



TOURISM COMMISSION AGENDA

COUNCIL CHAMBERS

MONDAY, NOVEMBER 14, 2022

4:15 PM

1. Call to Order
2. Routine Business
 - A. Minutes of the Previous Meeting
 - B. Financial Report
 - C. Lodging Tax Collections
3. Requests to be Heard
4. Web/Social Media Report
5. Campaign Update
6. Minne-Roadtrip Update
7. 2023 Planning Session and Draft Budget Discussion
8. Directors Report - Kelly
9. Next Meeting Date: January 9, 2023 at 4:15pm, City Hall
10. Adjournment



TOURISM COMMISSION MEETING

September 19, 2022

4:15 – 5:30 p.m.

City Hall

1. Call to Order & Roll Call
2. Routine Business –
 - Consent Agenda
 - Minutes of the previous meeting
 - Financial report
 - Lodging Tax Collections
3. Requests to be heard (3 min each).
4. Web/Social Media Report
5. Campaign Update
6. 2023 Planning Session and draft budget discussion
7. Minne-Roadtrip
8. Directors Report- Kelly
9. Next meeting: Jan 9, 2023 4:15pm, City Hall
10. Adjourn

*Please contact the Administration Department at 507-333-0353
If you need special accommodations related to a disability to attend this meeting.*



TOURISM COMMISSION MINUTES

PUBLIC MEETING ROOM MONDAY, SEPTEMBER 19, 2022

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:37 pm by Chairperson Miki Orr-Campbell. Those in attendance included Commissioners Ashley Reller, David Connelly, Janna Viscomi, and Susan Garwood. Also in attendance were Tourism Director Kelly Nygaard and City Clerk Heather Slechta.

Routine Business

Consent Agenda

Minutes of the previous meeting, Financial report and Lodging Tax Collections

Tourism Director Kelly Nygaard reviewed the Financial Report, the lodging tax is at \$71,637.43, this is back to pre-Covid amounts. The Development and Training Budget will be higher as there are trainings that Nygaard will be attending due to her new position. The presented budget also does not reflect the Orange 142 campaign amount or the hosting fees associated with Minne-momma Adventures Blogger hosting.

Commissioner Viscomi asked why Lyft/Uber does not service Faribault, Nygaard explained how they determine services areas, and that the demand may not be here. Viscomi also asked if there is a need for a hotel study and if it is possible for the EDA to help pay for it, if lodging tax funds are unable to cover it. Both Nygaard and Commissioner Reller were in favor of a hotel in the downtown area.

Motion by Viscomi, seconded by Reller to approve the Consent Agenda and carried unanimously.

Requests to be heard (3 min each).

Commissioner Garwood informed the commission that the Dakota 38 speaker will be on Thursday. Nygaard stated that there is a big push for historical tourism. Garwood stated that Jeff Jarvis is helping look for grants to pay for academic level research into the history of Faribault. Commissioner Miki Orr asked if any sites were harvest hosts, it could be a niche to get into.

Web/Social Media Report

The website has had 11,688 page views, 2.02 pages are viewed per session and users are on the site for 1 minute and 10 seconds. The most common pages were do, eat, pet parade, and calendar. The Facebook page reached 107,439 people, there are 3,585 total likes an increase of 2.95% since July. There are 3,805 total followers and increase of 2.75% since July. Nygaard did not report on Instagram information this meeting.

Campaign Report

Nygaard stated that the \$5,000 Star Tribune targeted marketing is in process. Commissioner Viscomi asked if there is a plan, Nygaard stated that she lays out the plan month by month. She also informed the Commission that the Fall Fest will be on October 1, 2022.

2023 Planning Session

Nygaard stated that the budget will be similar to this year. She requested that the Commission throw out their ideas for what they would like to see happen in 2023.

Commissioner Reller requested that a branding consultant be hired to research opportunities, help generate ideas, or to take the Commission ideas and help move them forward. Nygaard asked if it would be similar to the U of M study that was completed years ago. Commissioner Viscomi stated that they could request that the City pay for that. Commissioner Viscomi stated that adding anything to the water tower was shot down by the Council. She requested that more billboards go up on 35, push out further to be visible on the freeway. Nygaard stated that Minne-Road trip will be looking into that, where are people coming from and where are they going. Commissioner Connelly would like to see an increase in promotional opportunities, more social media boosts, and highlight more locations. Commissioner Orr requested that our diversity be highlighted. Commissioner Reller asked if weekly events could take place similar to Rochester and Owatonna. Commissioner Viscomi requested that the Faribault House be open more often. Commissioner Viscomi also asked if a meeting between the Commission and Main Street should happen to discuss ideas.

