



TOURISM COMMISSION AGENDA

COUNCIL CHAMBERS

MONDAY, NOVEMBER 8, 2021

4:15 PM

Zoom Meeting

Dial-In Information:

Meeting ID:

Passcode:

Meeting Link:

1. Call to Order
2. Routine Business
 - A. Approve Minutes of the Previous Meeting
 - B. Financial Report
 - C. Lodging Tax Collections
3. Request to be heard (3 minutes each)
4. Web and Social Media Report
5. 2022 Planning and Draft Budget Discussion
6. Minne-Roadtrip Co-op
7. Director's Report
8. Adjournment



TOURISM COMMISSION MEETING

November 8, 2021

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 and Social Media Report
5. 2022 Planning and draft budget discussion
6. Minne-Roadtrip co-op
7. Directors Report
8. Adjourn

A. Next Meeting January 12, 2022 4:15pm at City Hall

*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

September 13, 2021 4:15 – 5:30 p.m.

Call to Order & Roll Call

The meeting was called to order at 4:19pm by Chairperson Heidi Nelson. In Attendance: Miki Orr Campbell, David Connelly, Susan Garwood, Ashley Reller, Jon Wood, Tim Murray, Kelly Nygaard and Heather Slechta. Commissioner Steve Bortz was absent.

Routine Business – Consent Agenda

Minutes of the previous meeting were reviewed.

Kelly Nygaard reviewed the financials report, reported that lodging tax is still lower than in past years. Commissioner Connelly stated that The Inn was relatively back to normal occupancy in June and July. An EMT grant of \$6,000 was budgeted, however, \$10,000 was received due to COVID. Digital Campaigns is currently at \$200 however, not all bills have come in yet. There has been approximately \$350 spent in hosting and \$500 spent with Facebook, the current budget shows zero dollars has been spent due to the timing of the billing cycle.

Motion by Connelly, seconded by Garwood to approve the July 12, 2021 Tourism Commission minutes, the financial report and the lodging tax collections as presented and carried unanimously.

Requests to be Heard – None

Web/Social Media Report

Nygaard provided a brief web/social media update. There were about 4,503 sessions, 3,696 unique users that visited 2.40 pages for about one-minute and 31 seconds. The do page was the most visited page followed by eat and 80th Annual Pet Parade pages. There are 2,917 Facebook friends and 3,119 Followers. There has been great success in boosting pages as well as sharing pervious influencer/blogger visits posts and information. There are 1,249 Instagram followers up 1.7%.

Nygaard explained that she is back posting about upcoming events now that COVID restrictions have lifted and more events are happening. Commissioner Garwood asked about cross advertising opportunities and stressed that creating events in Facebook was a great opportunity to get the word out and that it also then ties to a person's google calendar. Nygaard explained that they hand out flyers at various events to promote other happening throughout the community.

Blogger Review

Nygaard recapped that Plan-it with Sara was here in February and Expedition Kristin was here in July. Both Bloggers did posts on their Instagram, Facebook pages and blogs as well as TikTok. The cost to host the bloggers came in at about \$200. Minnemomma Adventures is a family blogger that Nygaard is planning to work with as well as Hailey Almsted in November or December. Nygaard was hoping that the Midwestern Gentlemen would be back with their videographer for the Flannel Formal, however with the spread of the Delta variant it may not be possible to do the large-scale event. Staff will be meeting to discuss the event this week.

Nygaard stated that she looks for quality on bloggers pages as well as how many followers and their google antilytic data. She requested that Commission members send her bloggers that interest them.

Billboard Update

The new billboard is up on I-35, it is located in the Northbound Lane when heading north from Medford. The four businesses on the billboard include; Janna's Market Grill, Basilleo's 2.0, Redemption and Depot. Nygaard thanked Commissioner Connely for suggesting placing "Next 3 Exits" on the sign. Nygaard is continuing to work on the other billboard and secure sponsorships, she is again focusing on the "Crafting America's Stories" theme.

