



TOURISM COMMISSION AGENDA

COUNCIL CHAMBERS

MONDAY, MAY 8, 2023

4:15 PM

1. Call to Order and Roll Call
 - A. Meeting Packet
2. Routine Business
3. Requests to be heard (3 min. each)
4. Marketing Report
5. Minne-Roadtrip Report
6. New Singing Hills Partnership Update
7. Next Meeting Date:
8. Adjournment



TOURISM COMMISSION MEETING

May 8, 2023

4:15 – 5:30 p.m.

City Hall

1. Call to Order & Roll Call
2. Routine Business –
 - Consent Agenda
 - Minutes of the previous meeting
 - Budget review
 - Lodging Tax Collections
3. Requests to be heard (3 min each).
4. Marketing Report
5. Minne-Roadtrip Report
6. NEW Singing Hills partnership Update
7. Next meeting?
8. Adjourn

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

Faribault Area Chamber of Commerce Inc.
 Tourism
 2023 Approved Tourism Budget

					2022 Budget	2023 Budget
Ordinary Income/Expense						
Income						
Tourism Income carry over					24,541.74	31,262.71
Tourism Lodging Tax					107,000.00	124,000.00
CO-OP Income					16,671.00	16,500.00
EMT Grant					6,000.00	10,000.00
Total Tourism Income					154,212.74	181,762.71
Total Income					154,212.74	181,762.71
Gross Profit					154,212.74	181,762.71
Expense						
Tourism Expense						
Tourism Overhead						
Tourism Dues and Subscriptions					1,100.00	1,100.00
Overhead					18,000.00	18,000.00
Total Tourism Overhead					19,100.00	19,100.00
Tourism Marketing Services						
Development/Training					600.00	1,500.00
Marketing Services					34,000.00	40,000.00
Tourism Marketing Services - Other					1,000.00	1,000.00
Total Tourism Marketing Services					35,600.00	42,500.00
Tourism- Marketing & Advertising						
Website					500.00	1,000.00
Ad Production					500.00	500.00
Promotional Items					200.00	4,000.00
Postage					600.00	600.00
Travel Shows					2,500.00	5,000.00
Brochure Display/Distribution					2,000.00	2,000.00
Brochure					1,700.00	1,700.00
Digital Campaigns					12,500.00	12,500.00
Explore Minnesota Travel Guide					3,250.00	5,000.00
Minne Road Trip					5,000.00	10,000.00
Billboards					24,000.00	24,000.00
Facebook					2,000.00	2,000.00
Hostings					3,500.00	3,500.00
Other Marketing & Advertising Expense					10,000.00	10,000.00
Total Tourism Advertising					68,250.00	81,800.00
Total Expense					122,950.00	143,400.00
Net Ordinary Income					31,262.74	38,362.71

