

Legislation Details (With Text)

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

Type: Motion **Status:** Passed

File created: 12/4/2020 **In control:** City Council

On agenda: 1/5/2021 **Final action:** 1/5/2021

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

Sponsors:

Indexes:

Code sections:

Attachments: 1. 1- Northfield CVB City Council Presentation 2021, 2. 2- 2021 CVB Budget Overview, 3. 3- City Code Chapter 74 Lodging Tax, 4. 4 - Lodging Tax Statute 469.190, 5. 5 - 2019-2021 contract w amendment

Date	Ver.	Action By	Action	Result
1/5/2021	1	City Council	approve	Pass

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.