



TOURISM COMMISSION AGENDA

PUBLIC MEETING ROOM

MONDAY, MARCH 14, 2022

4:15 PM

1. Call to Order and Roll Call
2. Routine Business
 - A. Approval of the Minutes
 - B. Financial Report
 - C. Lodging Tax Collections
3. Requests to be heard
4. Web/Social Media Report
5. Minne-Road Trip
6. Directors Report - Kelly Nygaard
7. Next Meeting Date:
8. Adjournment



TOURISM COMMISSION MINUTES

February 14, 2022 4:15 – 5:30 p.m.

Call to Order & Roll Call

The meeting was called to order at 4:30pm by Miki Orr-Campbell. In Attendance: Miki Orr Campbell, Susan Garwood, Ashley Reller, Lesley Dudley, Kelly Nygaard and Heather Slechta. Commissioner Nelson was absent.

Motion by Garwood, seconded by Reller to appoint Miki Orr Campbell as Commission Chair and Heidi Nelson as Vice Chair and carried unanimously.

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 year, however, it is close to pre-Covid for the last couple of months.

Motion by Reller, seconded by Garwood to approve the November 8, 2021 Tourism Commission minutes, the financial report and the lodging tax collections as presented and carried unanimously.

Requests to be Heard

Commissioner Garwood stated that the 1946 Fleck Truck engine will be turned over tomorrow, the goal is to have the truck start and stop before going to any parades! The hope is to have it ready for the Heritage Days and when Fleckenstein Park is dedicated.

Nygaard suggested that a quick introduction of members take place as Commissioner Dudley is newly appointed.

Adopt 2022 Budget

Nygaard reviewed the 2022 budget. Lodging tax was budgeted higher than last year as things are slowly starting to return to pre-pandemic levels. More money has been allocated to digital campaigns and influencer hosting has its own budget line in 2022. The goal is to have a family friendly blogger visit.

Commissioner Garwood asked how much was spend in 2021, Nygaard explained that in 2021, partners spent about \$2,000 in complimentary services and about \$1,000 was spent through tourism dollars.

Motion by Garwood, seconded by Reller to adopt the 2022 Budget as presented and carried

unanimously.

Web/Social Media Report

Nygaard provided a brief web/social media update. There were about 6,148 sessions, 5,846 unique users that visited 1.42 pages for about 32 seconds. The do page was the most visited page followed by eat and girls get away pages. There are 3,228 Facebook friends and 3,422 Followers. There has been great success in boosting pages as well as sharing pervious influencer/blogger visits posts and information. There are 1,273Instagram followers up 1.19%.

Nygaard stated that the vistifaribault.com numbers are not unusual for November she will check again next month and it should be back to regular, as it is just seasonal. The blog highlighting girls weekends was used for messaging a Star Tribune ad. The website Quirky Places Minnesota has provided great success.

Minne-Road Trip

An ad is in the state publication advertising the Minne-Road Trip communities of Faribault, Northfield and Owatonna. Currently the community representatives are determining what they want to do in 2022. They are looking at hiring a blogger to come and showcase all three communities.

Directors Report

Nygaard informed the Commission that she attended the City Council meeting in January to provide an update on what the lodging tax dollars were spent on. The new billboard is up, and there has been interest from other businesses to be on the next billboards. The Explore Minnesota Tourism Conference is one day this year and there is a virtual option as well. The conference is on March 1, and if anyone would like to attend virtually please let Nygaard know. As in years past, the Chamber is pairing with Roberds Lake Resort for a convention, March 11-13 the Chamber pays the booth cost and Roberds Lake Resort staffs it, if you would like to have your brochures there, please get them to Nygaard.

The new guidebooks are in, the Commission spent some time reviewing the guidebook. American Countryside Radio is continuing to showcase the Faribault area, a show about the Woolen Mills was just done as well as Jerry's tree, this is an AM radio show that is no cost to us. A Star Tribune article was to be a tourism piece, however, it changed when the writer was here, the article showcased the restoration of downtown and the writer plans to write more articles about the Woolen Mill and Fleckenstein. Twin Cities Live will feature the Woolen Mill tomorrow.

