

2027 SMTA AMENDED FUNDING REQUEST—DO NOT PAY

TO:

DATE: MAY 1, 2026

GOODHUE COUNTY

Scott Arneson

509 West 5th

Red Wing MN

55066



FUNDING YEAR	PER CAPITA ASSESSMENT	POPULATION	TOTAL
2027 original request	\$0.05	47,582	\$2,379.10
LESS 10% REDUCTION			-\$237.91
2027 AMENDED REQUEST			\$2,141.00

THIS REQUEST IS PROVIDED FOR 2027 BUDGETING PURPOSES ONLY

INVOICES WILL BE MAILED IN DECEMBER 2026 FOR 2027 PAYMENT

Thank you for considering this request to support and expand tourism in Southern MN IN 2027!

SMTA BUSINESS & FINANCIAL ADDRESS:

SMTA
% BAUMGARD, ROSE & ASSOCIATES
Brooke Adamietz
228 South Main Street
LeSueur MN 56058

Questions:
SMTA Treasurer
Jane Lanphere
luvernechamber@co.rock.mn.us
507-283-4061



2027 SMTA FUNDING REQUEST—DO NOT PAY

TO:

DATE: APRIL 23, 2026

Goodhue County
 Scott Arneson
 509 W. 5th

Red Wing, MN 55066



FUNDING YEAR	PER CAPITA ASSESSMENT	POPULATION	TOTAL
2027	\$0.05	47582	\$2379.1

THIS REQUEST IS PROVIDED FOR 2027 BUDGETING PURPOSES ONLY
INVOICES WILL BE MAILED IN DECEMBER 2026 FOR 2027 PAYMENT

Thank you for considering this request to support and expand tourism in Southern MN IN 2027!

SMTA BUSINESS & FINANCIAL ADDRESS:

SMTA
 % BAUMGARD, ROSE & ASSOCIATES
 Brooke Adamietz
 228 South Main Street
 LeSueur MN 56058

Questions:
 SMTA Treasurer
 Jane Lanphere
 luvernechamber@co.rock.mn.us
 507-283-4061

SOUTHERN MINNESOTA TOURISM ASSOCIATION

**% Baumgard, Rose & Associates
228 South Main Street
LeSueur, MN 56058**



2027 SMTA BUDGET REQUEST

GREETINGS:

Tourism is vital part of the economic growth and development of your county. Visitors bring in dollars with little demand for services. Those dollars go into the pockets of your tax-payers through the goods, services and experiences they have while they are in your county. Tourism in Minnesota is an \$24.2 billion industry in Minnesota that creates \$4 billion in sales tax and 180,000+ in jobs. Through SMTA you can increase the tourism dollars that flow into your county!

The goal of SOUTHERN MINNESOTA TOURISM ASSOCIATION is to increase tourism in all our member counties by providing innovative and collaborative marketing and promotion strategies that benefit the region. This letter is coming to you as a funding request for consideration in your 2026 COUNTY BUDGET.

SMTA is funded through a \$.05 per capita funding request to our 36 member counties. Included with this letter is a funding request invoice for 2027 budgeting purposes. Invoices requesting payments will be mailed out in December 2026 for payment during the first half of the 2027 calendar year. The 2027 budget request is based on the 2020 census numbers, at the same \$.05 per capita rate it has been for over 30 years.

WHAT DO YOU GET WITH YOUR INVESTMENT DOLLARS?

- Promotion of Southern Minnesota through collaborative marketing from appropriations, grant dollars and partnership income.
- A place at the table in the SMTA organization to provide input and guidance on the expenditures of the marketing dollars.
- Through collaboration, SMTA brings a strong voice to the table to impact the State's expenditure of marketing dollars to highlight Southern Minnesota and your county.

Marketing tourism is an investment in the economy of your county. With counties and communities working collaboratively through the Southern Minnesota Tourism Association, the benefits of your investment are multiplied. We hope that you will support tourism through the appropriation of \$.05/capita in your 2027 budget.

