



**Northfield Convention
& Visitor's Bureau
City Council Presentation
January 5, 2021**



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.

2021 CVB Advisory Board

Board Chair: Brad Ness, Northfield City Council

Robert Stai, The GearResource Outfitters (Outdoors & Recreation)

Jean Thares, Mainstream Boutique

Ken Pankow, Fairfield Inn & Suites by Marriott

Philip Spensley, Arts & Culture Commission

Tanya Mollenhauer, James Gang Coffeehouse

Rob Schanilec, By All Means Graphics

Andy Beaham, Rebound Hospitality

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:

- 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
- Sky-Palace Inn – 57 rooms
- Northfield Extended Stay – 20 rooms

Total of 259 rooms





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
- 2,600 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 tradeshow
- Developed printed tri-fold brochure, air fresheners and key chains for use at tradeshow.
- Attended 2020 Chicago Travel Show, 2019 Star Tribune Travel Show.
- Award winning! Explore Minnesota Tourism Marketing Awards in 2017 and 2020.





2020-23 Strategic Priorities

Objectives	Goals	Strategic Initiatives
Enhance Sales & Collaborations	<ul style="list-style-type: none">Develop Event Weekend PackagesDevelop Weekday incentives – to increase overnights at slower timesDevelop overnight stay & play packages	<ul style="list-style-type: none">Working with local businesses to create co-market opportunitiesWorking with local businesses to create co-market opportunities
Increase Consumer Reach & Engagement	<ul style="list-style-type: none">Increase social media presenceIncrease website trafficIncrease email list	<ul style="list-style-type: none">Advertising on Facebook & InstagramPush consumers to website through email newsletterRoadtrip partnership
Create Local Market Awareness	<ul style="list-style-type: none">Increase local market awareness	
Create Additional Funding Resources	<ul style="list-style-type: none">Increase overall funding for the CVB	<ul style="list-style-type: none">Explore alternative funding sources – grants, products, tours, etc.





2020-21 Strategic Priorities

Objectives	Goals	Strategic Initiatives
Increase Consumer Reach & Engagement	<ul style="list-style-type: none">• Continue to grow audience on social media platforms• Increase website traffic to 70,000/yr• Increase Visitor Guide request & digital opens	<ul style="list-style-type: none">• Redevelop Website to focus on safety• Continue and expand Minne-Roadtrip partnership• Promote outdoor recreation/safe activities
Marketing & Brand Awareness	<ul style="list-style-type: none">• Continue to evolve creative and deliver messages that respond to changing conditions• Keep Northfield top of mind• Increase use of #ThisIsNorthfield and #VisitNorthfield	<ul style="list-style-type: none">• Creative to reflect seasons/events• Blogs & Ads for lesser-known events• Diversifying marketing to include TV, Radio, Print and Online• Change messaging to We're Open – Safely• Partner w/MRT for regional marketing
Create Additional Funding Resources	<ul style="list-style-type: none">• Increase overall funding for the CVB	<ul style="list-style-type: none">• Explore alternative funding sources – grants, products, tours, etc.



Marketing & Ad Examples

2020 OFFICIAL VISITOR'S GUIDE

Northfield

MINNESOTA

NAMED ONE OF MINNESOTA'S **Top 5 BEST TOWNS**

2018, by Minnesota Monthly

UNFORGETTABLE EXPERIENCES

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

VISITNORTHFIELD.COM

TAKE A MINNE-ROADTRIP

POSTPONE

DON'T CANCEL YOUR GETAWAYS!

Plan your Fall Staycation at minneroadtrip.com

#THISISNORTHFIELD

WARM-UP YOUR WINTER IN NORTHFIELD!

Along the banks of the Cannon River, lies charming Northfield. Located just 40 minutes South of the Twin Cities, Northfield offers something for everyone. Nature lovers flock to hike and snowshoe the trails and fat-tire bicyclists pursue the varied terrain. Warm-up your taste buds and savor the many dining options, check out our unique shops and boutiques and history museum and end your evening sipping a hot toddy at a local pub. Plan your visit today!