Minne-Roadtrip

Nygaard stated that North Northfield and Owatonna have hired directors, so planning will once again take place for the Minne-Roadtrip.

Directors Report- Kelly

Nygaard stated that first party data collection laws will be changing. She is currently looking for a website maintenance company. There are three bus tours that have already taken place and another two are coming. Twin Cities Live featured 10,000 Drops recently. She is in process of looking for a fall blogger to visit yet this fall.

Nygaard stated that the playing cards discussed at a previous meeting are \$3.50-\$4.00 per pack.

It was requested that the historic buildings add a QR code that could tell its story.

Nygaard stated that she is in the process of starting the 2023 Visitors Guide, she requested that the Commission start going through the previous guide and marking any changes in businesses.

Explore Minnesota was a Vintage Escapes creating an accessibility campaign, the commercial will be shown at the Explore Minnesota Tourism Conference. The Paradise Center is looking to put on a Drag Show.

The next meeting will be on November 14, 2022 at 4:15 pm.

Adjournment

Motion by Connelly, seconded by Garwood to adjourn the meeting and carried unanimously.

The meeting adjourned at 6:05 pm.

Respectfully Submitted,

Heather Slechta
City Clerk

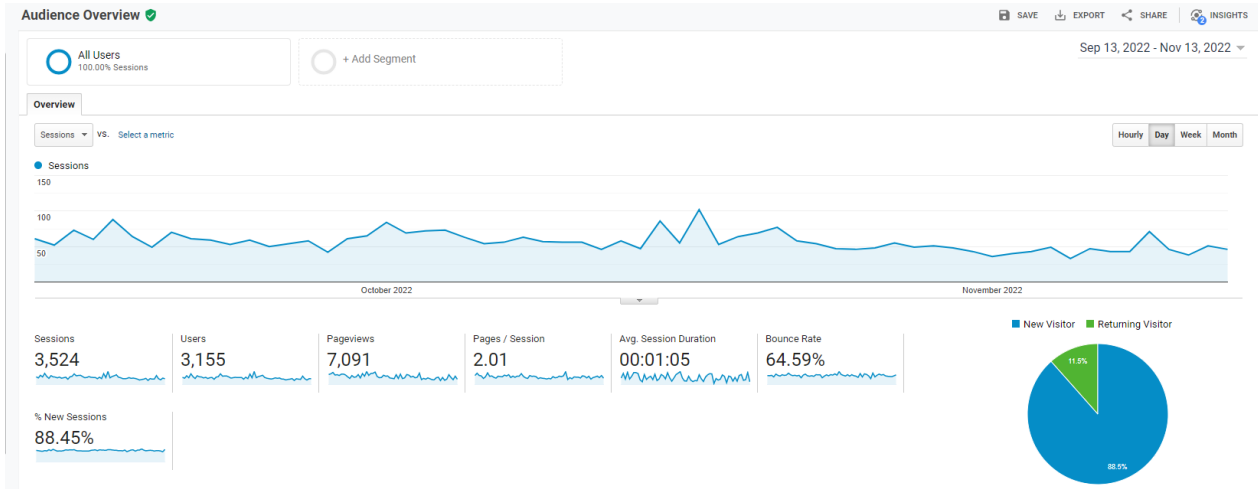
Faribault Area Chamber of Commerce Tourism
Lodging Tax Report
Jan - March 2022