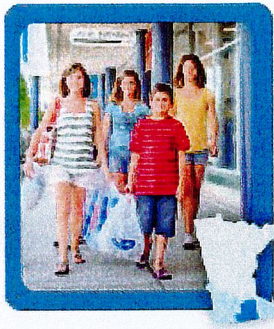
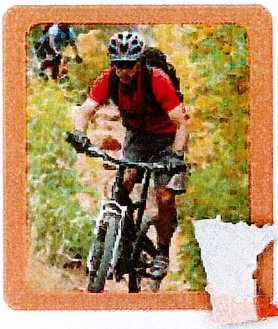
Sincerely,

Jane Lanphere

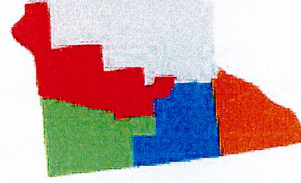
Jane Lanphere, Treasurer

507.283.4061

southernminnesotatourism@gmail.com



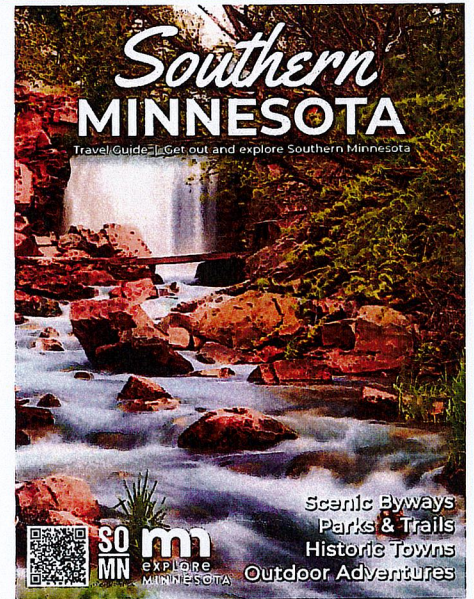
**SOUTHERN
MINNESOTA**



2026 Annual Report

DISTRIBUTED THE REPRINTED SMTA MAGAZINES IN 2026:

- On-line fulfillment through Explore MN & Bar Codes Plus
- Distributions sites include: Mpls-St. Paul Airport, Mall of America and Terry Redlin Museum
- 50,000 inserts in September 2025 Sunday Star Tribune
- 78,000 inserts in February 2026 metro regions
 - Des Moines, IA
 - Madison, WI
 - Aberdeen, SD
 - Rochester, MN
 - St. Cloud, MN
 - Sioux Falls, SD
 - Fargo, ND



SOCIAL MEDIA MARKETING: Southern Minnesota Tourism Association's Administrative Coordinator has Dawn Schrieber is building social media interaction with an active Facebook page which features scheduled posts representing participating counties within the region. With over 2,500 followers, these posts have reached over 75,000 viewers.

SUPPORT, NETWORKING AND PROFESSIONAL ENRICHMENT: SMTA has 4 regular board meetings held during the year with two in-person and two via zoom. Regular marketing committee meetings are held monthly via zoom that provide all participants the opportunity to discuss, advise and decide on how organization funds are spent.

The two in-person meetings provide the opportunity for professional enrichment through professional presentations on subjects pertinent to marketing and tourism.

DEVELOPMENT OF WEBSITE AND PRODUCTION OF A NEW VISITORS GUIDE: The organization is actively working on the development of an interactive website where traffic will be directed to participating members. The organization is also developing fresh content for a publication of a 2027-2028 SMTA Visitors Guide.



Working together to generate Travel, Tourism and a positive Economic Impact in Southern Minnesota

WHAT IS THE SOUTHERN MINNESOTA TOURISM ASSOCIATION?

- The Southern Minnesota Tourism Association (SMTA) is a tourism promotional organization made up of representatives from 36 counties in the geographic area identified as the Southern Minnesota Region.
- The organization was formed in 1992 and is funded by a \$.05 per capita request from the 36 counties in the Southern Minnesota Tourism region; the per capita amount has remained the same ever since.
- One email for all organization business: southernminnesotatourism@gmail.com
- The Region served by Southern Minnesota Tourism Association encompasses the following 36 counties: Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Lac Qui Parle, Le Sueur, Lincoln, Lyon, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, and Yellow Medicine.
- Funding requests are mailed to each county in the spring for consideration in next year's budget. Invoices for payments are mailed in December/January and payable by July 31st.
- Marketing Programs are determined and developed with input from the SMTA Marketing Committee who oversees the print, digital, content development, and other marketing strategies.
- The organization holds regular quarterly meetings each year with educational programming component. Two meetings are in/person and zoom and two meetings are only offered via zoom. The SMTA Annual Meeting is held in September which includes the election of officers and executive committee.
- Since September 2023, DAWN SCHREIBER has served as SMTA staff and she coordinates the organization's operations.
- SMTA contracts with a licensed CPA firm (Baumgard, Rose & Associates – formerly Schoeppner & Associates) to handle all of our financial transactions including all Federal and State required reporting.
- Official Mailing Address:
SMTA | Baumgard, Rose & Associates | 228 South Main Street | LeSueur, MN 56058