Get your FREE Planning Guide for your next getaway at VisitNorthfield.com

#THISISNORTHFIELD

EXPERIENCE MINNESOTA AT ITS BEST!

Along the banks of the Cannon River, lies charming Northfield. Located just 40 minutes South of the Twin Cities, Northfield offers something for everyone. The heart of our community boasts public art, boutique shopping, restaurants, breweries, museums and much more! Plan your visit today!

Get your FREE 2020 Planning Guide for your next getaway at VisitNorthfield.com

visit Northfield AT ITS BEST

MINNESOTA

visit the shops at
314 Division
in downtown Northfield
open 7 days a week

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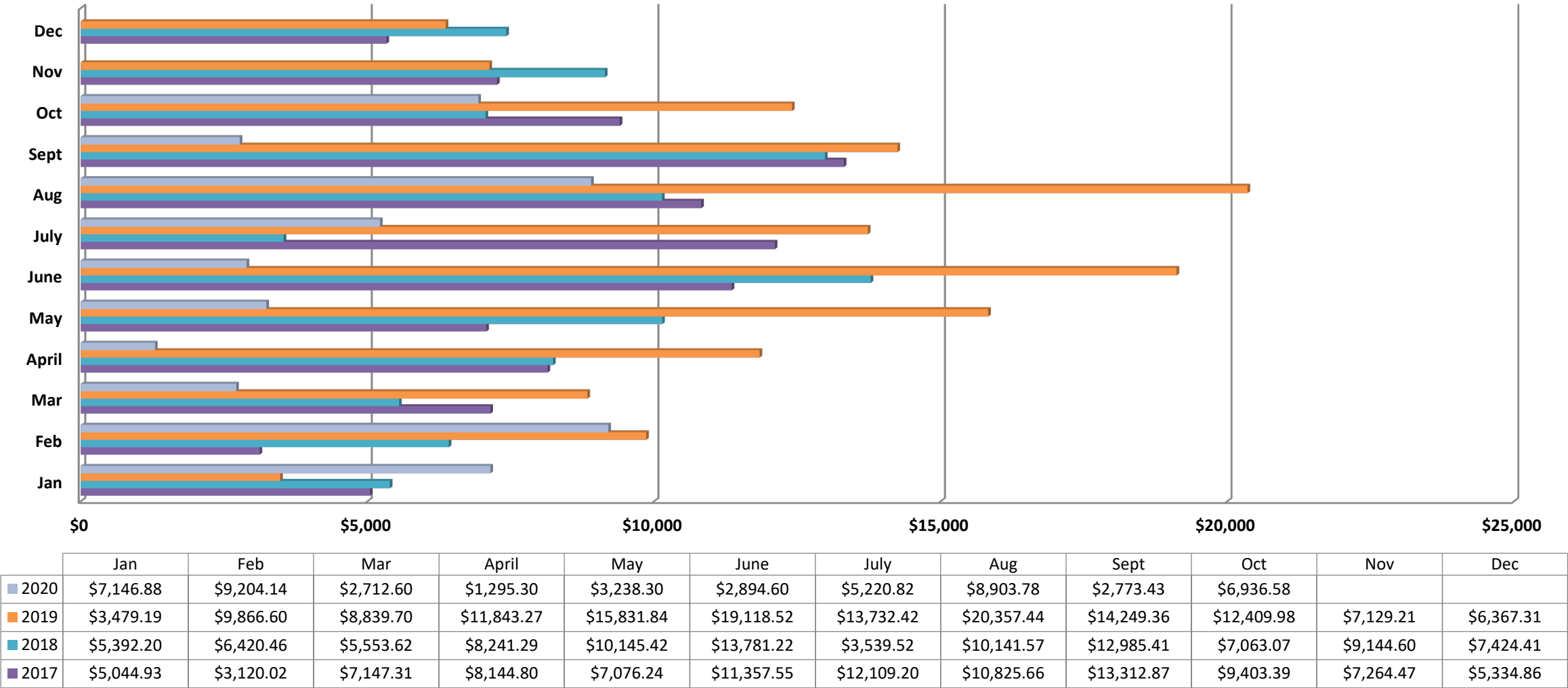