Faribault Area Chamber of Commerce and Tourism												
Lodging Tax Collection Record												
Month	2017 tax	2017 YTD	2018 tax	2018 YTD	2019 tax	2019 YTD	2020 tax	2020 YTD	2021 tax	2021 YTD	2022 tax	2022 YTD
January	\$8,468.34	\$8,468.34	\$9,045.83	\$9,045.83	\$6,724.30	\$6,724.30	\$7,021.13	\$7,021.13	\$1,598.56	\$1,598.56	\$8,012.45	\$8,012.45
February	\$7,651.59	\$16,119.93	\$8,448.17	\$17,494.00	\$9,171.19	\$15,895.49	\$8,631.94	\$15,653.06	\$3,581.86	\$5,180.42	\$7,483.16	\$15,495.61
March	\$7,316.37	\$23,436.30	\$6,990.91	\$24,484.91	\$7,348.61	\$23,244.10	\$5,473.67	\$21,126.74	\$6,435.35	\$11,615.76	\$7,579.92	\$23,075.53
April	\$7,577.22	\$31,013.52	\$7,551.38	\$32,036.29	\$6,739.65	\$29,983.75	\$2,183.85	\$23,310.59	\$5,596.65	\$17,212.41	\$9,641.45	\$32,716.97
May	\$11,310.71	\$42,324.23	\$8,318.65	\$40,354.94	\$13,188.56	\$43,172.31	\$2,961.41	\$26,271.99	\$12,882.35	\$30,094.76	\$12,807.81	\$45,524.78
June	\$12,524.93	\$54,849.16	\$12,585.17	\$52,940.11	\$13,189.05	\$56,361.36	\$3,736.45	\$30,008.45	\$6,860.44	\$36,955.20	\$13,955.90	\$59,480.68
July	\$13,830.14	\$68,679.30	\$12,394.65	\$65,334.76	\$12,007.37	\$68,368.73	\$9,584.80	\$39,593.25	\$17,294.01	\$54,249.21	\$16,728.33	\$76,209.01
August	\$13,268.92	\$81,948.22	\$14,203.25	\$79,538.01	\$13,621.18	\$81,989.91	\$7,548.15	\$47,141.39	\$17,098.67	\$71,347.88	\$14,630.29	\$90,839.30
September	\$13,475.09	\$95,423.31	\$13,084.40	\$92,622.41	\$12,052.18	\$94,042.09	\$7,537.04	\$54,678.44	\$13,206.57	\$84,554.45	\$0.00	\$90,839.30
October	\$11,229.95	\$106,653.26	\$10,906.00	\$103,528.41	\$11,495.01	\$105,537.10	\$4,759.03	\$59,437.47	\$9,571.59	\$94,126.04	\$0.00	\$90,839.30
November	\$9,006.28	\$115,659.54	\$7,651.00	\$111,179.41	\$8,558.32	\$114,095.42	\$4,989.18	\$64,426.65	\$8,307.20	\$102,433.24	\$0.00	\$90,839.30
December	\$8,676.25	\$124,335.79	\$7,651.00	\$118,830.41	\$7,546.92	\$121,642.34	\$3,802.83	\$68,229.48	\$8,358.89	\$110,792.13	\$0.00	\$90,839.30
Year Total	\$124,335.79		\$118,830.41		\$121,642.34		\$68,229.48		\$110,792.13		\$90,839.30	
*** Remember we are two months behind in collection of the lodging tax dollars. Motels pay at the end of the month and we receive it from the city approximately two months later.												

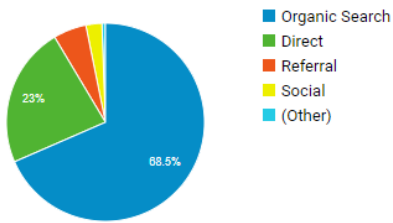
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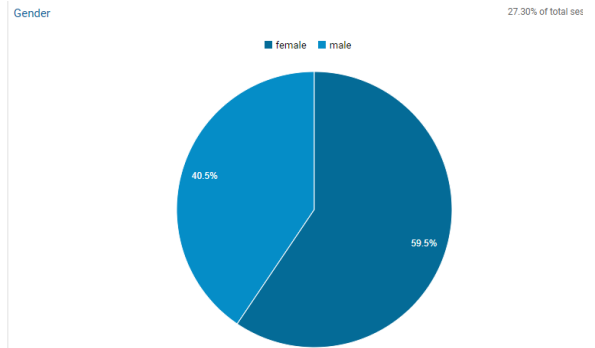
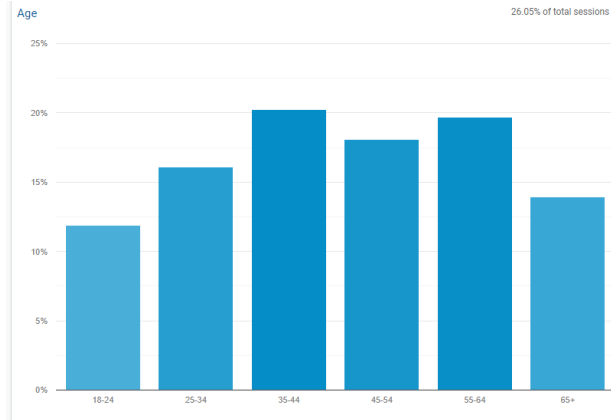
VisitFaribault.com