Directors Report

Nygaard provided an update on advertising; she explained that they partnered with EMT on their 6th annual Hike MN Campaign. They did a spotlight on 10 #OnlyinMN sites which included the Sakatah State Park. In exchange for a Faribault Staycation valued at \$295 we received a free 600 x 200 email ad placement within 250,000 Hike MN campaign emails valued at \$1250. We also had MACVB Auction wins that included; Twin Cities Business Magazine ad, valued at \$4100, we paid \$750 and Kare11 weekend ads, valued at \$2500 and we paid \$750.

Nygaard informed the Commission that Faribault "Love" mural made the cover of Rethos Places Reimagined magazine, there were also many mentions of Faribault throughout the magazine. Quirky Minnesota Places Facebook page also has numerous mentions of Faribault.

The Minne-Road Trip station wagon will be at the car show on Friday as well as at the Fairgrounds on Saturday.

Commissioner Garwood stated that the Mural Walk maps are very popular. She also asked if a canoe launch would be at the new park, Tim Murray stated that there is not a formal canoe launch at this time. Nygaard informed the Commission that there have been great discussions about the future park down by the viaduct.

Next Meeting: November 8, 2021-4:15 pm at City Hall

Adjourn

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

The meeting adjourned at 5:14 pm.

Respectfully Submitted,

Heather Slehta
Assistant to the City Administrator

**Faribault Area Chamber of Commerce Tourism
2021 Tourism Budget
YTD Jan - October 31,
DRAFT**

		Oct 31, 2021 YTD	2021 Budget
Ordinary Income/Expense			
Income			
	Tourism Income carry over	6,198.00	6,198.00
	Tourism Lodging Tax	71,347.88	80,000.00
	CO-OP Income	6,700.00	12,000.00
	EMT Grant	10,000.00	6,000.00
	Total Tourism Income	95,245.88	105,198.00
	Total Income	95,245.88	105,198.00
Gross Profit		95,245.88	105,198.00
Expense			
Tourism Expense			
Tourism Overhead			
	Tourism Dues and Subscriptions	0.00	1,100.00
	Overhead	15,000.00	18,000.00
	Total Tourism Overhead	15,000.00	19,100.00
Tourism Marketing Services			
	Development/Training	190.24	500.00
	Marketing Services	28,333.34	34,000.00
	Tourism Marketing Services - Other	0.00	1,000.00
	Total Tourism Marketing Services	28,523.58	35,500.00
Tourism- Marketing & Advertising			
	Website	0.00	500.00
	Ad Production	0.00	500.00
	Promotional Items	50.00	100.00
	Postage	386.00	500.00
	Travel Shows	0.00	0.00
	Brochure Display/Distribution	1,334.00	1,600.00
	Brochure	0.00	0.00
	Digital Campaigns	200.00	5,500.00
	Explore Minnesota Travel Guide	2,300.00	2,971.25
	Minne Road Trip	5,000.00	5,000.00
	Billboards	20,815.00	24,000.00
	Facebook	0.00	1,500.00
	Hostings	0.00	3,500.00
	Other Marketing & Advertising Expense	0.00	2,000.00
	Total Tourism Advertising	30,085.00	47,671.25
	Total Expense	73,608.58	102,271.25
Net Ordinary Income		21,637.30	2,926.75

Fairbault Area Chamber of Commerce Tourism
Lodging Tax Report

Fairbault 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
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
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
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
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
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
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
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
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
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	\$0.00	\$71,347.88
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	\$0.00	\$71,347.88
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	\$0.00	\$71,347.88
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	\$0.00	\$71,347.88
Year Total	\$124,335.79	1.07	\$118,830.41	0.96	\$121,642.34	1.02	\$68,229.48	0.56	\$71,347.88	1.05

