continued border softness
  - **Upside:** growth in ‘outdoor, nature, rural’ travel; big festivals (biking)
  - **Third Party Bookings:** new emphasis on promoting local VRBO’s & AirB&B’s

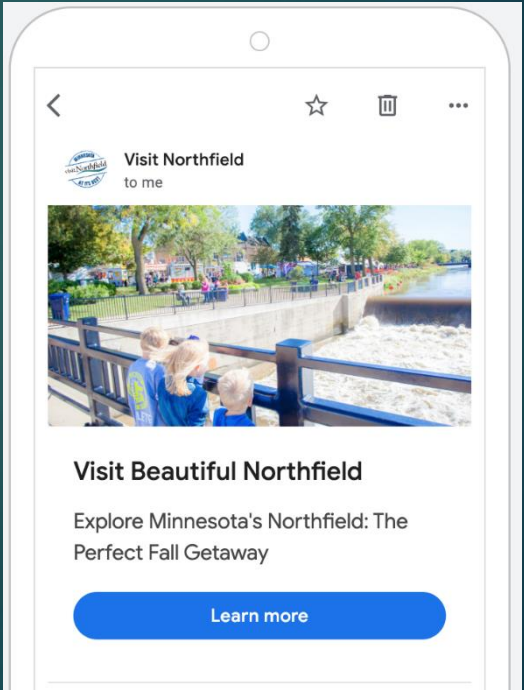
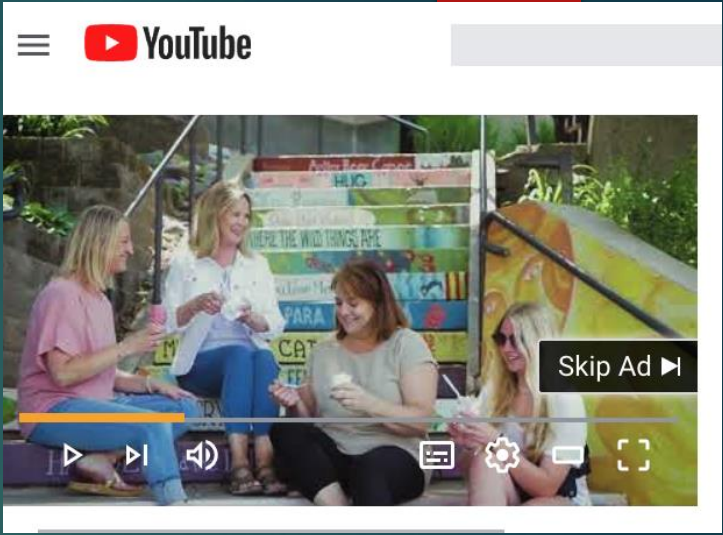
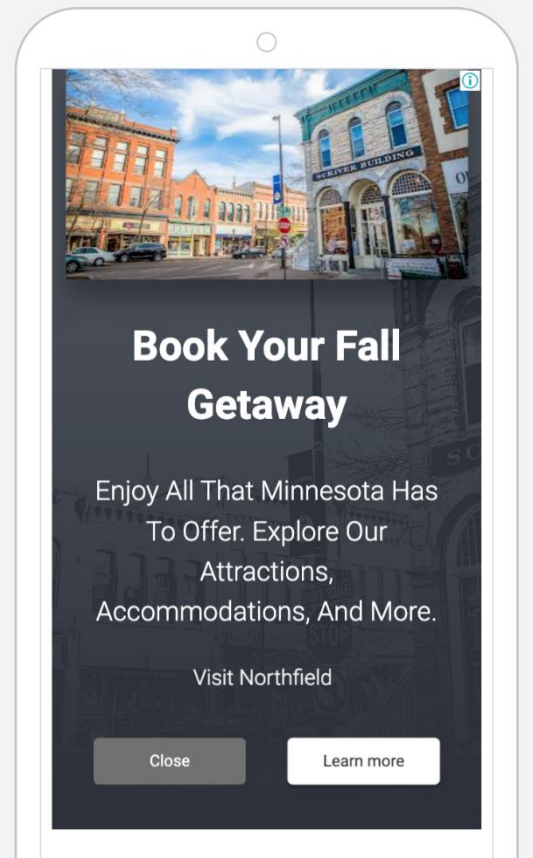
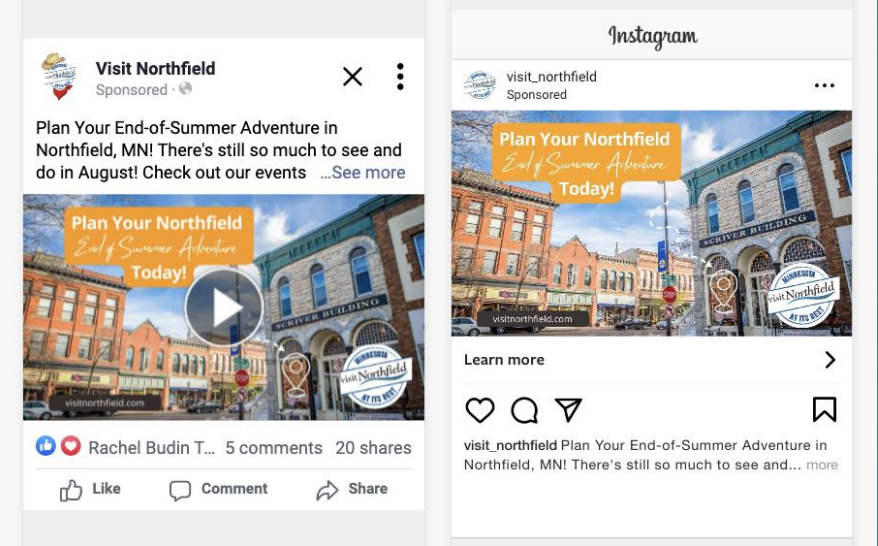
# 1M+ in 2025 digital impressions