Lodging Tax

Lodging Tax per Month Received:
2017 Lodging Tax =\$100,141 (includes \$6947.36 in arrears)
2018 Lodging Tax = \$116,789.19 (includes \$7210 in arrears)
2019 Lodging Tax = \$152,626.97 (includes \$12,325 in arrears)
2020 Lodging Tax (YTD) = \$94,220.15 (includes \$20,802.15 in arrears)

Northfield Lodging Tax Summary





Recap 2020 CVB Budget

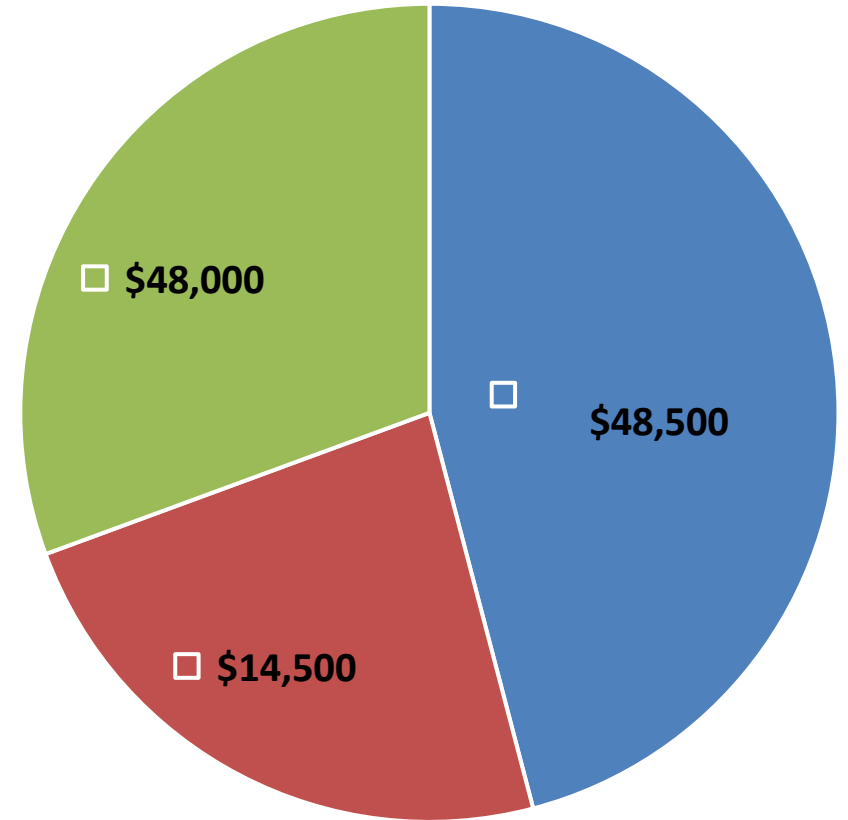
REVENUE

- 62% Decrease in lodging tax revenue to end 2020.
- Explore MN Tourism Grant \$14,500 (increase of \$7500)
- City of Northfield CARES Act funding \$25,000

EXPENSES

- Expenses will be nearly \$52,600 less than 2020 projected budget due to COVID-19 decrease in spending and staff restructuring.