Faribault Area Chamber of Commerce Tourism
Lodging Tax Report
2023 YTD February

Faribault Area Chamber of Commerce and Tourism										
Lodging Tax Collection Record										
Month	2019 tax	2019 YTD	2020 tax	2020 YTD	2021 tax	2021 YTD	2022 tax	2022 YTD	2023 tax	2023 YTD
January	\$6,724.30	\$6,724.30	\$7,021.13	\$7,021.13	\$1,598.56	\$1,598.56	\$8,012.45	\$8,012.45	\$8,983.43	\$8,983.43
February	\$9,171.19	\$15,895.49	\$8,631.94	\$15,653.06	\$3,581.86	\$5,180.42	\$7,483.16	\$15,495.61	\$9,360.62	\$18,344.05
March	\$7,348.61	\$23,244.10	\$5,473.67	\$21,126.74	\$6,435.35	\$11,615.76	\$7,579.92	\$23,075.53	\$0.00	\$18,344.05
April	\$6,739.65	\$29,983.75	\$2,183.85	\$23,310.59	\$5,596.65	\$17,212.41	\$9,641.45	\$32,716.97	\$0.00	\$18,344.05
May	\$13,188.56	\$43,172.31	\$2,961.41	\$26,271.99	\$12,882.35	\$30,094.76	\$12,807.81	\$45,524.78	\$0.00	\$18,344.05
June	\$13,189.05	\$56,361.36	\$3,736.45	\$30,008.45	\$6,860.44	\$36,955.20	\$13,955.90	\$59,480.68	\$0.00	\$18,344.05
July	\$12,007.37	\$68,368.73	\$9,584.80	\$39,593.25	\$17,294.01	\$54,249.21	\$16,728.33	\$76,209.01	\$0.00	\$18,344.05
August	\$13,621.18	\$81,989.91	\$7,548.15	\$47,141.39	\$17,098.67	\$71,347.88	\$14,630.29	\$90,839.30	\$0.00	\$18,344.05
September	\$12,052.18	\$94,042.09	\$7,537.04	\$54,678.44	\$13,206.57	\$84,554.45	\$13,799.99	\$104,639.29	\$0.00	\$18,344.05
October	\$11,495.01	\$105,537.10	\$4,759.03	\$59,437.47	\$9,571.59	\$94,126.04	\$13,193.16	\$117,832.45	\$0.00	\$18,344.05
November	\$8,558.32	\$114,095.42	\$4,989.18	\$64,426.65	\$8,307.20	\$102,433.24	\$8,551.20	\$126,383.65	\$0.00	\$18,344.05
December	\$7,546.92	\$121,642.34	\$3,802.83	\$68,229.48	\$8,358.89	\$110,792.13	\$9,220.95	\$135,604.60	\$0.00	\$18,344.05
Year Total	\$121,642.34		\$68,229.48		\$110,792.13		\$135,604.60		\$18,344.05	
*** 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.										

2023 TRAVEL GUIDE

EXPLORE MINNESOTA

MINNESOTA

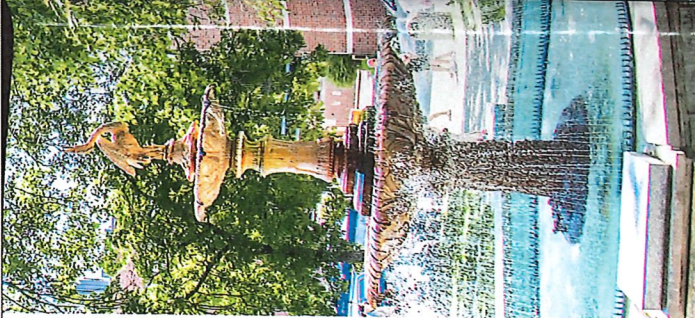
ENTER YOUR DREAM STATE

Beautiful trails, friendly towns, fantastic restaurants and four seasons of fun await in the Land of 10,000 Lakes

PLUS:
Eco-friendly travel
Cultural celebrations
6 national park sites

2023 EXPLORE MINNESOTA TRAVEL GUIDE

EXPLOREMINNESOTA.COM



MINNEROADTRIP.COM

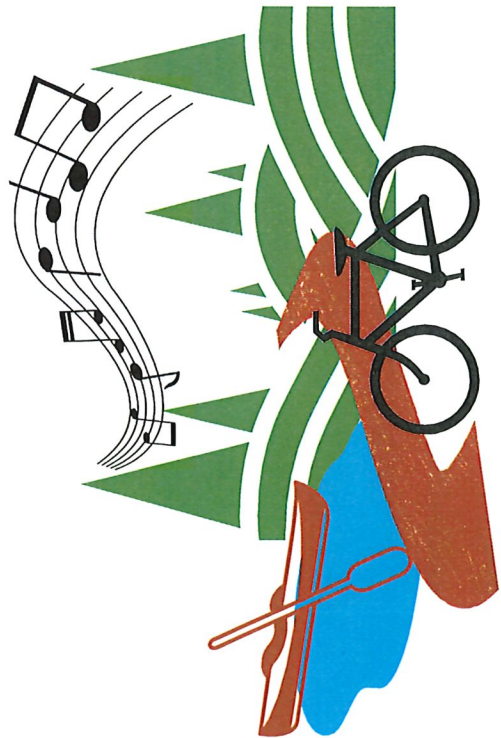
Take your group on the **Minne Roadtrip** to experience three unique river communities. Visit picturesque downtowns, historic attractions and small family-owned businesses. Just a short drive south of the Twin Cities on I-35.

