

A scenic photograph of Northfield, Minnesota. In the foreground, there are yellow Black-eyed Susans and purple flowers. A river flows through the middle ground, with a bridge and a large, multi-story yellow building in the background. The sky is blue with some light clouds.

# Northfield Convention & Visitor's Bureau

City Council Presentation  
October 15, 2019



## **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.

### **2019 CVB Advisory Board**

Board Chair: Brad Ness, Northfield City Council

Board Vice Chair: Robert Stai, The GearResource Outfitters (Outdoors & Recreation)

Board Secretary/Treasurer: Cynthia Gilbertson, Northfield Yarn (Retail)

Ken Pankow, Fairfield Inn & Suites by Marriott

Philip Spensley, Arts & Culture Commission

Arianna Graves, Archer House River Inn & Suites

Laura Meyers, Imminent Brewing

Rob Schanilec, By All Means Graphics

Andy Beaham, KYMN 95.1 The One Radio / Northfield Hockey Association

Cathy Osterman, Northfield Historical Society

Joel Olson, Northfield High School Athletics

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:

- 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 – 20 rooms

Total of 297 rooms (Oct. 2019)



# Marketing & Ad Examples







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 \$12,000 (each community contributes \$4,000)
- 2,845 page views of minneroadtrip.com
- Each community received more than 100 referrals for the MRT site directly to their tourism websites
- 2,577 Facebook Fans
- Advertisements: Facebook Ads, Twins & Vikings Yearbooks, 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 tradeshow
- Developed printed tri-fold brochure, air fresheners and key chains for use at tradeshow.
- Attended Chicago Travel Show, MN Field Trip Library Expo, Explore MN Group Travel Expo, Star Tribune Travel Show.



# 2019 Excellence in Tourism Awards Luncheon

May 22 at the Northfield Golf Club

2019 Award Recipients are:

- Events/Attractions: Fossum Family Farm/The Alpaca Farm Store. Kevin & Vicki Fossum
- Retail: Cynthia Gilbertson, Northfield Yarn
- Food & Beverage: Rich Larson, Imminent Brewing
- Lodging: Jennifer King, Fairfield Inn & Suites by Marriott





# 2020-23 Strategic Priorities

Objectives	Goals	Strategic Initiatives
<b>Enhance Stakeholder Collaboration</b>	<ul style="list-style-type: none"> <li>• Develop Event Weekend Packages</li> <li>• Develop Weekday incentives – to increase overnights at slower times</li> <li>• Develop sports related overnight stay &amp; play packages</li> </ul>	<ul style="list-style-type: none"> <li>• Working with lodging, dining &amp; attractions to create diverse package offerings</li> <li>• Meet with meeting/event planners</li> <li>• Attend meeting planner conferences as vendor to market Northfield as conference/meeting destination</li> <li>• Work with sports associations to co-market events.</li> </ul>
<b>Increase Consumer Reach &amp; Engagement</b>	<ul style="list-style-type: none"> <li>• Continue to grow audience on social media platforms</li> <li>• Increase website traffic to 70,000/yr</li> <li>• Increase Visitor Guide request &amp; digital opens</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted Advertising on Facebook &amp; Instagram</li> <li>• Ads to push consumers to website</li> <li>• Monthly Newsletter</li> <li>• Continue with Minne-Roadtrip partnership</li> </ul>
<b>Create Innovative Marketing &amp; Brand Awareness</b>	<ul style="list-style-type: none"> <li>• Continue to evolve creative and deliver messages that respond to changing seasons/events</li> <li>• Increase use of #ThisIsNorthfield</li> </ul>	<ul style="list-style-type: none"> <li>• Creative to reflect seasons/events</li> <li>• Blogs &amp; Ads for lesser known events</li> <li>• Create regular videos/commercials</li> <li>• Monthly Newsletter</li> </ul>
<b>Create Additional Funding Resources</b>	<ul style="list-style-type: none"> <li>• Increase overall funding for the CVB</li> </ul>	<ul style="list-style-type: none"> <li>• Explore alternative funding sources – grants, products, tours, etc.</li> </ul>



