

SOUTHERN MINNESOTA TOURISM ASSOCIATION

% Schoeppner & Associates

228 South Main Street

LeSueur, MN 56058



2025 SMTA BUDGET REQUEST

GREETINGS:

Tourism is a 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 \$18.3 billion industry in Minnesota that creates \$1.2 billion in sales tax and 255,000 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 2025 COUNTY BUDGET.

SMTA is funded through a \$.05 per capita funding request to our 36 members. Included with this letter is a suggested funding request invoice for 2024. Payment invoices will be sent out in December 2024 for payment during the 2025 calendar. Included with this mailing is SMTA's 2025 budget request based on the 2020 census numbers.

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 2025 budget.

Sincerely,

Jane Lanphere

Jane Lanphere, Treasurer

507.283.4061

southernminnesotatourism@gmail.com



2025 BUDGET REQUEST

THIS IS NOT AN INVOICE—DO NOT PAY

DATE: APRIL 10, 2024

Goodhue County
 Scott Arneson
 509 W. 5th
 Red Wing, MN 55066

2025 BUDGET REQUEST

FUNDING YEAR	PER CAPITA ASSESSMENT	POPULATION	TOTAL
2025	\$0.05	47582	\$2379.1

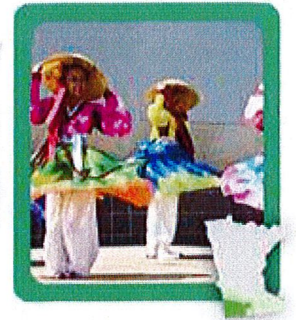
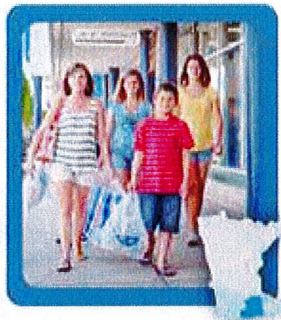
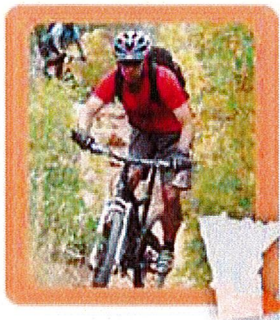
***Thank you for considering this budget request....
 to support and expand tourism in Southern MN!***

Mailing Address:

SMTA
 % SCHOEPNER & ASSOCIATES
 228 South Main Street
 LeSueur MN 56058



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



SMTA TOURISM MARKETING

Leisure and Hospitality is a big business in Southern Minnesota; according to the MN Department of Revenue in 2022, the industry accounted for \$22.8 billion in gross revenue.

HOW DID YOUR COUNTY DO IN 2022? **GOODHUE**

Gross Leisure & Hospitality Revenue: \$118177425.00

State Sales Tax Revenue: \$7085068.00

Number of Jobs: 2030

In 2024, SMTA marketing plan was designed and developed to bring more tourism dollars into your county, increasing the number of jobs and revenue for your local businesses.

The 2024 plan includes:

- Design, development, printing and distribution of 300,000 printed 2024-2025 tourism guides for Southern Minnesota (new guide included)
- Distribution of 55,000 guides to MN State Tourism Centers & Visitor Centers
- Targeted digital advertising for guide orders with lead generation
- Guide distribution at Mpls-St.Paul Airport and Mall of America
- Interactive, digital edition of guide on the Explore MN website with 4.5 million unique visitors annually
- Interactive digital edition of the guide available to all counties, CVB's & Chambers
- Targeting distribution in the Star Tribune Sunday newspaper
- Full page SMTA travel ads in Spring/Summer/Fall/Winter Minnesota Trails Magazine
- Social media promotion on the SMTA Facebook page with reach of 450,000
- Additional marketing projects are in development to be reported at a later date!

SUPPORTING SMTA IS NOT AN EXPENSE...IT'S AN INVESTMENT TO GENERATE \$ FOR

GOODHUECOUNTY!



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.
- 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.
- The funding for SMTA marketing comes from a requested \$.05/capita per each of the 36 counties that is recognized as Southern Minnesota. Requests for funding are sent to counties and funders in April with appropriation invoices being mailed in December 2024 for payment in 2025.
- In 2024, the SMTA Marketing Committee is leveraging Explore MN Grant Dollars of \$5,000 for print and social media advertising.
- Marketing Programs are determined and developed with input from the SMTA Marketing Committee who oversees the placement of print, digital, content, and other advertising/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 March which includes the election of officers and executive committee. The November SMTA Meeting includes the Financial Audit Report.
- In September 2023, SMTA hired DAWN SCHREIBER as our contract employee to staff and coordinate the organization's operations.
- SMTA contracts with a licensed CPA firm to handle all of our financial transactions including all Federal and State required reporting.
- ALL FINANCIAL OPERATIONS are handled through:
SMTA | Schoepner & 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.
- 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.
- Opportunity to update SMTA board and staff on current tourism activities and attractions in your county or 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.



#ONLYINMNE