- Digital is where we need to be
- Shifted advertising \$ to support our digital marketing strategy
- Proven to be very cost effective and successful
- Website full of relevant, up-to-date information to help visitors plan their trip
- Print ads continue to be important



# Digital Marketing Ad Examples

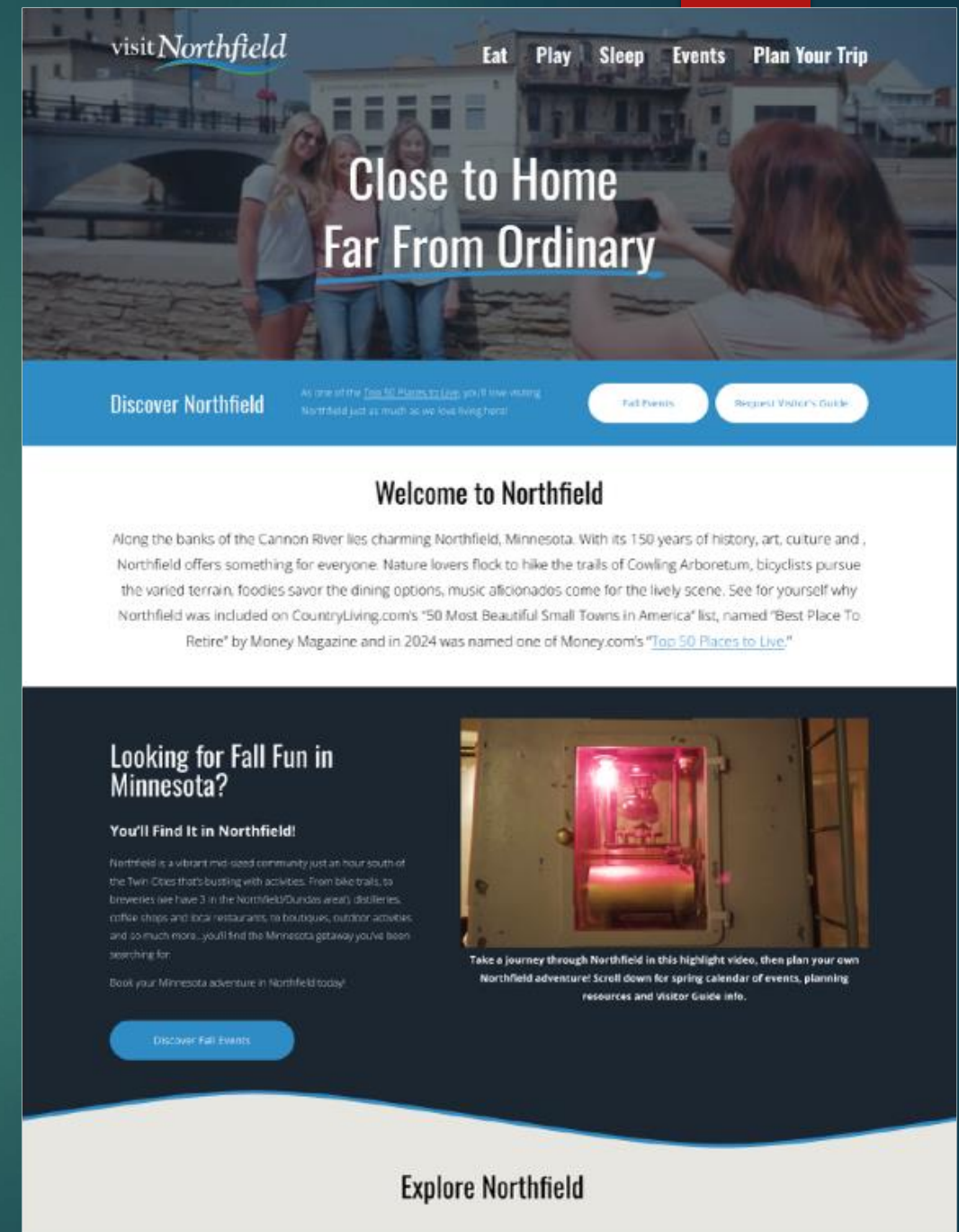
Facebook, Instagram and Google Platforms, including YouTube  
Seasonal Campaigns Running Quarterly



# The Website is a 24/7 Marketing Tool

Continually Update the Website To Better Serve Our Audience:

- Homepage Updates to easily find content
- Seasonal Events Pages - updated quarterly
- Digital Request a Visitor's Guide
- Visitor Specific Events Calendar
- More Videos and Images
- 2025 – added Community Box app to expand our ability to list more businesses





# Digital Visitor Guide Request Form

- ▶ We added a 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 a free digital copy of the Northfield Visitor's Guide today, and get insider tips, local recommendations, and all the information you need to make the most of your trip.

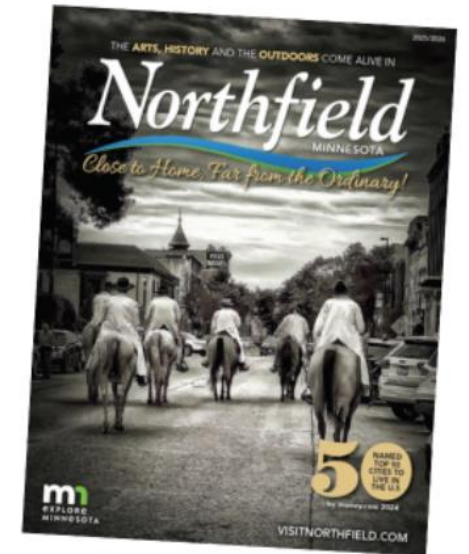
Want a printed copy mailed to you instead? [Click here.](#)

\* 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!