# Lodging Tax

## Lodging Tax per Month Received:

2015 Lodging Tax =\$81,455.41

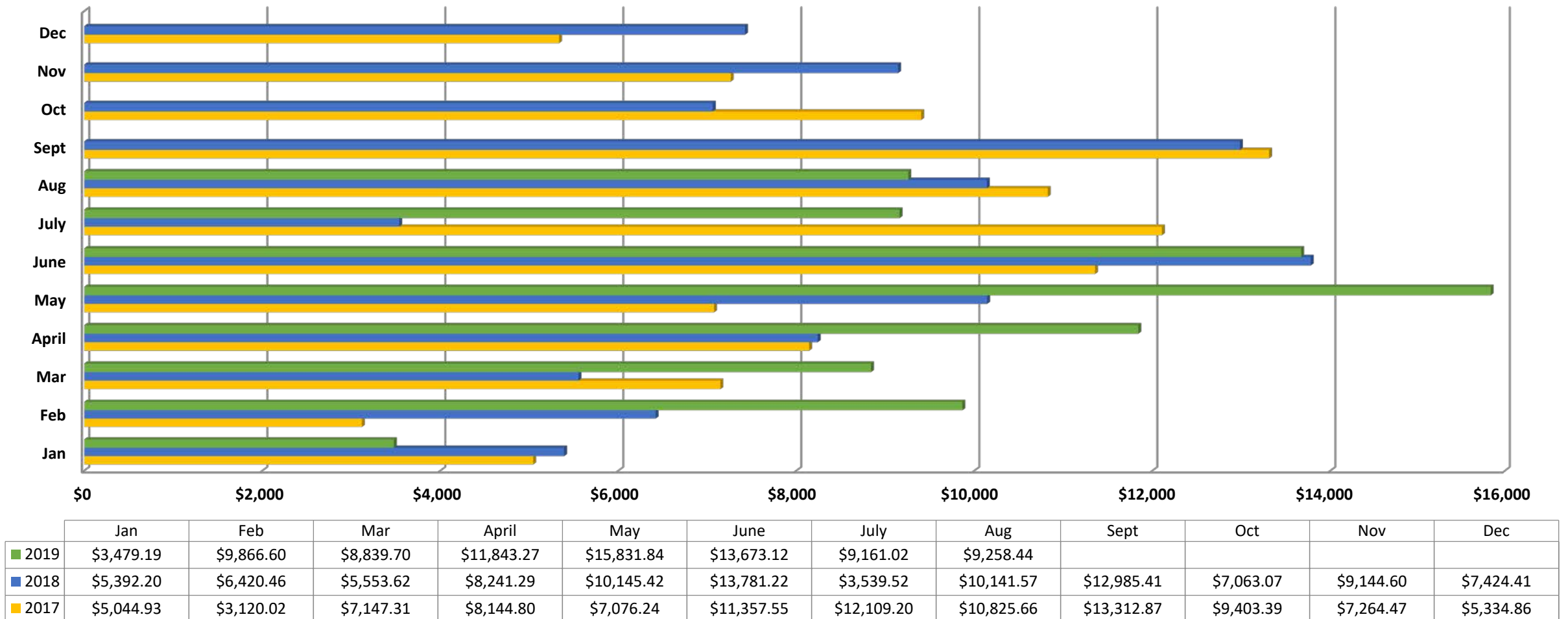
2016 Lodging Tax =\$122,568.52 (included \$34,545.38 in arrears)