Commissioner Garwood announced that in-person programming will begin in March and April, and is still free to attend. Garwood also spoke with the owners of the bead shop and they are looking to have a commemorative kit made for those that are visiting Faribault. Commissioner Reller stated that the events are scheduled at the winery for the upcoming months and can be found on their website, new events for 2022 include craft and sips and more kid friendly activities.

2022 Meeting Dates and Times

March 14, 2022 – 4:15 pm

May 9, 2022 – 4:15 pm
July 11, 2022 – 4:15 pm
September 12, 2022 – 4:15 pm
November 14, 2022 – 4:15 pm

Adjourn

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

The meeting adjourned at 5:33 pm.

Respectfully Submitted,

Heather Slechta
Assistant to the City Administrator

Faribault Area Chamber of Commerce Inc.
Tourism Profit and Loss
January - February 2022

						Jan - Feb 2022	2022 Budget
Ordinary Income/Expense							
Income							
Tourism Income carry over						24,541.74	24,541.74
Tourism Lodging Tax						0.00	107,000.00
CO-OP Income						2,975.00	16,671.00
EMT Grant						0.00	6,000.00
Total Tourism Income						28,516.74	154,212.74
Total Income						28,516.74	154,212.74
Gross Profit						28,516.74	154,212.74
Expense							
Tourism Expense							
Tourism Overhead							
Tourism Dues and Subscriptions						0.00	1,100.00
Overhead						3,000.00	18,000.00
Total Tourism Overhead						3,000.00	19,100.00
Tourism Marketing Services							
Development/Training						0.00	600.00
Marketing Services						5,667.00	34,000.00
Tourism Marketing Services - Other						0.00	1,000.00
Total Tourism Marketing Services						5,667.00	35,600.00
Tourism- Marketing & Advertising							
Website						0.00	500.00
Ad Production						0.00	500.00
Promotional Items						0.00	200.00
Postage						0.00	600.00
Travel Shows						625.00	2,500.00
Brochure Display/Distribution						606.65	2,000.00
Brochure						0.00	1,700.00
Digital Campaigns						0.00	12,500.00
Explore Minnesota Travel Guide						3,295.00	3,250.00
Minne Road Trip						5,000.00	5,000.00
Billboards						3,668.50	24,000.00
Facebook						0.00	2,000.00
Hostings						0.00	3,500.00
Other Marketing & Advertising Expense						0.00	10,000.00
Total Tourism Advertising						13,195.15	68,250.00
Total Expense						21,862.15	122,950.00
Net Ordinary Income						6,654.59	31,262.74

Faribault Area Chamber of Commerce Tourism
Lodging Tax Report
2021 FINAL

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
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	\$13,206.57	\$84,554.45
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
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
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
Year Total	\$124,335.79		\$118,830.41		\$121,642.34		\$68,229.48		\$110,792.13	
*** 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.										

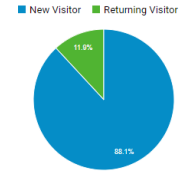
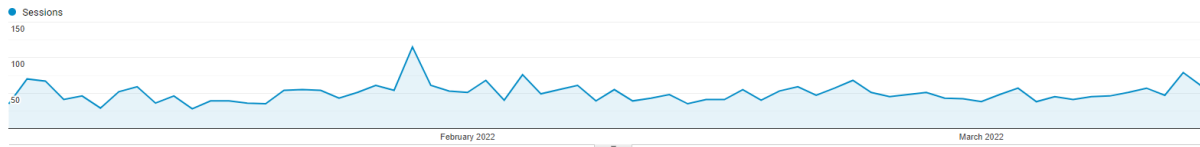
All Users
100.00% Sessions

+ Add Segment

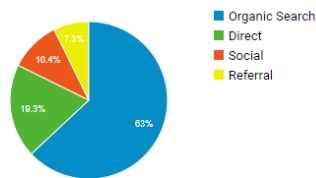
Overview

Sessions VS. Select a metric

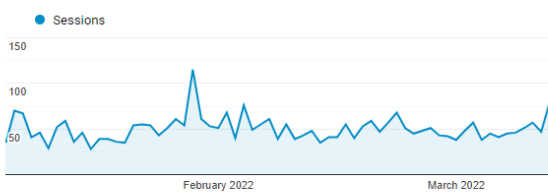
Hourly Day Week Month



Top Channels

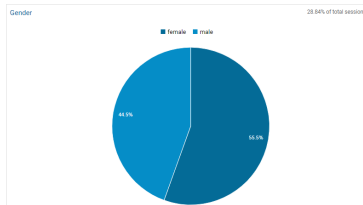
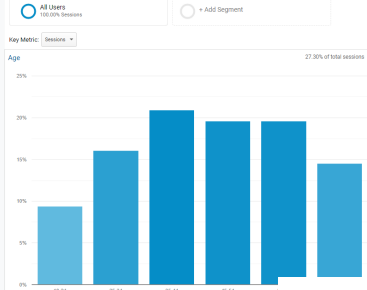