- SMTA supports tourism officials through presentations by professional speakers at organization meetings and through enhanced communication through Explore Minnesota.
- SMTA allows members to learn about regional collaboration opportunities on marketing and programming.
- SMTA provides peer to peer networking opportunities with other southern Minnesota people to learn of ideas/plans that others are using to generate Travel and Tourism for their county, and partnering opportunities to expand exposure to potential visitors.
- The organization provides opportunities for direct access to resources and guidance provided by Explore Minnesota state tourism department through their representative.
- All attendees have the opportunity to serve on the marketing committee as a member of the Executive Board, Delegate at large or County Representative from within the boundaries of the 36 Southern Minnesota counties.
- SMTA provides the opportunity to update members and Explore MN staff on current tourism activities and attractions in your tourism area to enhance your representation when fulfilling inquiries and producing printed materials.
- The Brand “SOMN *naturally different*” plays off the diverse geography and landscapes of southern Minnesota as well as the multiple experiences a visitor can have from border to border.
- Appointed by the Governor, a Southern Minnesota representative sits on the Explore Minnesota Tourism Council to communicate tourism activities and issues to and from SMTA Members.
- SMTA also has access to Explore Minnesota’s southern partner relations staff for guidance and technical support.
- With the help of the continued financial support of southern Minnesota counties, SMTA continues to market southern Minnesota as a travel destination to non-resident and resident travelers.
- **BOTTOM LINE** - - - funding the tourism promotional/marketing efforts of SMTA is not an expense, but rather an investment in the economic vitality of southern to Minnesota communities, counties, and businesses.