2017 Lodging Tax =\$100,141 (\$6947.36 in arrears)

2018 Lodging Tax = \$116,789.19

2019 Lodging Tax (YTD) = \$100,828.29 24% increase over 2018 YTD

## Northfield Lodging Tax Summary





# Recap 2019 CVB Budget

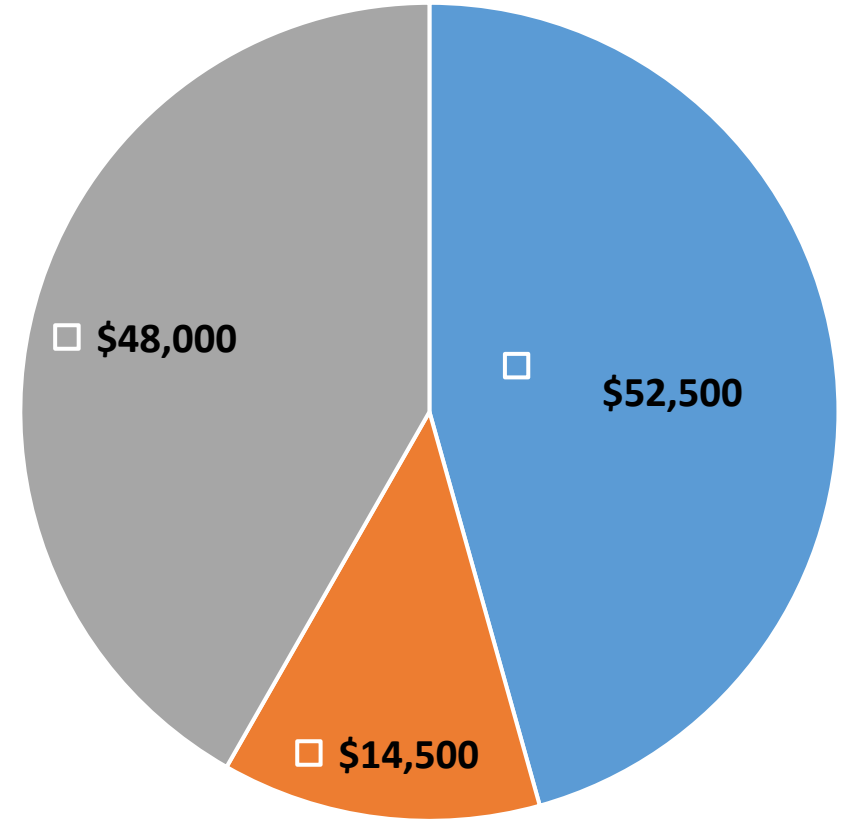
## REVENUE

- Projecting increase in lodging tax revenue to end 2019.
- Explore MN Tourism Grant \$7000.

## EXPENSES

- Expenses will be nearly \$31,000 less than 2019 projected revenue due to decrease in wages because of restructuring and other expenses.