# Events Calendar for Up-to-Date Info that businesses can submit for vetting

- ▶ Research shows visitors search online for “things to do” and “events” before coming to Northfield
- ▶ Challenge: It can be difficult keeping up with the calendar.
- ▶ Solution: We offer a community event calendar where businesses can post their own events.
- ▶ The goal is to attract visitors to Northfield, encourage participation in local activities, and boost local spending.


## Events from Thursday September 25




**Christopher Tradowsky's MIDNIGHT AT THE CINEMA PALACE**  
*Thursday September 25 7:00pm - 8:30pm*  
Content welcomes Christopher Tradowsky for a reading from his new novel MIDNIGHT AT THE CINEMA PALACE. Join us on Thursday, September 25th when he'll be in conversation with fellow author Greg Hewett ...  
Content Bookstore, 314 Division Street South, Northfield, MN 55057, USA  
[user-submission](#) [books](#) [author](#)



**Trivia Mafia @ Loon Liquors**  
*Thursday September 25 7:00pm - 9:00pm*  
Loon Liquor, 1325 Armstrong Rd #165, Northfield, MN 55057, USA



**Riverwalk Market Fair**  
*Saturday September 27 9:00am - 1:00pm*  
Riverwalk Market Fair Summer Market is an Art and Farmers' Market held along the Cannon River in Northfield, MN on Bridge Square. It happens each Saturday from May 17th through October 28th from 9am t ...  
Bridge Square, 19 Bridge Square, Northfield, MN 55057, USA

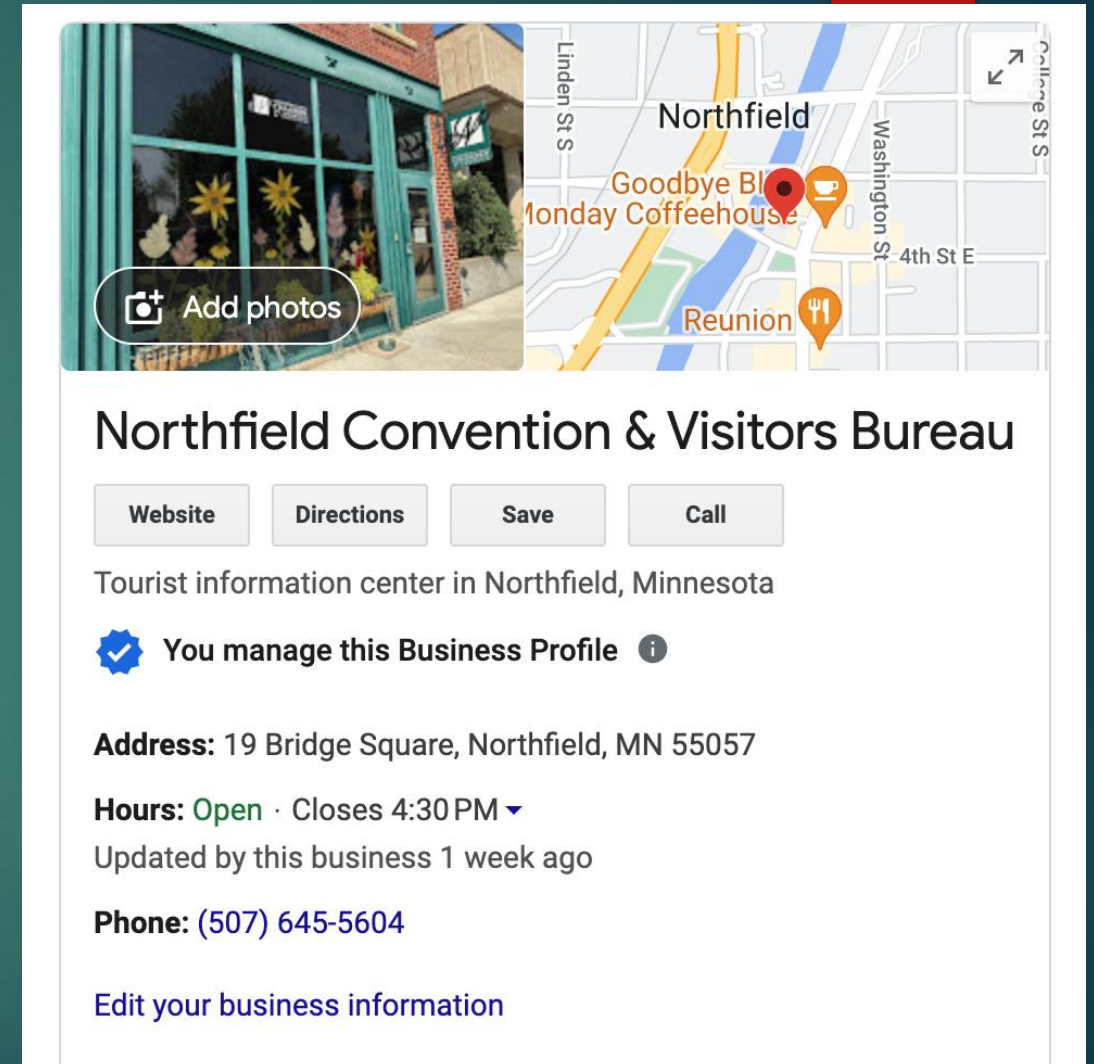


**James Kakalios's THE PHYSICS OF SUPERHEROES GOES HOLLYWOOD**  
*Thursday October 02 7:00pm - 8:30pm*  
Content welcomes James Kakalios for a reading from his new book THE PHYSICS OF SUPERHEROES GOES HOLLYWOOD: AN ALL-



# Google Business Listing for CVB

- ▶ In addition to paid keyword ads and site optimization, we have 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.