Sessions



Acquisition			
	Sessions	% New Sessions	New Users
	3,311	88.01%	2,914
1 Organic Search	2,087		
2 Direct	638		
3 Social	345		
4 Referral	241		

Demographics: Overview



Page

	Pageviews	% Pageviews
1. /	1,421	19.79%
2. /do/	417	5.81%
3. /eat/	343	4.78%
4. /stay/	304	4.23%
5. /do/shopping-retail/	216	3.01%
6. /historic-downtown/	207	2.88%
7. /locations/faribault-flannel-formal/	180	2.51%
8. /calendar/	162	2.26%
9. /info/history-of-faribault/	149	2.07%
10. /grumpy-old-men-filming/	134	1.87%

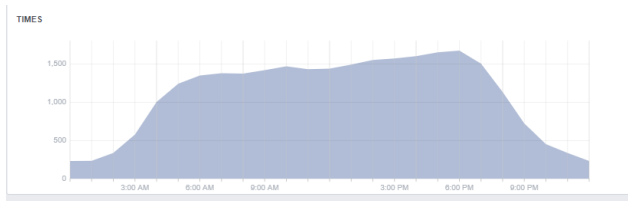
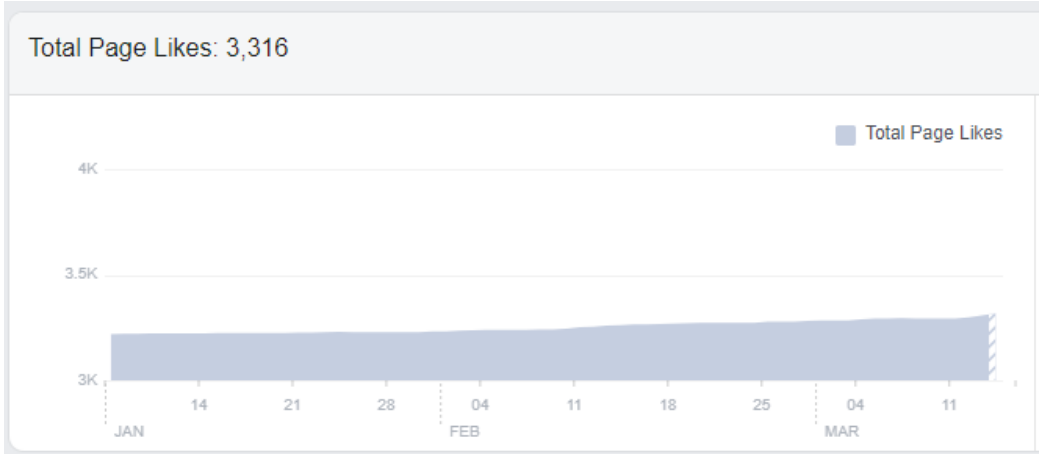
Faribault Tourism Facebook

Total Likes: 3,316

Up 2.72% over Jan report

Total Follows: 3,522

Up 2.92% over Jan report



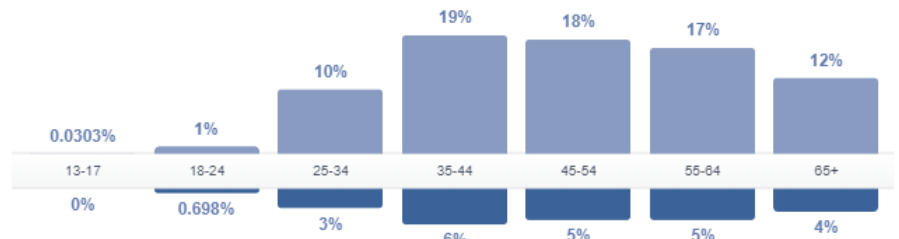
The number of likes of your Facebook Page. This metric is estimated.