VisitFaribault.com

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Sep 13, 2021 - Nov 4, 2021

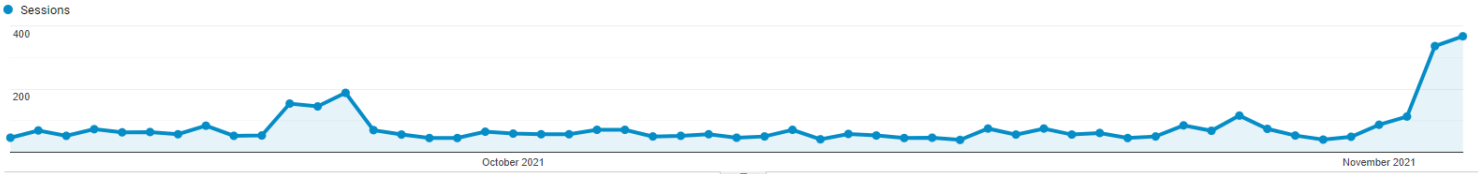
All Users
100.00% Sessions

+ Add Segment

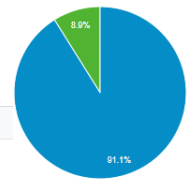
Overview

Sessions VS. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



Acquisition Overview ✓

All Users
100.00% Sessions

+ Add Segment

Primary Dimension:

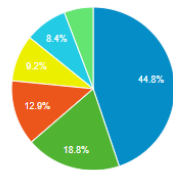
Conversion:

Top Channels

Goal 1: Locations

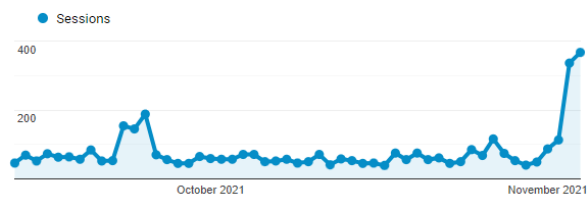
Edit Channel Grouping

Top Channels

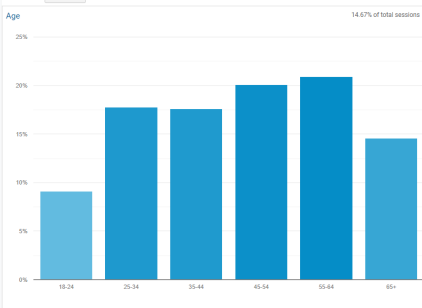


- Organic Search
- Direct
- Email
- (Other)
- Social
- Referral

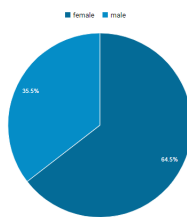
Sessions



Key Metric: Sessions



Gender



Acquisition

	Sessions	% New Sessions	New Users
	4,110	91.05%	3,742
1 Organic Search	1,843		
2 Direct	774		
3 Email	530		
4 (Other)	379		
5 Social	346		
6 Referral	238		

To see all 6 Channels click here.

Page

Pageviews % Pageviews

1. /	1,878	22.34%
2. /do/	541	6.44%
3. /girls-getaway/	351	4.18%
4. /eat/	350	4.16%
5. /locations/the-barn-at-crockers-creek/	322	3.83%
6. /historic-downtown/	239	2.84%
7. /stay/	198	2.36%
8. /calendar/	194	2.31%
9. /do/interesting-places/	194	2.31%
10. /do/shopping-retail/	181	2.15%

