



Legislation Text

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**File #:** 21-012, **Version:** 1

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**City Council Meeting Date:** January 5, 2021

**To:** Mayor and City Council

**From:** Ben Martig, City Administrator

**Subject:**

Approval of the 2021 Budget for the Convention and Visitors Bureau.

**Action Requested:**

The Northfield City Council accepts and approves the 2021 Budget for the Convention and Visitors Bureau.

**Summary Report:**

Lisa Peterson, President of the Northfield Area Chamber of Commerce, will present the 2021 CVB Budget and Work Plan to the City Council.

**Alternative Options:**

The Council could choose to request additional information or modification to the 2021 CVB annual budget. Staff is not recommending this option but is subject to council review and approval.

**Financial Impacts:**

Funding is provided from the 3% lodging tax collected on all lodging rooms within the City. 95% of the tax collected is used to fund a local convention or tourism bureau for the purpose of marking and promoting the City as a tourist or convention center. The remaining 5% is used by the City for administrative fees. No proceeds of the lodging tax shall be distributed to the Chamber for CVB services until the budget has been approved by the City Council.

**Tentative Timelines:**

Approval of the budget at this meeting will allow Chamber and CVB staff to continue planning and preparation for 2021.