Women

76%
Your Fans

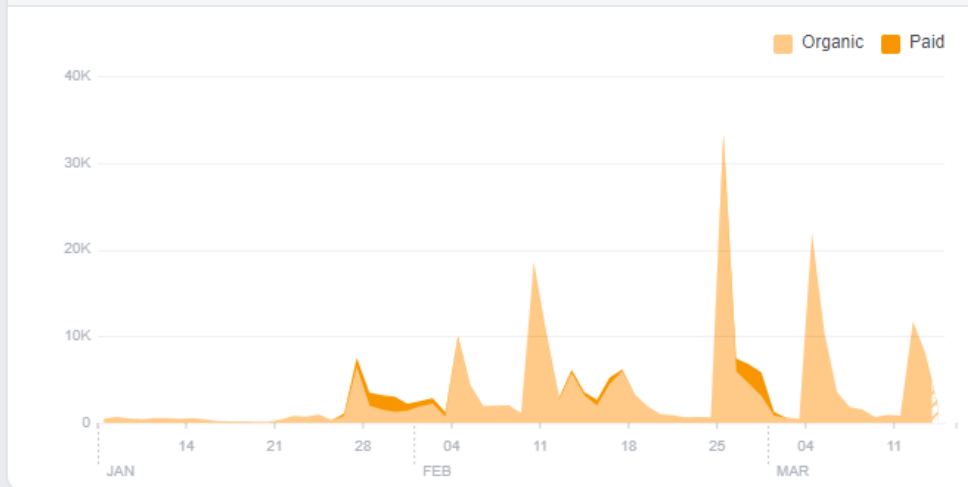
Men

23%
Your Fans



Post Reach

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




Reach: Organic / Paid Post Clicks Reactions, Con

Published	Post	Type	Targeting	Reach	Engagement
03/14/2022 9:20 AM	Innovation, hard work, and skill all lend themselves to			288	2 2
03/12/2022 10:00 AM	Girls Getaways are filled with adventure, laughter, and			427	5 4
03/11/2022 9:00 AM	Do you love knowing all the details and what happens			20.5K	309 137
03/10/2022 7:00 AM	The official ruling is in, this courthouse has style! Learn			699	11 17
03/09/2022 10:00 AM	Looking for a great way to spend part of a day? Learn			639	11 9
03/08/2022 4:00 PM	Faribault has a variety of great lodging options for your			1K	13 38
03/07/2022 10:00 AM	Explore all that Faribault has to offer with over 700 acres			676	4 8
03/06/2022 8:13 AM				492	9 5
03/05/2022 9:00 AM	Faribault make a great weekend getaway destination			1.2K	24 22
03/04/2022 9:49 AM				1K	40 34
03/04/2022 8:15 AM	Everyone's favorite carnival ride, the Tilt-a-Whirl was			36.1K	573 985
03/03/2022 7:30 AM	Throwback Thursday! Faribault has graced the big			292	11 0
03/02/2022 7:00 AM	Looking to get out and enjoy the great outdoors? Faribault			488	2 7