2019 Projected Expenses

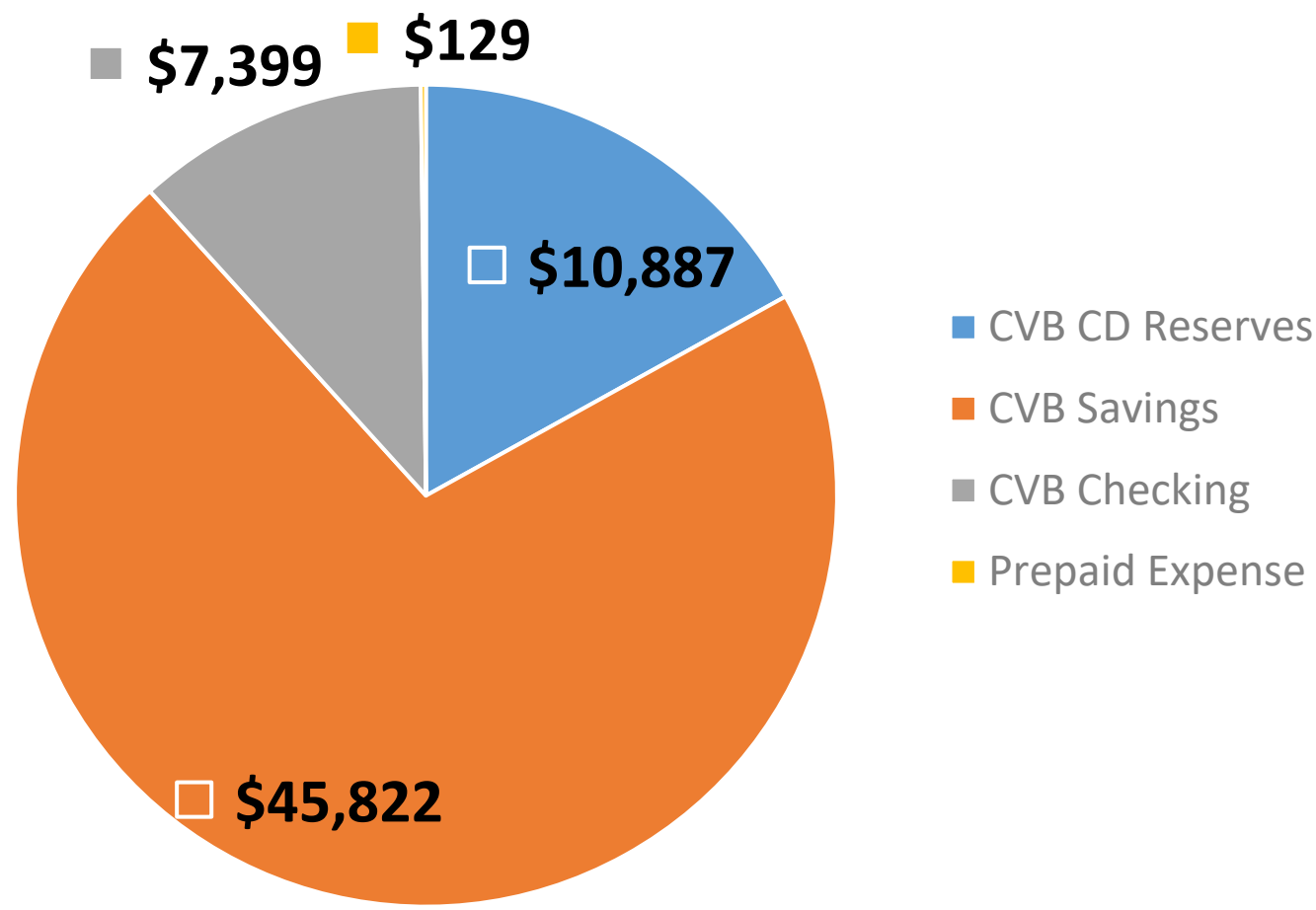


■ Staffing   ■ Overhead   ■ Advertising

Total Projected Expenses 2019 = \$115,000



# Assets as of August 2019

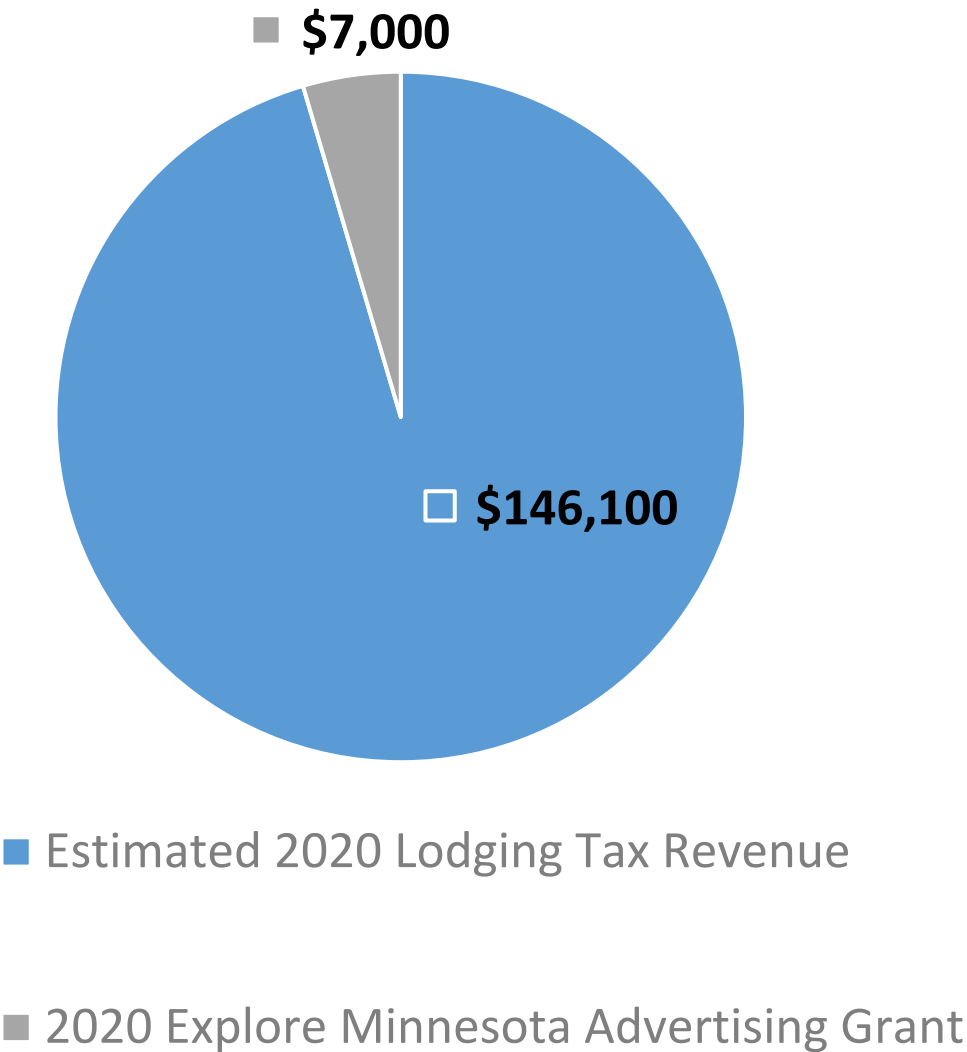


**Total Assets as of August 2019 = \$63,979.31**



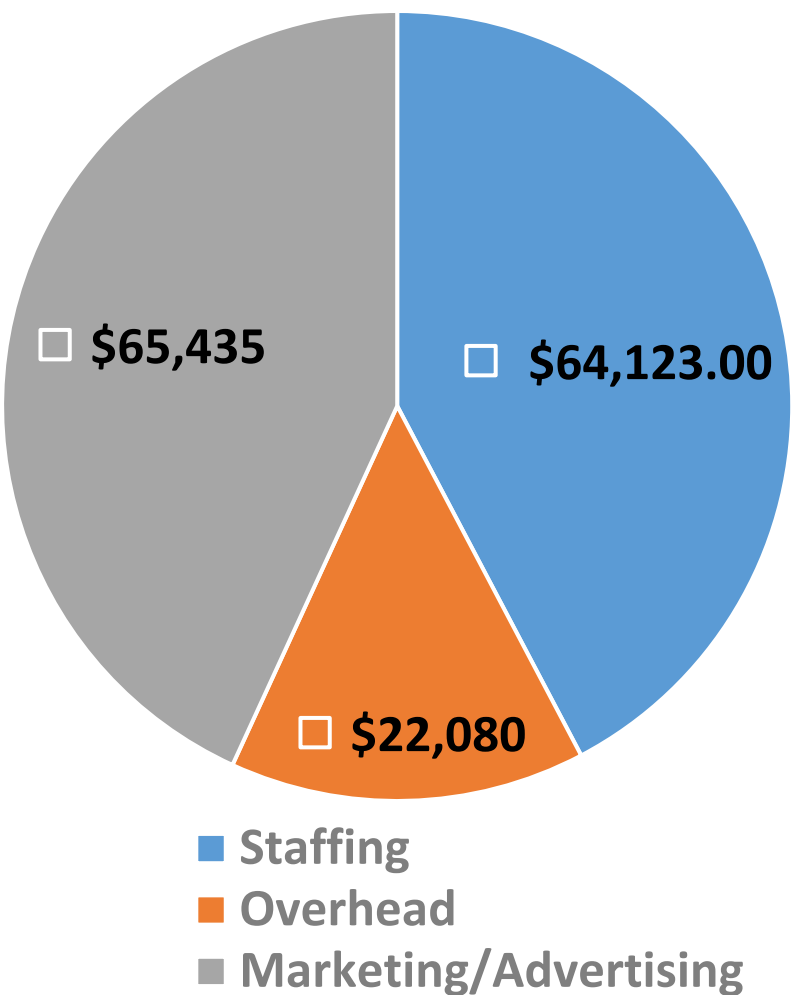


# 2019 Budget Income



**Total 2020 Budget Income = \$153,180**

# 2020 Budget Expenses



**Total 2020 Budget Expenses (Estimated) = \$151,638**

# Recap 2020 CVB Budget

## REVENUE

- Lodging Tax Revenue based on historical lodging tax trends/averages.
- \$7000.00 matching 1:1 Explore MN Tourism Advertising Grant

## EXPENSES

- Expenses will come out of 2020 lodging tax revenue, Explore MN Tourism Grant
- Expenses to include: 2 part-time tourism staff + 1 – 10 hr/week position, advertising & promotions, Northfield Hospitality Award Program, engaging in industry relations, regional partnerships and state tourism initiatives.