# E-newsletters

- ▶ Outreach to our CVB Email List using Constant Contact
- ▶ Email marketing is a very cost-effective form of marketing
- ▶ Sent to 5000+ inboxes

## 'Fall' in love with Northfield MN



Best Fall Restaurants



Best Fall Shopping



Best Fall Breweries, Distilleries and Cideries

Fireside Apple Orchard



Biking in Northfield & Dundas



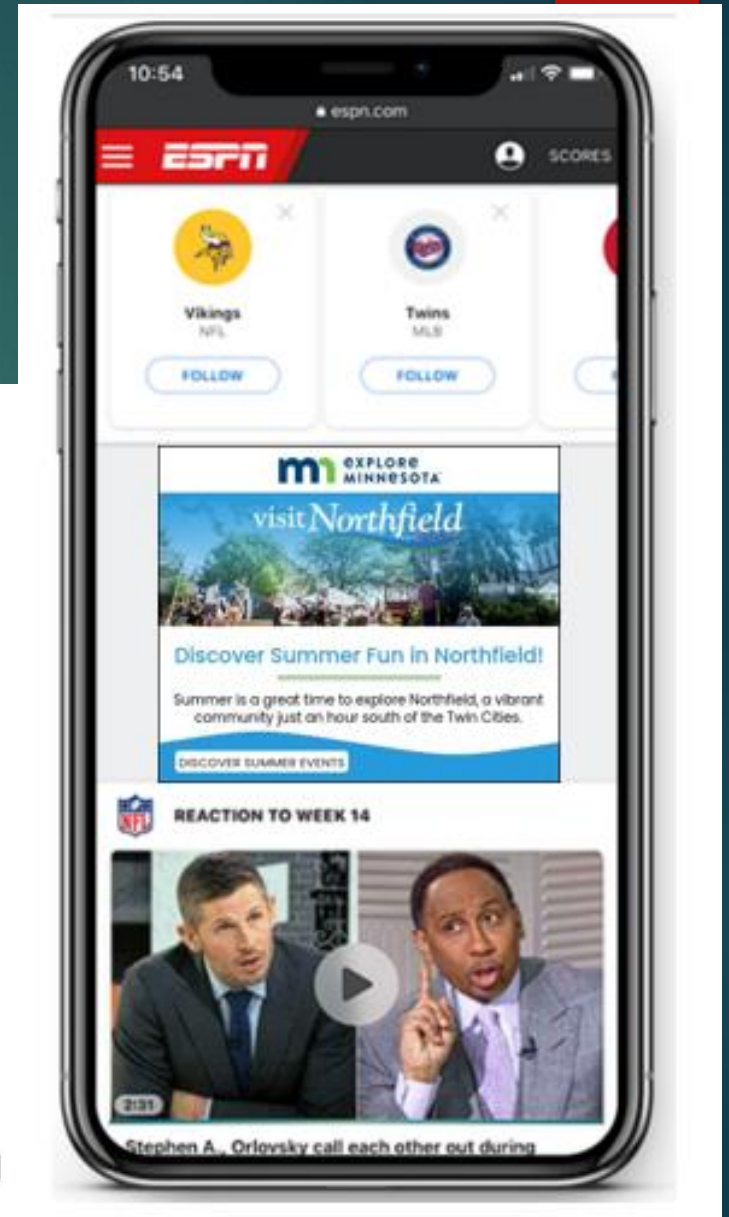
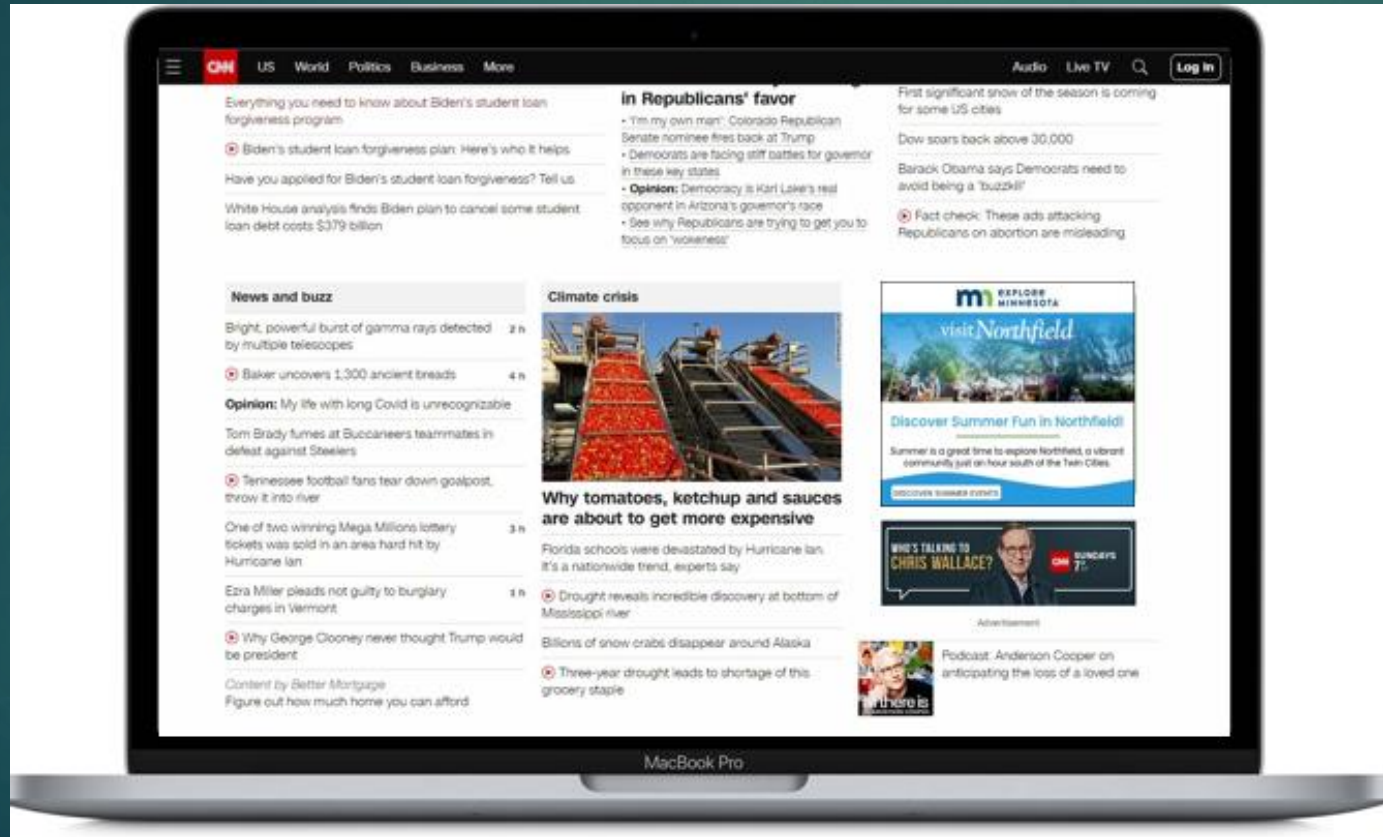