Faribault Tourism Facebook

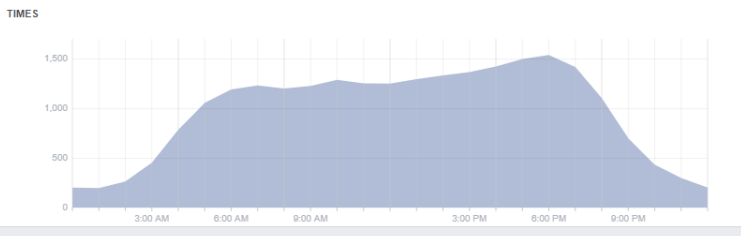
Total Likes: 3055

Up 10.64 % over Sept report

Total Follows: 3271

Up 4.87 % over July report

Total Page Likes: 3,055

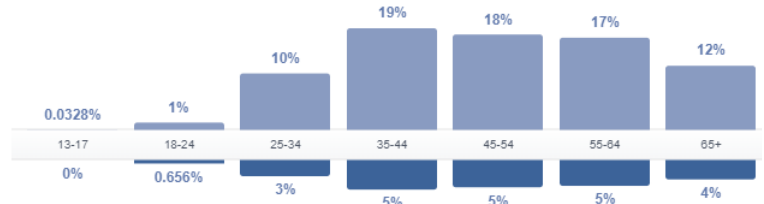


Women

77% Your Fans

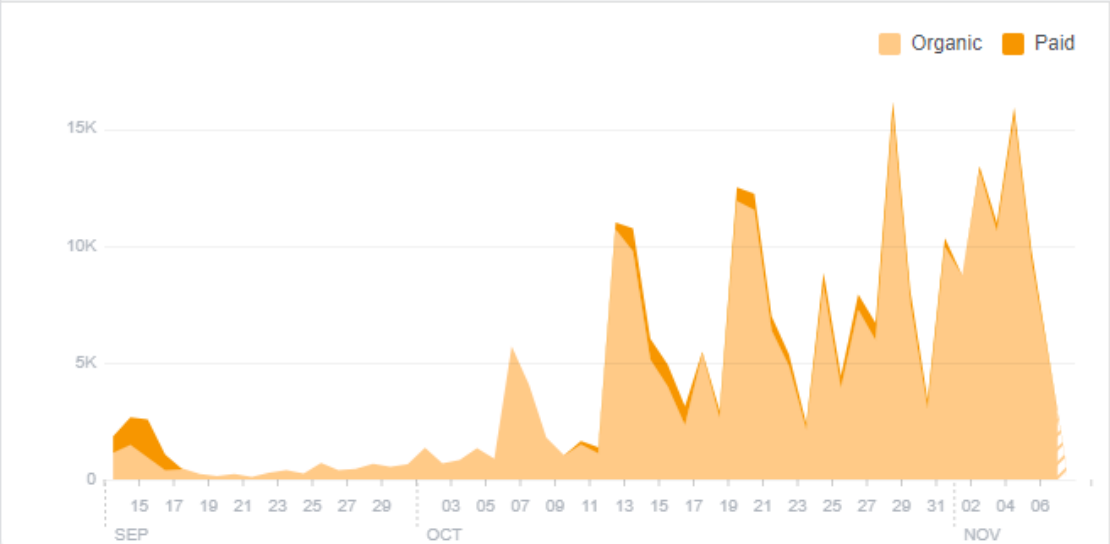
Men

22% Your Fans



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



11/05/2021 8:04 AM		Cold days call for warm layers, and nothing beats	23.9K	457	329	Boost post
11/04/2021 4:41 PM		Over 700 acres of river, prairie, and woods await	3.7K	26	43	Boost post
11/04/2021 11:47 AM			180	2	0	Boost post
11/04/2021 5:34 AM		Lizanne Lately put together a great list of things for you	757	34	26	Boost post
11/03/2021 4:20 PM		As with every season of your life, every season of	12.6K	367	264	Boost post
11/03/2021 11:46 AM		Local historian Susan Hviitendahl presents	117	2	0	Boost Event
11/03/2021 7:00 AM		The stunning Rice County Courthouse is not only home	7.3K	52	81	View Promotion
11/02/2021 8:11 PM		Little Blue Backpack visited Faribault for breakfast,	494	11	9	Boost post
11/02/2021 3:17 PM		Ladies Night is this Thursday in downtown	181	4	4	Boost Event
11/02/2021 12:13 PM		The Cathedral of Our Merciful Saviour in Faribault	14.7K	257	402	View Promotion
11/01/2021 4:11 PM		Designed and built in Faribault, by Schimmel-	22.2K	651	929	View Promotion
10/29/2021 3:58 PM		Wine, Wool, and Whiskey await you when you plan a	276	2	10	Boost post
10/29/2021 2:21 PM		Halloween Weekend Preview - Bashers Bar &	638	16	9	Boost post
10/29/2021 6:09 AM		You'll have a doggone good time exploring Nerstrand Big	25.5K	231	311	View Promotion
10/28/2021 4:54 PM		In Faribault, we're lucky to have great access to nature,	5.2K	93	72	View Promotion
10/27/2021 5:17 PM		This autumn, fall for Faribault! Learn more and	7.9K	214	57	Boost post
10/27/2021 9:02 AM		Planning a fall trip? Remember that Faribault	4.9K	35	44	View Promotion
10/27/2021 8:37 AM		Elvis fans won't want to miss this! #OnlyinMN Explore	296	2	2	Boost post