2020 Projected Expenses



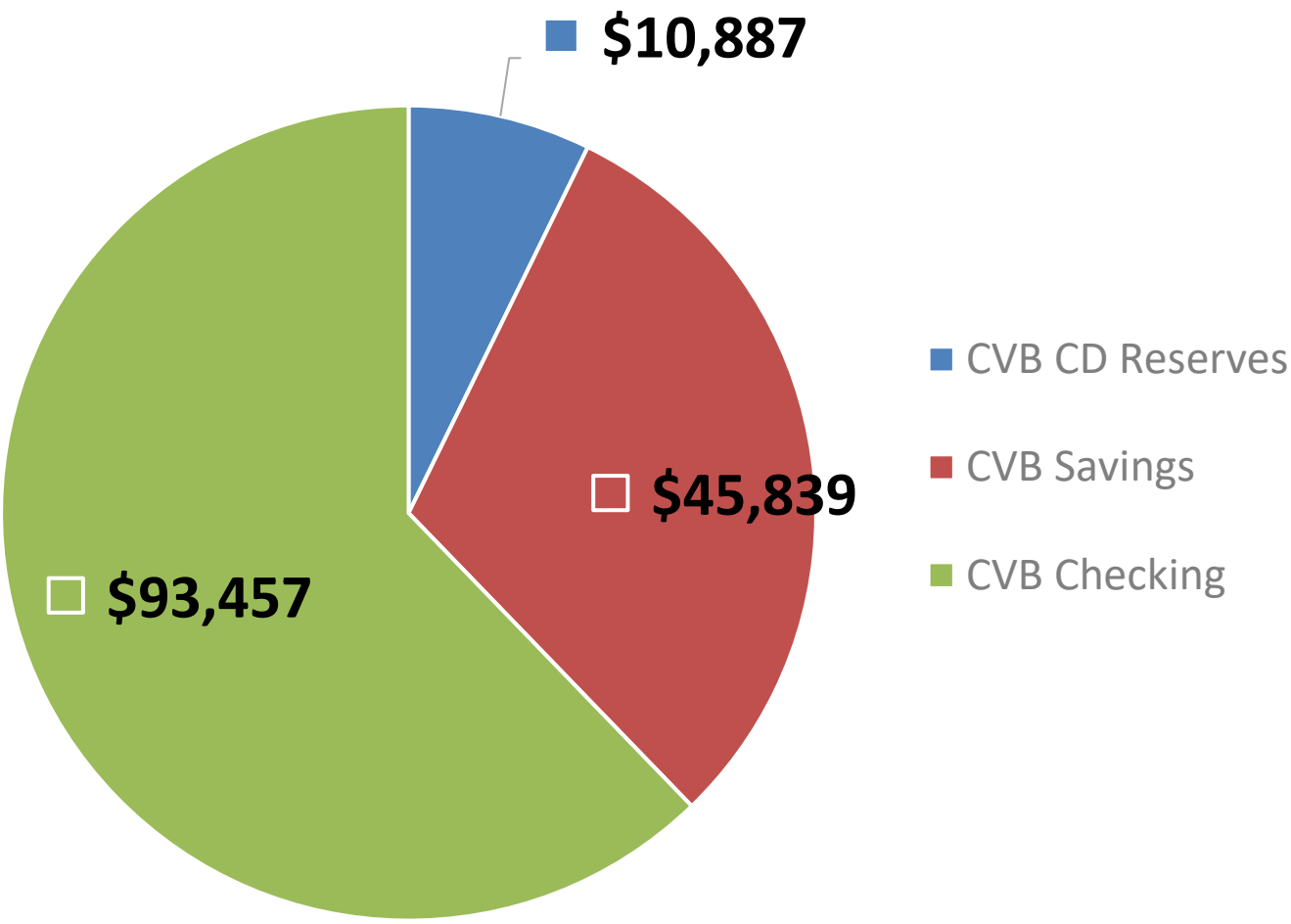
■ Staffing ■ Overhead ■ Advertising

Total Projected Expenses 2020 = \$111,000





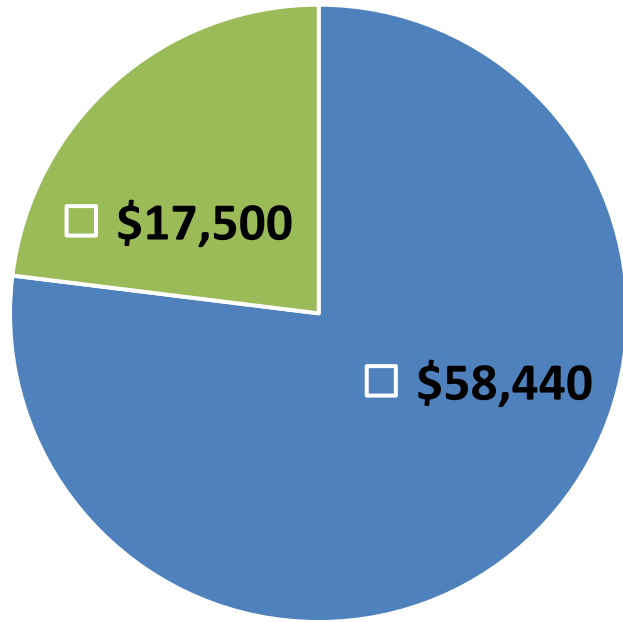
Assets as of December 2020



Total Assets as of December 2020 = \$150,183



2021 Budget Income



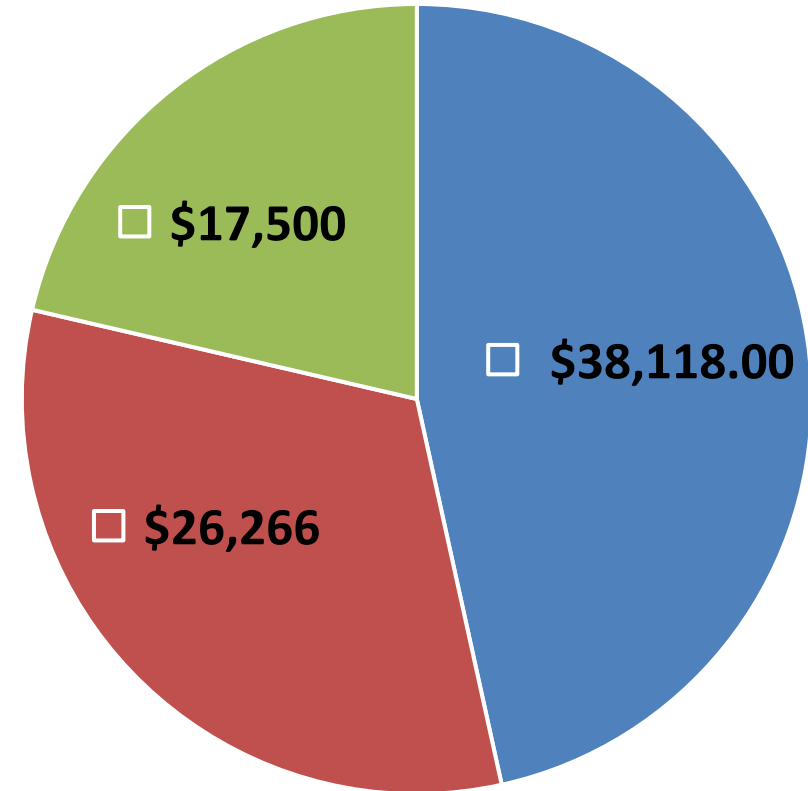
■ Estimated 2021 Lodging Tax Revenue

■ 2021 Explore Minnesota Advertising Grant



Total 2021 Budget Income = \$72,520

2021 Budget Expenses



■ Staffing

■ Overhead

■ Marketing/Advertising

Total 2021 Budget Expenses (Estimated) = \$76,348

Recap 2021 CVB Budget

REVENUE

- Lodging Tax Revenue based on historical lodging tax trends/averages.
- \$17,500.00 COVID-19 Emergency Grant Explore MN Tourism Advertising Grant

EXPENSES

- Expenses will come out of 2021 lodging tax revenue and Explore MN Tourism Grant
- Expenses to include: staff wages, advertising & promotions, engaging in industry relations, regional partnerships and state tourism initiatives.