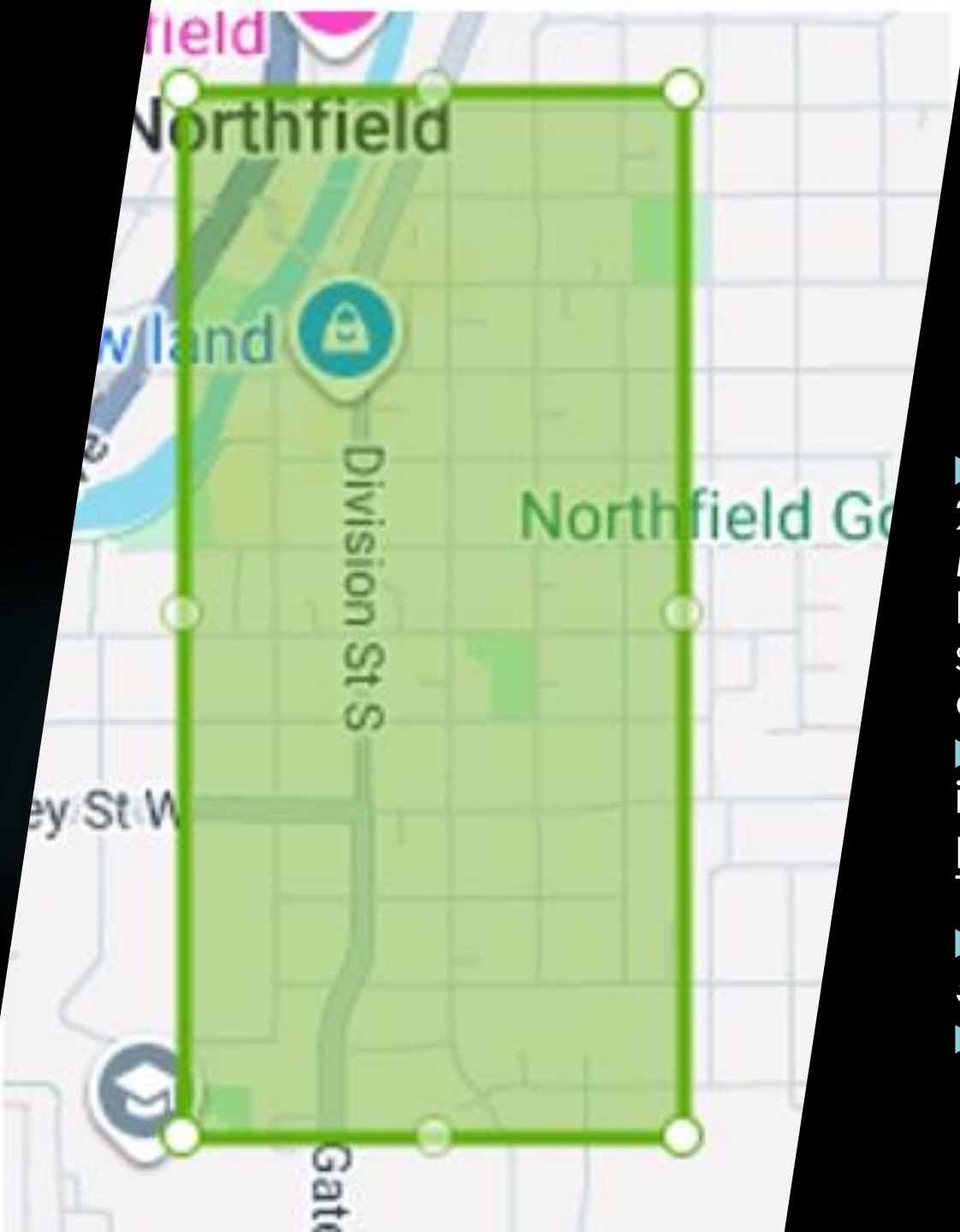
# New Partnership in 2025 with Minnesota Star Tribune