10/26/2021 5:57 PM		Fall for Faribault! Check out all the ways you can enjoy a	857	11	4	View Promotion
10/26/2021 2:29 PM			366	6	6	Boost post
10/26/2021 11:48 AM		Do you love taking pictures? If you have a great picture of	374	5	6	Boost post
10/26/2021 5:15 AM		The Cathedral of Our Merciful Saviour in Faribault	764	18	46	Boost post
10/25/2021 3:58 PM		Crafting beautiful, quality blankets since 1865, the	8.9K	97	135	View Promotion
10/25/2021 2:13 PM			222	1	2	Boost post
10/25/2021 6:06 AM		Look About Lindsey knows all the best spots in	8.3K	362	57	Boost post
10/24/2021 6:59 PM		Are you planning a wedding? Faribault is proud	1.2K	9	17	View Promotion
10/24/2021 6:59 PM		Are you planning a wedding? Faribault is proud	1.2K	9	17	View Promotion
10/23/2021 5:08 AM		Stunning architecture awaits around every corner in	512	2	16	Boost post
10/22/2021 12:57 PM		Weekends were made for wineries! Visit @Vintage	3.7K	74	48	View Promotion
10/22/2021 11:20 AM		Spin into fun in Faribault! #OnlyinMN Explore	244	1	7	Boost post
10/21/2021 2:58 PM		Canoe and kayak enthusiasts will love that	407	0	11	Boost post
10/21/2021 7:52 AM		Wake up to a beautiful morning in Faribault	483	7	25	Boost post
10/20/2021 3:39 PM		Experience the last of the big woods with a trip to	942	26	51	Boost post
10/20/2021 9:01 AM		Stop out to the Rice County Historical Society! Free	173	1	0	Boost post
10/20/2021 9:01 AM		Did you know that the Tilt-A-Whirl was invented in	32.3K	425	422	View Promotion
10/19/2021 9:41 PM		Need a night out? The Paradise Center for the Arts	296	2	6	Boost post
10/19/2021 3:23 PM		The Midwestern Gentleman identify the best of the	514	16	16	Boost post
10/18/2021 5:40 PM		It's all in the details! This beautiful building in	8.7K	99	251	View Promotion
10/18/2021 6:14 AM		Faribault is proud to be the home of the Minnesota	7.4K	67	181	View Promotion
10/17/2021 9:37 AM		One of the best ways to enjoy the fall colors is on	407	0	5	Boost post

