



TOURISM COMMISSION AGENDA

COUNCIL CHAMBERS

MONDAY, JANUARY 9, 2023

4:15 PM

Zoom Meeting

Dial-In Information:

Meeting ID:

Passcode:

Meeting Link:

1. Call to Order and Roll Call
2. Routine Business
 - A. Minutes of the Previous Meeting
 - B. Financial Report
 - C. Lodging Tax Collections
3. Request to be Heard (3 minutes each)
4. 2023 Management Plan
5. Minne-Road Trip - Chicago Travel and Adventure Expo
6. 2023 Meeting Schedule
7. Adjournment



TOURISM COMMISSION MINUTES

COUNCIL CHAMBERS

MONDAY, NOVEMBER 14, 2022

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:38 pm by Chairperson Miki Orr-Campbell. Those in attendance included Commissioners Lesley Dudley, Janna Viscomi, and Susan Garwood. Also in attendance were Tourism Director Kelly Nygaard and City Clerk Heather Slechta. Commissioner Viscomi left the meeting at 4:55 pm.

Routine Business

- A. Minutes of the Previous Meeting
- B. Financial Report
- C. Lodging Tax Collections

Nygaard noted that the tax collected in 2022 is the tracking to be the highest collected. She was not sure if this was due to filling rooms during the week or if it has to do with increased rates.

Motion by Commissioner Garwood, seconded by Commissioner Viscomi to approve Routine Business that included the minutes of the September 19, 2023 meeting, Financial Report and Lodging Tax Collection.

Requests to be Heard-None

Web/Social Media Report

Tourism Director Kelly Nygaard stated that website visits were down about 1,000 sessions, this could be due to the time of year. The average person is spending a little over a minute on the webpage. The top pages visited included do, eat, stay and historic downtown. The Facebook page has 3,627 likes, up 1.17% since September. Nygaard noted that Google is changing how they do their analytics.

Campaign Update

The Star Tribune campaign will include targeted emails as well as girls' trips, winter itineraries, there will be email impression that retarget back to the website. They will target women, ages 28-65 in affluent zip codes with notable incomes.

There are possible changes coming to first party data and how data is kept and used.

Minne-Roadtrip Update

Nygaard reported now that both Owatonna and Northfield are fully staff, they will be continuing with the Minne-Roadtrip. The three representatives will be heading to Chicago in January with the station wagon along with the photo booth.

2023 Planning Session and Draft Budget Discussion

Nygaard stated that the 2023 Visitors Guide is in progress as well as playing cards. The playing cards will focus on natural scenery, murals etc. Commissioner Dudley requested that they also include pollinators throughout the city.

The Explore Minnesota Tourism (EMT) Grant is changing, it will open on December 1, 2022 for the 2023 applications. The car show that was planned has been paused for now. The U of M study was

done 5-years ago. The Wayfinding and Gateway signs are in the planning stages, those were two items mentioned in the study. Lodging tax dollars can not be used for a hotel study, most cities in the area have used Hospitality Consulting for their studies.

Directors Report - Kelly

Nygaard reported that she will be leaving the Faribault Chamber of Commerce and Tourism for a new position with the City of Stillwater. Nygaard read a letter from Chamber President Nort Johnson, thanking her for her service.

The next meeting will be on January 9, 2023 at 4:15pm at City Hall.

Adjournment

The Tourism Commission meeting adjourned at 5:21 pm.

Respectfully Submitted,

Heather Slechta
City Clerk

Faribault Area Chamber of Commerce Inc.

Tourism

2022 Budget DRAFT Report

Jan - Dec, 2022

						Jan - Dec 2022 DRAFT	2022 Budget
Ordinary Income/Expense							
Income							
Tourism Income carry over						24,541.74	24,541.74
Tourism Lodging Tax						117,832.45	107,000.00
CO-OP Income						16,660.00	16,671.00
EMT Grant						0.00	6,000.00
Total Tourism Income						160,034.19	154,212.74
Total Income						160,034.19	154,212.74
Gross Profit						160,034.19	154,212.74
Expense							
Tourism Expense							
Tourism Overhead							
Tourism Dues and Subscriptions						425.00	1,100.00
Overhead						18,000.00	18,000.00
Total Tourism Overhead						18,425.00	19,100.00
Tourism Marketing Services							
Development/Training						854.45	600.00
Marketing Services						40,000.00	34,000.00
Tourism Marketing Services - Other						392.52	1,000.00
Total Tourism Marketing Services						41,246.97	35,600.00
Tourism- Marketing & Advertising							
Website						500.00	500.00
Ad Production						0.00	500.00
Promotional Items						1,234.52	200.00
Postage						600.00	600.00
Travel Shows						938.42	2,500.00
Brochure Display/Distribution						1,535.00	2,000.00
Brochure						133.15	1,700.00
Digital Campaigns						1,750.00	12,500.00
Explore Minnesota Travel Guide						9,885.00	3,250.00
Minne Road Trip						5,322.13	5,000.00
Billboards						22,011.00	24,000.00
Facebook						578.00	2,000.00
Hostings						272.17	3,500.00
Other Marketing & Advertising Expense						6,404.00	10,000.00
Total Tourism Advertising						51,163.39	68,250.00
Total Expense						110,835.36	122,950.00
Net Ordinary Income						49,198.83	31,262.74

Faribault Area Chamber of Commerce Tourism
Lodging Tax Report
Jan - October 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	\$13,799.99	\$104,639.29
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	\$13,193.16	\$117,832.45
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	\$117,832.45
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	\$117,832.45
Year Total	\$124,335.79		\$118,830.41		\$121,642.34		\$68,229.48		\$110,792.13		\$117,832.45	