## Results From Our Summer Campaign:

- Analytics from a campaign conducted between Aug 1 – Sep 15:
- 291,684 Impressions Total Display Impressions
  - 311 Total Clicks Tracked to the Visit Northfield site
  - 11% Average Click-thru Rate (Performing above the .03 -.06% Average click-thru rate)
  - 2 Tracked View-thru Conversions
  - Addressable Geo-Fencing and Event Retargeting has driven over 97 total ON-SITE lodging conversions to date!
  - We ran event retargeting and addressable geofencing display campaigns.
- 50,000 Behavioral E-mail Recipients reached in August
  - 11,460 Total Opens & over 1,460 Total Clicks to the Northfield site!
  - 22.91% average Open Rate (Benchmark Performance Average Open Rate = 15-16%)
  - 2.92% Click-thru Rate (Benchmark Performance Average Click-thru Rate= 2%)

# From CNN on your Laptop, to ESPN on your Phone... there is Northfield!





## This Year's DJJD Visitors received retargeted ads!

- ▶ The campaign's open rate of 22.91% significantly exceeds the MN Star Tribune's typical benchmark of 15–16%, reflecting strong subject line performance and effective list targeting.
- ▶ This represents an improvement of nearly 7 percentage points over The Star Tribune's average.
- ▶ With 11,455 opens out of 50,000 emails sent.
- ▶ Great, great performance.



This is what those retargeted visitors clicked on our website.

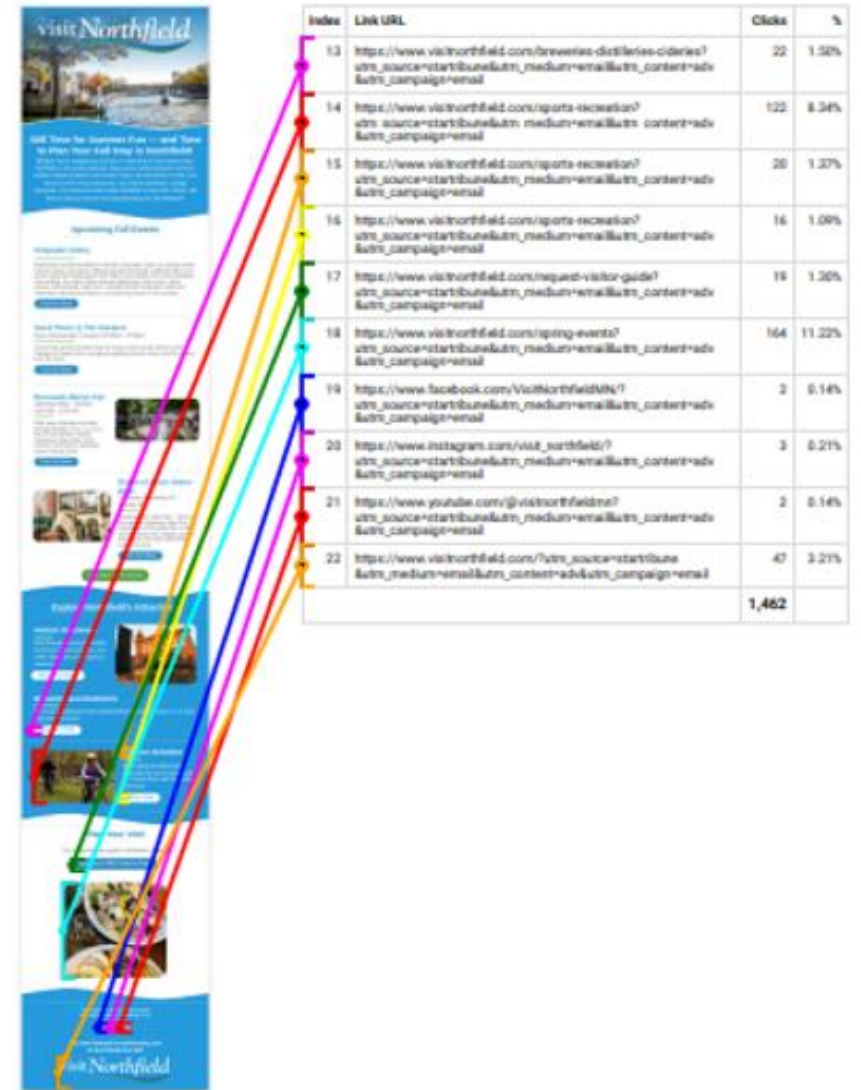
We can see what buttons people are clicking and what they are not.

Then update content to match web visitors' behaviors.