SOUTHERN MINNESOTA TOURISM ASSOCIATION County Appropriations

COUNTY	2026 PAID	Amount Due based on \$.05/Capita	2020 CENSUS	FUNDING 2025	FUNDING 2024	FUNDING 2023	FUNDING 2022	FUNDING 2021	FUNDING 2020	FUNDING 2019	FUNDING 2018	FUNDING 2017	FUNDING 2016
Big Stone	\$258.30	\$258.30	5166	\$258.30	\$258.30	\$258.30	\$263.45	\$263.45	\$263.45	\$263.45	\$263.45	\$263.45	\$263.45
Blue Earth	\$2,039.00	\$3,455.60	69112	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00	\$2,266.00
Brown		\$1,295.60	25912	\$1,296.00	\$1,296.00	\$1,296.00		\$1,295.00	\$1,295.00	\$1,295.00	\$1,295.00	\$1,295.00	\$1,295.00
Chippewa		\$629.90	12598					\$127.95	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
Cottonwood Co.	\$575.85	\$575.85	11517	\$575.85	\$575.85	\$575.85	\$575.85	\$600.00	\$600.00	\$300.00	\$300.00	\$300.00	\$300.00
Dodge		\$1,043.35	20867	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00
Faribault		\$696.05	13921	\$696.05	\$696.05		\$682.65		\$727.65	\$727.65	\$727.65	\$727.65	\$727.65
Fillmore	\$1,061.40	\$1,061.40	21228	\$1,061.40	\$1,061.40	\$1,061.40	\$1,061.40	\$1,043.30	\$1,056.10	\$1,056.10	\$1,056.10	\$1,056.10	\$1,056.10
Albert Lea CVB (Freeborn County)		\$1,544.75	30895	\$1,544.75	\$1,544.75	\$1,544.75	\$1,544.75	\$1,562.75	\$800.00	\$700.00	\$700.00	\$500.00	\$500.00
Goodhue		\$2,379.10	47582	\$2,379.00	\$2,379.00	\$2,379.00	\$2,317.00	\$2,309.15	\$2,309.00	\$2,309.00	\$1,000.00	\$0.00	\$0.00
Houston		\$942.15	18843	\$942.15	\$942.15	\$942.15	\$942.15	\$951.35	\$951.35	\$951.35	\$951.35	\$951.35	\$951.35
Jackson	\$499.45	\$499.45	9989	\$499.45	\$499.45				\$513.30	\$750.00	\$750.00	\$750.00	\$750.00
LacQuiParle		\$335.95	6719							\$0.00	\$500.00	\$500.00	\$500.00
LeSueur		\$1,433.70	28674	\$1,433.70	\$1,433.70	\$1,433.70	\$1,433.70	\$1,385.15	\$1,385.15	\$1,385.15	\$1,385.15	\$1,385.15	\$1,385.15
Lincoln	\$282.00	\$282.00	5640	\$282.00	\$282.00	\$282.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Lyon	\$1,263.45	\$1,263.45	25269	\$1,263.45	\$1,263.45	\$1,263.45	\$1,263.45		\$1,292.85	\$1,292.85	\$1,292.85	\$1,292.85	\$1,292.85
Martin	\$1,000.00	\$1,001.25	20025	\$1,000.00	\$737.00	\$737.00	\$737.00		\$737.00	\$737.00	\$737.00	\$737.00	\$737.00
Mower	\$2,001.45	\$2,001.45	40029		\$2,001.45	\$2,001.45	\$1,958.15	\$1,958.15	\$1,958.15	\$500.00	\$500.00	\$500.00	\$500.00
Murray	\$408.95	\$408.95	8179	\$408.95	\$408.95	\$408.95	\$436.25	\$436.25	\$436.25	\$436.25	\$436.25	\$436.25	\$436.25
Nicollet		\$1,722.70	34454	\$1,722.70	\$1,722.70	\$1,722.70	\$1,722.70	\$1,636.35	\$1,636.35	\$1,636.35	\$1,636.35	\$1,636.35	\$1,636.35
Nobles (Forward Worthington)	\$1,114.50	\$1,114.50	22290	\$1,114.50	\$1,114.50	\$1,114.50	\$1,114.50	\$1,068.90	\$1,068.90	\$1,068.90	\$1,068.90	\$1,068.90	\$1,068.90
Olmsted (Experience Rochester)		\$8,142.35	162847	\$2,500.00	\$2,500.00	\$2,500.00			\$2,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Pipestone	\$471.20	\$471.20	9424	\$471.20	\$471.20	\$471.20	\$471.20	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00
Redwood	\$771.25	\$771.25	15425	\$771.25	\$771.25	\$771.25	\$771.25	\$841.00	\$841.00	\$841.00	\$841.00	\$841.00	\$841.00
Renville	\$736.15	\$736.15	14723	\$736.15	\$736.15	\$736.15	\$736.15	\$786.50	\$786.50	\$786.50	\$786.50	\$786.50	\$786.50
Rice	\$1,350.00	\$3,354.85	67097	\$1,350.00	\$1,350.00	\$1,350.00	\$1,331.00	\$1,331.00	\$1,331.00	\$1,331.00	\$1,331.00	\$1,331.00	\$0.00
Rock		\$485.20	9704	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Sibley		\$741.80	14836	\$741.80	\$741.80	\$741.80		\$768.00	\$768.00	\$768.00	\$768.00	\$0.00	\$768.00
Steele	\$1,870.30	\$1,870.30	37406	\$1,870.30	\$1,870.30	\$1,870.30	\$1,829.00	\$1,829.00	\$1,829.00	\$1,829.00	\$1,829.00	\$1,829.00	\$1,828.80
Swift		\$491.90	9838	\$491.90	\$491.90		\$491.90	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Traverse		\$168.00	3360				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Wabasha		\$1,069.35	21387	\$750.00	\$750.00	\$750.00	\$750.00		\$750.00	\$750.00	\$750.00	\$500.00	\$500.00
Waseca	\$478.50	\$948.40	18968	\$957.00	\$957.00	\$478.50	\$1,435.30	\$957.00	\$478.50	\$957.00	\$957.00	\$957.00	\$957.00
Watsonwan/St. James Chamber		\$562.65	11253	\$562.65	\$562.65	\$562.65	\$560.55	\$560.55	\$560.55	\$560.55	\$560.55	\$560.55	\$560.55
Winona		\$2,483.55	49671	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$495.00
Yellow Medicine		\$476.40	9528	\$476.40			\$476.40		\$321.90	\$321.90	\$321.90	\$321.90	\$321.90
TOTAL	\$16,181.75	\$46,718.80	934376	\$32,272.90	\$33,534.95	\$31,369.05	\$29,321.75	\$27,226.80	\$32,962.95	\$30,820.00	\$30,011.00	\$27,793.00	\$26,724.80

2010 County Funding \$29,175.10

2011 County Funding \$27,608.40

2012 County Funding \$28,041.30

2013 County Funding \$28,463.20

2014 County Funding \$28,372.70

2015 County Funding \$29,494.30

2016 County Funding \$26,724.80

2017 County Funding \$27,793.00

2018 County Funding \$30,011.00

2019 County Funding \$30,820.00

2020 County Funding \$32,962.95