Top Channels



Acquisition			
	Sessions	% New Sessions	New Users
	3,524	88.45%	3,117
1 Organic Search	2,413		
2 Direct	809		
3 Referral	190		
4 Social	92		
5 (Other)	20		

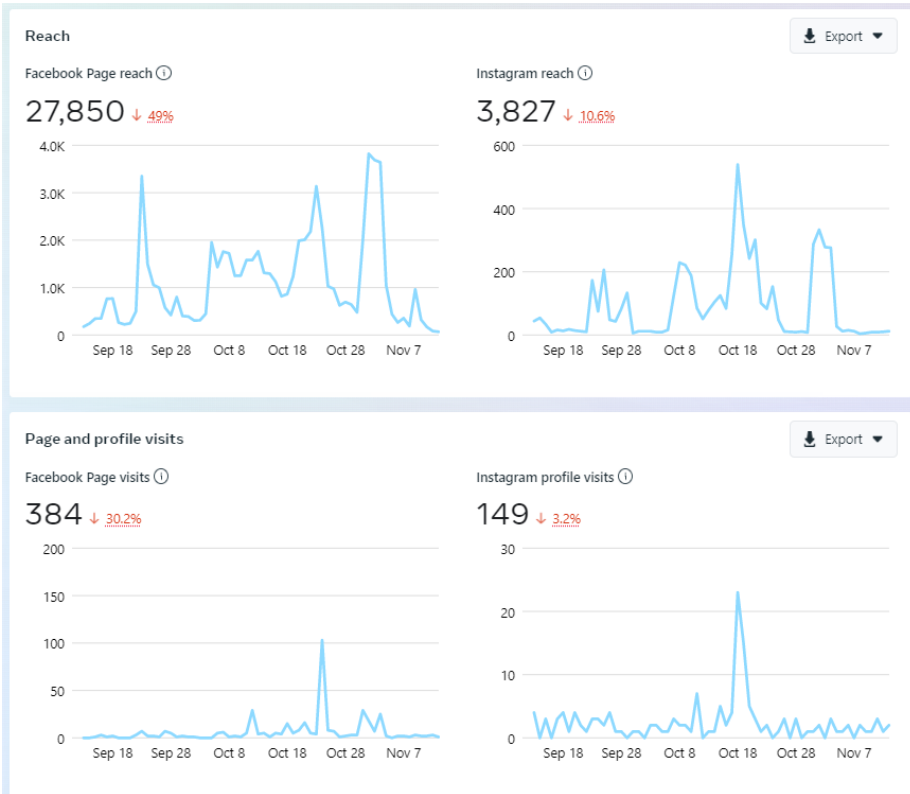


Page	Pageviews	% Pageviews
1. /	1,638	23.10%
2. /do/	426	6.01%
3. /eat/	302	4.26%
4. /stay/	243	3.43%
5. /historic-downtown/	230	3.24%
6. /calendar/	221	3.12%
7. /locations/the-barn-at-crockers-creek/	187	2.64%
8. /do/shopping-retail/	178	2.51%
9. /info/history-of-faribault/	158	2.23%
10. /do/annual-events/	134	1.89%