See you soon!

NORTHFIELD AREA CHAMBER OF COMMERCE & TOURISM
800-658-2548 | visitnorthfield.com

FARIBAULT AREA CHAMBER OF COMMERCE & TOURISM
800-658-2354 | visitfaribault.com

OWATONNA AREA CHAMBER OF COMMERCE & TOURISM
800-423-6466 | visitowatonna.org



SAKATAH

SINGING HILLS

WHAT'S YOUR ESCAPE SOUND?



TOURISM COMMISSION MINUTES

COUNCIL CHAMBERS

MONDAY, JANUARY 9, 2023

4:15 PM

Call to Order and Roll Call

The meeting was called to order at 4:28 pm by Vice Chairperson Heidi Nelson. Those in attendance included Commissioners Ashley Reller, David Connelly and Susan Garwood. Also in attendance were Chamber President Nort Johnson and City Clerk Heather Slechta. Commissioners Miki Campbell Orr, Janna Viscomi and Leslie Dudley were not in attendance.

Routine Business

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

Chamber President Nort Johnson stated that the lodging tax for October is the highest its ever been, it could be because room rates have increased. He also stated that 2022 expenses are still being expensed out, and that the lodging tax overall is higher than anticipated.

A grant for the Minne-Road trip was received to pay for a portion of the Chicago trip.

Motion by Commissioner Reller, seconded by Commissioner Connelly to approve Routine Business that included the minutes of the November 14, 2023 meeting, Financial Report and Lodging Tax Collection.

Requests to be Heard

Commissioner Sue Garwood stated that this is her last meeting as she is moving to New Zealand, her going away party will be on February 15 from 3p-7p at the historical society. David Nichols will be the new Executive Director.

2023 Management Plan

Chamber President Nort Johnson stated that he met with City Administrator Tim Murray to discuss the future of the Tourism Commission. The Commission will transition to a committee that will be ran by the Chamber. City staff will be working to update the contract between the City and the Chamber, and it will include the requirement to have a Council representative on the committee.

Due to the resignation of Kelly Nygaard, Johnson will be taking over the tourism duties. They are currently working on a service agreement for social media postings and the website. They have hired additional staff, Devon, they will be starting next week, they will be updating the calendar. The Chamber is looking to possibly put an office downtown. Chamber Staff will be keeping up with the items that Nygaard was working on.

Minne-Roadtrip Update

Johnson stated that now that Owatonna and Northfield are staff, the Minne-Roadtrip is looking to attend more that the Chicago show, possible locations include Des Moines and Sioux Falls. They will be putting together a give-away basket. The basket will include items from Vintage Escapes, Woolen Mills, 10,000 Drops as well as items from Northfield and Owatonna.

Commissioner Garwood asked if the travel budget should increase by \$500.00 and increase the Minne-

Roadtrip to \$10,000, and move promotional items up from \$3,000to \$4,000.00.

Motion by Commissioner Garwood, seconded by Commission Reller to approve a modified budget and carried unanimously.

2023 Meeting Schedule

Johnson stated that the schedule as of now will stay the same. Meetings will be in March, May, July, September and November. Johnson is looking forward to strategic planning with the EDA, Chamber, and Tourism commission.

Commissioner Nelson left at 5:00 pm.

Adjournment

The Tourism Commission meeting adjourned at 5:13 pm.

Respectfully Submitted,

Heather Slechta
City Clerk