03/01/2022 8:00 AM	Learn about the first Episcopal cathedral in the			327	6 5
02/26/2022 10:00 AM	Stop into the Paradise Center for the Arts and			500	2 9
02/25/2022 10:00 AM	Reel in the big one, and great memories ice fishing			3.5K	100 187
02/25/2022 6:49 AM	This weekend, plan to take in a performance of the Boy			274	0 1
02/24/2022 9:00 AM	Winter hiking has its own reward! Discover the frozen			49.1K	612 1K
02/23/2022 9:00 AM	Discover all the reasons to love Faribault, at			1.4K	31 45
02/22/2022 8:51 AM	Mark your calendars and prepare to go mad for plaid			238	3 1
02/22/2022 9:00 AM	Now is the perfect time to plan your next getaway to			538	4 10
02/21/2022 7:00 AM	Faribault has a rich history, and long before settlers			669	40 13
02/19/2022 9:30 AM	It's time to have fun on the ice! Head out to your favorite			604	15 12
02/18/2022 1:48 PM				288	6 0
02/18/2022 9:00 AM	Faribault is un-bri-leaveably beautiful in every season!			867	16 42
02/17/2022 12:23 PM	Four eagles spent some time exploring Faribault!			1.3K	88 110
02/17/2022 6:00 AM	Get a different perspective! Cross Country Soaring, Inc.			7.3K	199 79
02/16/2022 8:05 PM	Visit Faribault and tour the mill where these incredible			567	52 18
02/16/2022 12:29 PM	Love All-Star Wrestling? Then don't miss the MAW			173	4 0
02/16/2022 8:19 AM	Need a day of relaxation? Salt room yoga at Studio 14			7.1K	64 32
02/15/2022 10:00 AM	Do you love history? Then don't miss the great displays			1.1K	20 31
02/14/2022 5:00 PM	Does Valentine's Day have you dreaming of wedding			947	13 10
02/14/2022 11:38 AM	How do we love Faribault? Let us count the ways! Here			190	3 4
02/14/2022 9:00 AM	Oh Darling, Let's be adventurers! Find your			3.1K	456 32
02/13/2022 8:00 AM	Happy Galentine's Day! Galentine's Day is a special			848	6 16
02/11/2022 9:08 AM	Planet with Sara has created a fun Faribault itinerary for			277	5 2
02/10/2022 12:01 PM	It's February, but the Farib Frosty is still up and ready to			38.5K	482 675
02/08/2022 12:13 PM	Check out this fun event at the River Bend MN on			1.8K	29 76
02/08/2022 8:32 AM	Just in time for Valentine's Day, Mick Sterling Presents			417	6 4
02/07/2022 4:43 PM	The Faribault Flannel Formal takes place in the			607	19 3

Visit Faribault - Tourism
March 11 at 9:00 AM

Do you love knowing all the details and what happens behind the scenes? Then the factory tour at the Faribault Woolen Mill Co. Factory Store is perfect for you! Learn more at VisitFaribault.com
#OnlyInMN Explore Minnesota Tourism



20,486 People reached 446 Engagements Boost again


Booster today: Kelly K-Race
People Reached: 74 Post engagement: 0
Finishes in 4 days
View results

Performance for your post
20,486 People Reached
137 Reactions, Comments & Shares
105 Likes 10 On Post 95 On Shares
9 Love 3 On Post 6 On Shares
1 Wow 0 On Post 1 On Shares
9 Comments 1 On Post 0 On Shares
13 Shares 13 On Post 0 On Shares

309 Post Clicks
44 Photo views 27 Link clicks 238 Other clicks
NEGATIVE FEEDBACK
7 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
March 4 at 8:15 AM

Everyone's favorite carnival ride, the Tilt-a-Whirl was invented in Faribault! The Rice County Historical Society has a great display that will leave you spinning!
#OnlyInMN Explore Minnesota Tourism



36,061 People reached 1,558 Engagements Boost again


Booster today: Kelly K-Race
People Reached: 116 Post engagement: 13
Finishes in 4 days
View results

Performance for your post
36,061 People Reached
985 Reactions, Comments & Shares
620 Likes 73 On Post 547 On Shares
84 Love 7 On Post 77 On Shares
4 Haha 0 On Post 4 On Shares
27 Wow 0 On Post 27 On Shares
133 Comments 8 On Post 125 On Shares
117 Shares 117 On Post 0 On Shares

573 Post Clicks
48 Photo views 0 Link clicks 525 Other clicks
NEGATIVE FEEDBACK
12 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
February 24 at 6:00 AM

Winter hiking has its own reward! Discover the frozen Hidden Falls and more at Nienland Big Woods State Park near Faribault!
Michael Price
#OnlyInMN Explore Minnesota Tourism



49,089 People reached 1,820 Engagements Boost again

Booster today: Kelly K-Race
People Reached: 3.1K Post engagement: 249
Completed
View results

Performance for your post
49,089 People Reached
1,008 Reactions, Comments & Shares
657 Likes 165 On Post 492 On Shares
144 Love 29 On Post 115 On Shares
3 Haha 1 On Post 2 On Shares
59 Wow 6 On Post 63 On Shares
91 Comments 8 On Post 83 On Shares
58 Shares 58 On Post 0 On Shares