Faribault Tourism Facebook














Total Likes: 3,627











Up 1.17 over September report




All content Ads, Posts and Stories

Recent content	Type	Reach	Likes and reactio...	Sticker taps
13 stunning murals are located do... Wed Nov 9, 6:18am	Post	Boost unavailable	1,088	63
This post has no text Mon Nov 7, 3:10pm	Post	Boost unavailable	408	2
The weekend is here! Faribault is lu... Fri Nov 4, 6:00am	Post	Boost post	246	4
Downtown Faribault is the 2nd larg... Thu Nov 3, 4:00am	Post	Boost post	1,337	62
This post has no text Wed Nov 2, 2:55pm	Post	Boost post	344	9
Are you hearing wedding bells? Far... Wed Nov 2, 6:00am	Post	Boost post	486	11
Faribault is proud to be home to m... Wed Nov 2, 6:46am	Post	Boost post	1,309	54
This post has no text Tue Nov 1, 8:25am	Post	Boost unavailable	248	1
Charm, history, and romance come... Tue Nov 1, 7:27am	Post	Boost unavailable	443	3
Interested in learning more about ... Tue Nov 1, 5:00am	Post	Boost post	964	34
Faribault Woolen Mill Co. among N... Mon Oct 31, 1:01pm	Post	Boost post	1,090	89
Post: "They say that happiness is a ... Mon Oct 31, 6:59am	Ad		713	79
Post: "A series of beautiful murals a... Mon Oct 31, 6:58am	Ad		869	76

	Post: "Did you know that the Parad... Mon Oct 31, 6:50am	Ad		1,933	52
	www.facebook.com/events/469049... Sat Oct 29, 8:36am	Post	Boost unavailable	92	0
	Did you know that the Paradise Ce... Sat Oct 29, 8:00am	Post	Boost aga...	3,136	75
	www.facebook.com/events/171339... Fri Oct 28, 12:16pm	Post	Boost unavailable	245	1
	You'll have a doggone good time e... Fri Oct 28, 8:00am	Post	Boost aga...	1,597	224
	Downtown Faribault is the second l... Thu Oct 27, 8:00am	Post	Boost aga...	3,466	222
	In Faribault, we're lucky to have gre... Wed Oct 26, 4:00am	Post	Boost aga...	2,322	166
	A series of beautiful murals adorn ... Tue Oct 25, 7:00am	Post	Boost aga...	1,145	71
	Post: "Located within city limits on ... Mon Oct 24, 8:35am	Ad		0	--
	They say that happiness is a motor... Mon Oct 24, 8:00am	Post	Boost aga...	737	53
	Looking for great hiking options? J... Sun Oct 23, 5:00am	Post	Boost post	307	3
	Located within city limits on 743 ac... Sat Oct 22, 6:00am	Post	Boost aga...	580	22
	Post: "Change your perspective! Bo... Fri Oct 21, 1:37pm	Ad		867	123

	Faribault is proud to be the home ... Tue Oct 18, 9:58am	Post	Boost post	259	2
	Faribault is proud to be the home ... Tue Oct 18, 9:58am	Post		357	30
	Post: "Caron Park makes a perfect ... Tue Oct 18, 8:30am	Ad		1,086	176
	Post: "One of the best ways to enjo... Tue Oct 18, 8:29am	Ad		508	57
	Post: "Looking for a fun weekend g... Tue Oct 18, 8:27am	Ad		737	91
	Looking for your next fall adventur... Tue Oct 18, 8:00am	Post	Boost post	301	5
	Looking for a fun weekend getawa... Mon Oct 17, 12:00pm	Post	Boost aga...	1,091	57
	One of the best ways to enjoy the f... Mon Oct 17, 9:40am	Post	Boost aga...	495	38
	One of the best ways to enjoy the f... Mon Oct 17, 9:40am	Post		129	12
	Caron Park makes a perfect afterno... Mon Oct 17, 9:33am	Post	Boost post	264	3
	Caron Park makes a perfect afterno... Mon Oct 17, 9:33am	Post		238	25
	This post has no text Mon Oct 17, 9:27am	Story		108	--
	This post has no text Mon Oct 17, 9:19am	Story		121	--

Boost post



Downtown Faribault is the 2nd largest historic district in the state, beat only ...
 November 3, 2022 at 6:00 AM
 ID: 1016700891342324

Interactions
 62 reactions 2 comments 4 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 1,337	Total: 68	Total: --
This post reached more people than 78% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 76% of your 50 most recent Facebook posts and stories.	Link clicks: --
Reach: 1,337	Reactions: 62 Comments: 2 Shares: 4	Link clicks: --

Boost post




Faribault Woolen Mill Co. among New York Times picks for best blankets! #O...
 October 31, 2022 at 3:01 PM
 ID: 1016699613460224

Interactions
 89 reactions 11 comments 9 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 1,090	Total: 109	Total: 22
This post reached more people than 69% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 84% of your 50 most recent Facebook posts and stories.	This post received more link clicks than 62% of your 50 most recent Facebook posts and stories.
Reach: 1,090	Reactions: 89 Comments: 11 Shares: 9	Link clicks: 22