10/14/2021 4:17 AM		Fall for Faribault! Plan your trip at VisitFaribault.com	424	2	17	Boost post
10/13/2021 4:24 PM		The days are shorter, but there is still time to enjoy the	312	2	4	Boost post
10/13/2021 2:49 PM		Street Talk Band rocks the Paradise Center for the Arts	191	4	0	Boost post
10/13/2021 9:33 AM		Consistently ranked as one of the top rated, private,	21.2K	625	381	View Promotion
10/12/2021 4:10 PM		Built in 1896, the Berry House was designed by	17K	265	487	View Promotion
10/12/2021 9:32 AM		The River Bend Nature Center is the perfect place	1.4K	59	40	View Promotion
10/11/2021 7:25 PM		The Fall Color Finder showcases that now is a	591	1	4	Boost post
10/11/2021 3:40 PM		Jud Haley at Vintage Escapes Winery	233	6	1	Boost Event
10/09/2021 10:42 AM			319	0	2	Boost post
10/08/2021 9:49 AM		Don't miss the Studioour this weekend in southern	167	2	1	Boost post
10/07/2021 4:00 PM		Get a change of perspective in Faribault! Book your	11.9K	340	131	View Promotion
10/07/2021 10:23 AM			323	2	3	Boost post
10/06/2021 3:59 PM		Downtown Faribault boasts a stunning collection of	4.8K	28	38	Boost post

Visit Faribault - Tourism
October 20 at 9:01 AM

Did you know that the Tilt-A-Whirl was invented in Faribault in 1926? There are two restored Tilt-A-Whirl cars downtown, perfect to stop and rest, or snap a picture!
Photo: Megan Schwirtz
#OnlyinMN Explore Minnesota Tourism

Thank you to the Historic Hierarchy

VISITFARIBAULT.COM
Faribault, MN Tourism - Faribault Area Chamber of Commerce & Tourism [Learn More](#)

32,258 People Reached

422 Reactions, Comments & Shares

288 Like	34 On Post	254 On Shares
30 Love	1 On Post	29 On Shares
6 Wow	0 On Post	6 On Shares
47 Comments	2 On Post	45 On Shares
51 Shares	51 On Post	0 On Shares

425 Post Clicks

52 Photo views	58 Link clicks	315 Other clicks
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NEGATIVE FEEDBACK

5 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details

Visit Faribault - Tourism
November 1 at 4:11 PM

Designed and built in Faribault, by Schimmel-Nelson Piano Company, this Verti-Grand piano is one of only 5 in the world that remain! Go see it and learn more at the Rice County Historical Society!
Photo: Renata Erickson
#OnlyinMN Explore Minnesota Tourism

22,223 People reached **1,582** Engagements [Boost Again](#)

Boosted on Nov 3, 2021 By Kelly K-facc Completed

People Reached	572	Post Engagement	106
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[View Results](#)

Performance for your post

22,223 People Reached

929 Reactions, Comments & Shares

517 Like	92 On Post	425 On Shares
54 Love	5 On Post	49 On Shares
6 Haha	0 On Post	6 On Shares
160 Wow	18 On Post	142 On Shares
79 Comments	6 On Post	73 On Shares
114 Shares	114 On Post	0 On Shares

653 Post Clicks

89 Photo views	1 Link clicks	563 Other clicks
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NEGATIVE FEEDBACK

9 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Visit Faribault - Tourism
October 13 at 9:33 AM

Consistently ranked as one of the top rated, private, boarding schools in the country, Shattuck St Mary School offers world class education, top notch athletics, and a stunning campus! No visit to Faribault is complete without a drive through the arches to admire the beautiful architecture!
#OnlyinMN Explore Minnesota Tourism



Visit Faribault - Tourism
Tour Agency

21,191 People reached **1,006** Engagements

[Send message](#) [Boost Again](#)

Performance for your post

21,191 People Reached

381 Reactions, Comments & Shares

273 Like	101 On Post	172 On Shares
24 Love	5 On Post	19 On Shares
1 Haha	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
59 Comments	4 On Post	55 On Shares
23 Shares	23 On Post	0 On Shares

625 Post Clicks

20 Photo views	7 Link clicks	598 Other clicks
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NEGATIVE FEEDBACK


5 Hide post	2 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details

Visit Faribault - Tourism
October 29 at 6:06 AM

You'll have a doggone good time exploring Nerstrand Big Woods State Park! Bring a few pals for a tail wagging adventure!
Photo: Lucyloutherescuedog
#OnlyinMN Explore Minnesota Tourism