## LINK SUMMARY



## LINK SUMMARY





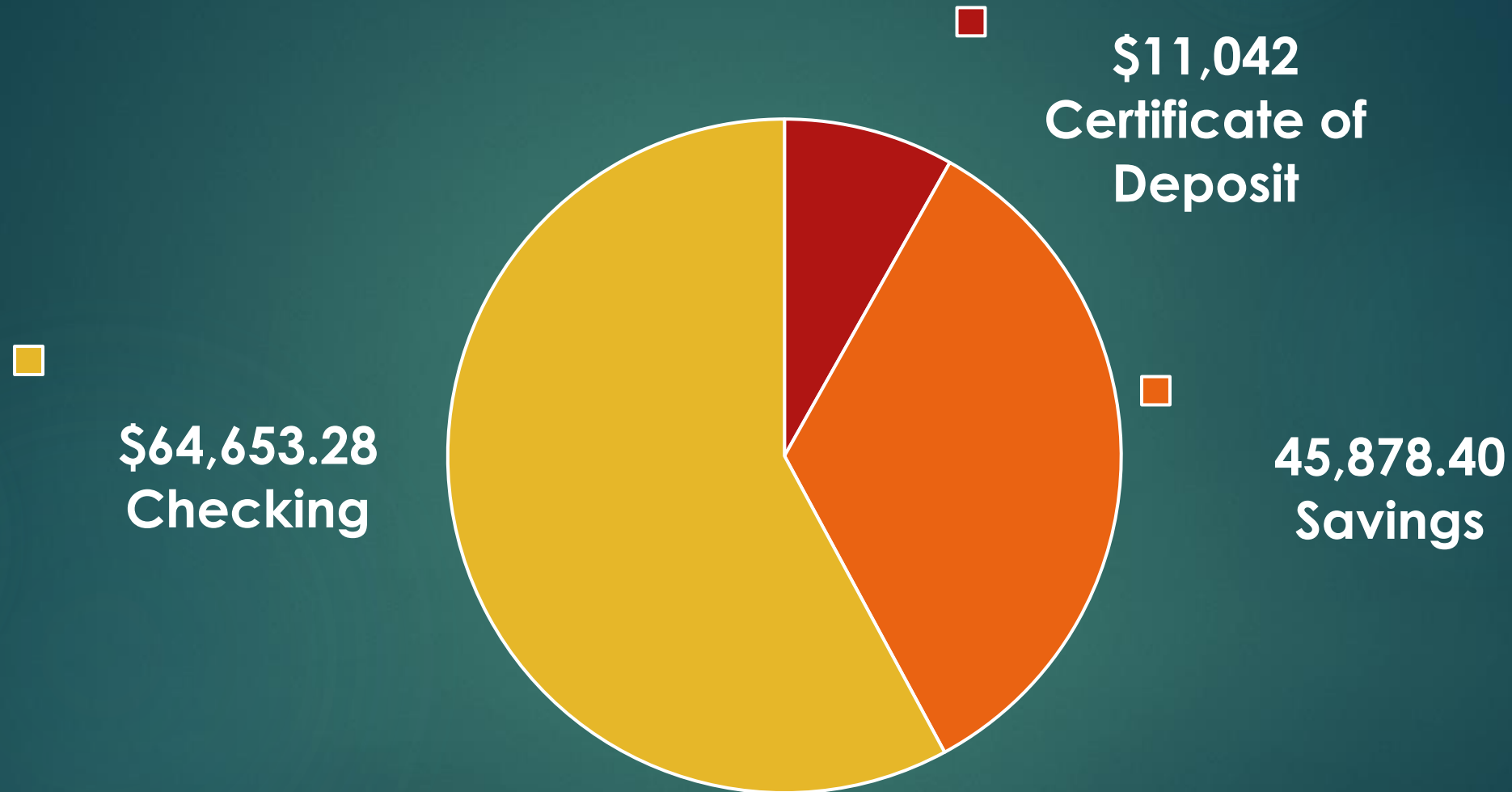
## Collaborations

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 tradeshow, primarily targeting the Metro, Iowa & Chicago.

- Budget of \$15,000 (each community contributes \$5,000)
- 1,681 page views of minneroadtrip.com in the last year.
- Each community received more than 100 referrals for the MRT site directly to their tourism websites.
- Over 2.8 thousand Facebook Fans.
- Advertisements: Facebook Ads, Group Travel Planner, Minnesota State Travel Guide, Southern Minnesota Travel Guide and all 3 partnerships guides.
- Purchased "Minne" a 1971 Chevrolet Kingswood Wagon and Halo Selfie Booth for use at tradeshow.
- Developed printed tri-fold brochure, air fresheners and key chains for use at tradeshow.