Boost again




Nerstrand Big Woods State Park is a beautiful spot to take in the fall colors! P...
 October 21, 2022 at 10:00 AM
 ID: 1016695053180224

Interactions
 438 reactions 10 comments 26 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 3,927	Total: 474	Total: 2
This post reached more people than 100% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.	This post received more link clicks than 30% of your 50 most recent Facebook posts and stories.
Reach: 3,927	Reactions: 438 Comments: 10 Shares: 26	Link clicks: 2

Boost again




Change your perspective! Book a glider experience with Cross Country Soari...
 October 20, 2022 at 10:00 AM
 ID: 10166946904310224

Interactions
 134 reactions 6 comments 6 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 2,988	Total: 146	Total: 3
This post reached more people than 94% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 90% of your 50 most recent Facebook posts and stories.	This post received more link clicks than 36% of your 50 most recent Facebook posts and stories.
Reach: 2,988	Reactions: 134 Comments: 6 Shares: 6	Link clicks: 3

Boost again




In Faribault, we're lucky to have great access to nature, including Caron Park! ...
 October 26, 2022 at 6:00 AM
 ID: 10166970090975224

Interactions
 166 reactions 4 comments 5 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 2,322	Total: 175	Total: --
This post reached more people than 90% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 92% of your 50 most recent Facebook posts and stories.	Link clicks: --
Reach: 2,322	Reactions: 166 Comments: 4 Shares: 5	Link clicks: --

Boost post




Faribault has a rich Native American history, and for those with an interest in ...
 October 10, 2022 at 6:00 AM
 ID: 10166908729185224

Interactions
 25 reactions 4 comments 3 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 2,030	Total: 32	Total: --
This post reached more people than 88% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 62% of your 50 most recent Facebook posts and stories.	Link clicks: --
Reach: 2,030	Reactions: 25 Comments: 4 Shares: 3	Link clicks: --

Boost again



Shattuck-St. Mary's School is a world class preparatory school focused on Ce...
 September 22, 2022 at 12:42 PM
 ID: 10166859712715224

Interactions
 192 reactions 12 comments 19 shares

Performance

Reach	Reactions, comments and sh...	Results
Total: 5,174	Total: 223	Total: --
This post reached more people than 100% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 94% of your 50 most recent Facebook posts and stories.	Link clicks: --
Reach: 5,174	Reactions: 192 Comments: 12 Shares: 19	Link clicks: --

Faribault Area Chamber of Commerce Inc.

Tourism

2022 Budget DRAFT Report

Jan - Nov 8, 2022

						2022 Budget	2023 Budget
Ordinary Income/Expense							
Income							
					Tourism Income carry over	24,541.74	31262.71
					Tourism Lodging Tax	107,000.00	124000.00
					CO-OP Income	16,671.00	16500.00
					EMT Grant	6,000.00	10000.00
					Total Tourism Income	154,212.74	181762.71
					Total Income	154,212.74	181762.71
					Gross Profit	154,212.74	181762.71
Expense							
Tourism Expense							
					Tourism Overhead		
					Tourism Dues and Subscriptions	1,100.00	1100.00
					Overhead	18,000.00	18000.00
					Total Tourism Overhead	19,100.00	19100.00
					Tourism Marketing Services		
					Development/Training	600.00	1500.00
					Marketing Services	34,000.00	40000.00
					Tourism Marketing Services - Other	1,000.00	1000.00
					Total Tourism Marketing Services	35,600.00	42500.00
					Tourism- Marketing & Advertising		
					Website	500.00	1000.00
					Ad Production	500.00	500.00
					Promotional Items	200.00	500.00
					Postage	600.00	600.00
					Travel Shows	2,500.00	3000.00
					Brochure Display/Distribution	2,000.00	2000.00
					Brochure	1,700.00	1700.00
					Digital Campaigns	12,500.00	12500.00
					Explore Minnesota Travel Guide	3,250.00	5000.00
					Minne Road Trip	5,000.00	5000.00
					Billboards	24,000.00	24000.00
					Facebook	2,000.00	2000.00
					Hostings	3,500.00	3500.00
					Other Marketing & Advertising Expense	10,000.00	10000.00
					Total Tourism Advertising	68,250.00	71300.00
					Total Expense	122,950.00	132900.00
					Net Ordinary Income	31,262.74	48862.71