612 Post Clicks
102 Photo views 0 Link clicks 510 Other clicks
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

02/10/2022 12:51 PM		It's February, but the Faribo Frosty is still up and ready to			38.5K	482 675
02/08/2022 12:13 PM		Check out this fun event at the River Bend MN on			1.8K	29 76
02/08/2022 8:32 AM		Just in time for Valentine's Day, Mick Sterling Presents			417	6 4
02/07/2022 4:43 PM		The Faribault Flannel Formal takes place in the			607	10 3
02/07/2022 9:25 AM		As the world watches the Olympics, the athletes stay			2.9K	77 210
02/05/2022 10:00 AM		Raise a glass to Minnesota brewing history in Faribault!			1.7K	24 63
02/04/2022 10:00 AM		Galentine's Day is almost here, and in the words of			366	6 7
02/03/2022 7:00 PM		"I do not understand how anyone can live without one			666	16 11
02/02/2022 10:00 AM		An outdoor adventure can turn a cold day into a warm			528	4 12
02/02/2022 9:34 AM		Have you seen the display inside the State Bank of			411	21 12
02/01/2022 9:00 AM		Grab your pals and head downtown for ice skating!			3.3K	78 64
01/31/2022 10:08 PM		The Faribault Flannel Formal is a fan-tastic good			280	3 5
01/31/2022 10:00 AM		It's National Inspire Your Heart with Art Day! Making it			3.7K	238 89
01/31/2022 10:00 AM		Looking for a fun family activity? Check out the story			1.5K	8 35
01/30/2022 10:00 AM		"There's just something beautiful about walking on			689	2 20
01/29/2022 10:00 AM		Faribault had a rich history! Learn more at			719	39 24
01/28/2022 6:50 PM		Built two years before the town of Faribault was			705	14 26
01/27/2022 7:00 AM		Art deco details stand out on the Rice County Courthouse			16.8K	90 179
01/26/2022 6:00 PM		With convenient access to two state parks, Faribault is			2.8K	40 78
01/26/2022 10:00 AM		From pottery, to cheese pairings, wine to wool, in			835	6 18
01/25/2022 10:00 AM		Travel expert Planet with Sara has put together a			176	2 1
01/24/2022 2:00 PM		If you're dreaming of dropping a line, you're in			2.6K	100 62
01/24/2022 8:32 AM		Now is a great time to plan your trip to Faribault!			564	25 6
01/23/2022 10:00 AM		Love the great outdoors? Faribault is surrounded by			2.7K	61 102
01/22/2022 8:00 AM		The River Bend Nature Center in Faribault is 700			859	3 47

Visit Faribault - Tourism
February 10 · 🌐

It's February, but the Faribo Frosty is still up and ready to you to stop by for a photo! He can be found on the corner of 1st St NW & 3rd Ave NW. ❄️
#OnlyInMN Explore Minnesota Tourism

38,505 People reached 1,157 Engagements [Boost again](#)

Reached on Feb 10, 2022 By Kelly K-Saco Completed

People Reached 862 Post engagement 127 [View results](#)

Performance for your post
38,505 People Reached

675 Reactions, Comments & Shares (👤)

496 Like	133 On Post	363 On Shares
73 Love	21 On Post	52 On Shares
2 haha	0 On Post	2 On Shares
23 Wow	4 On Post	19 On Shares
1 Sad	0 On Post	1 On Shares
31 Comments	1 On Post	30 On Shares
51 Shares	51 On Post	0 On Shares

482 Post Clicks

78 Photo views 0 Link clicks (🔗) 404 Other clicks (👤)

NEGATIVE FEEDBACK

11 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
January 27 · 🌐

Art deco details stand out on the Rice County Courthouse in Faribault! Learn more and plan your trip at VisitFaribault.com
#OnlyInMN Explore Minnesota Tourism

VISITFARIBAULT.COM

Appreciating the exterior Art Deco architecture of the county courthouse in Faribault - Faribault, MN Tourism

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

16,811 People reached 269 Engagements [Boost post](#)

SarahBeth Stadler, Sakamaki Shinguchi and 8 others 8 Shares

Performance for your post
16,811 People Reached

179 Reactions, Comments & Shares (👤)

160 Like	10 On Post	150 On Shares
10 Love	0 On Post	10 On Shares
1 Comments	0 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares

90 Post Clicks

0 Photo views 48 Link clicks (🔗) 42 Other clicks (👤)

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