25,492 People reached **542** Engagements

[Boost Again](#)

Boosted on Oct 29, 2021
By Kelly K-facc Completed

People Reached	628	Post Engagement	45
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[View Results](#)

Performance for your post

25,492 People Reached

311 Reactions, Comments & Shares

214 Like	39 On Post	175 On Shares
57 Love	7 On Post	50 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
21 Comments	3 On Post	18 On Shares
16 Shares	16 On Post	0 On Shares

231 Post Clicks

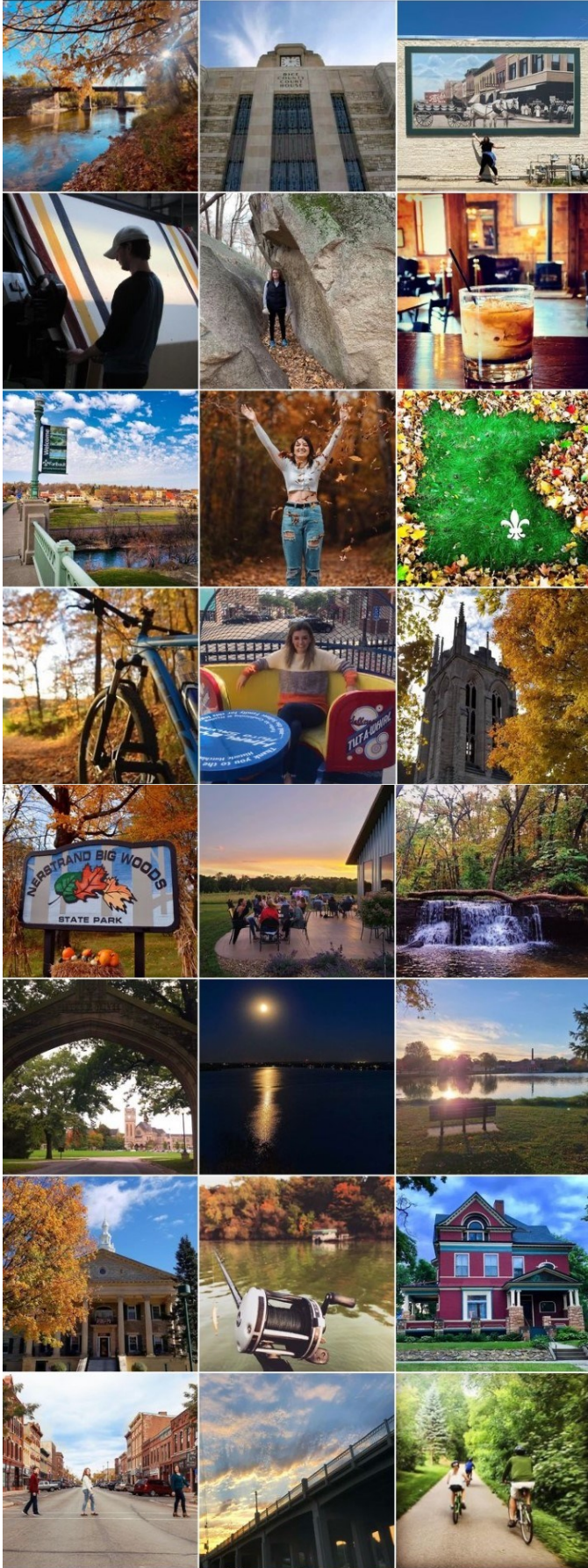
37 Photo views	1 Link clicks	193 Other clicks
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NEGATIVE FEEDBACK

6 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Pamm Lvnn, Isaac Mogaaka and 43 others 1 Comment 16 Shares



Instagram:

Followers 1258

Up 7.7 % from September report