# Assets as of September 2025

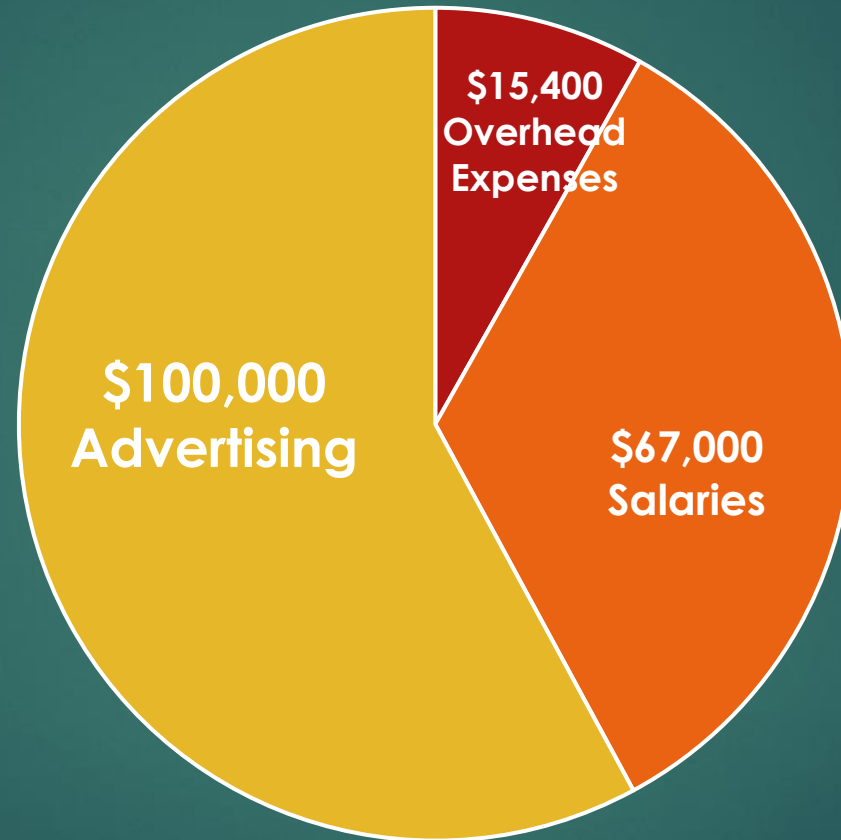


Total Assets as of October 2025 = \$122,573.68





# Annual Expenses

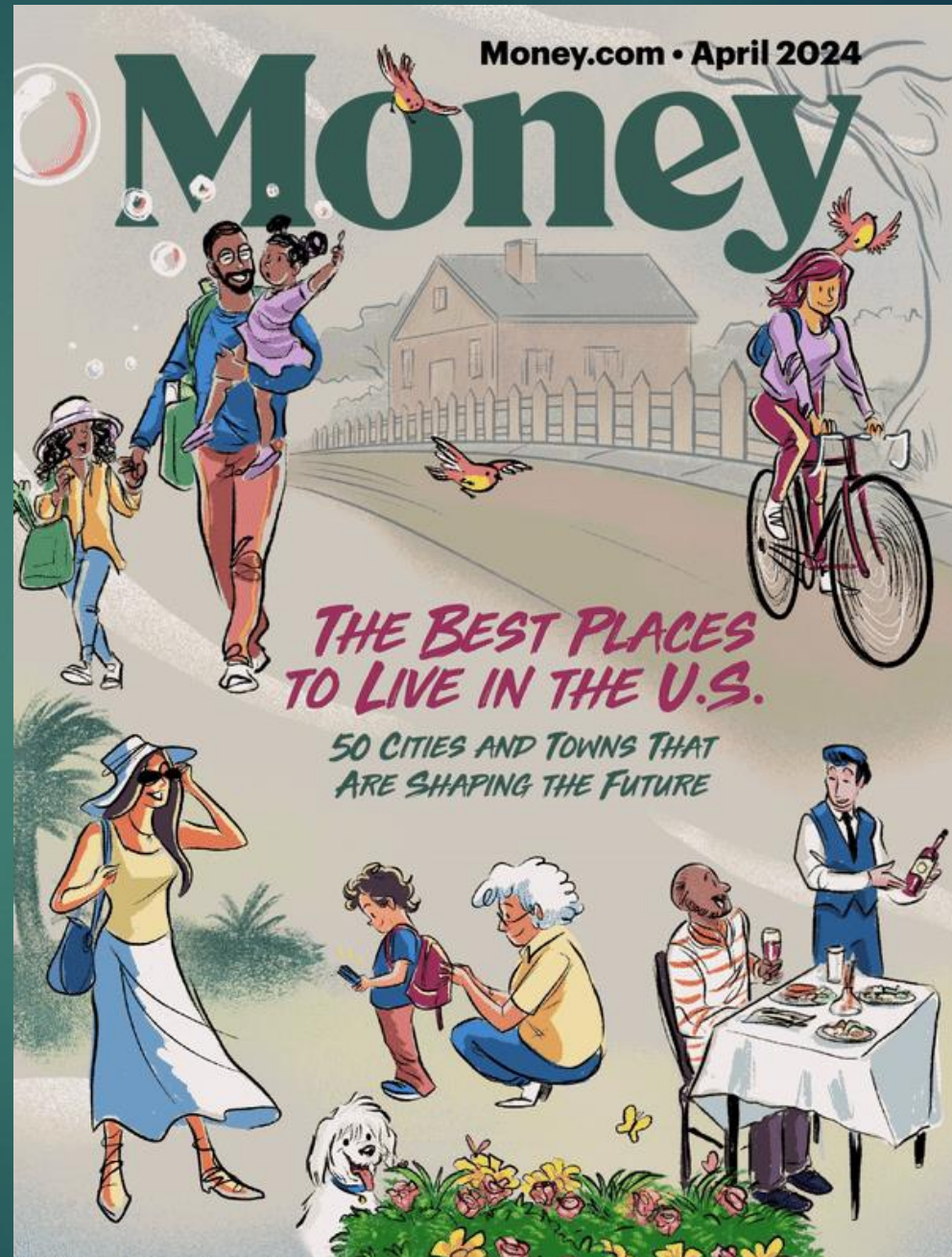


# Money.com says

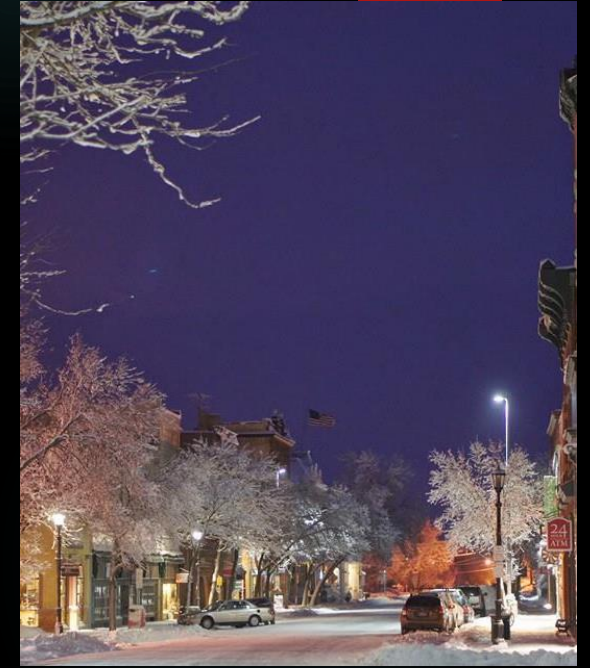
The Best Places to Live In the U.S.  
“50 cities and towns that are  
shaping the future!”

These places are

- ▶ Resilient
- ▶ Unique
- ▶ Economically Thriving







THANK YOU!

QUESTIONS?