



GOODHUE COUNTY MINNESOTA

TO EFFECTIVELY PROMOTE THE SAFETY, HEALTH, AND WELL-BEING OF OUR RESIDENTS

Committee of the Whole Agenda

County Board Room
Government Center
Red Wing, MN

April 17, 2018
11:30 a.m.

1. South East Minnesota Tourism

Documents:

Tourism is Economic Development.pdf

2. Goodhue County Humane Society

Documents:

Humane Society.pdf

3. Website Redesign Overview

Tourism is Economic Development

EXPLORE MINNESOTA

WWW.EXPLOREMINNESOTA.COM

Tourism is Economic Development

It All Starts with the Visit . . .

"If you build a place where people want to visit, you'll build a place where people want to live. And, if you build a place where people want to live, you'll build a place where people have to work. If you build a place where people want to work, you'll build a place where business wants to be. And, if you build a place where business wants to be, you'll have built a place where people want to visit."

- Maura Gast / Irving, TX CVB

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Economic Impact of Minnesota Tourism



The general fund operating budget for fiscal years 2016-17:

\$13.988
Million Annually*

*Includes \$500,000 in supplemental state funding available when private sector support generated by Explore Minnesota is at least \$3 million. **Explore Minnesota generated a record amount of match dollars in FY16**

Private Industry
Match

Cash **\$3.1 million**
In-kind **\$7.2 million**
Total **\$10.3 million**

2005
\$10.2

2010
\$11.3

2015
\$14.4



growth in **Billions**

sales at leisure and hospitality businesses
41% from 2005 to 2015, including 6% annual growth for 2015.

(Note: data not available yet for 2016)

Percentage of
Budget



SALES

Grow gross receipts/sales of tourism in Minnesota

Leisure & hospitality
\$14.4 billion
gross sales annually
Almost \$40 million a day



REVENUE

Generate state and local sales tax revenue from tourism

State sales tax
\$930 million
generated annually
17% of all state sales tax revenues

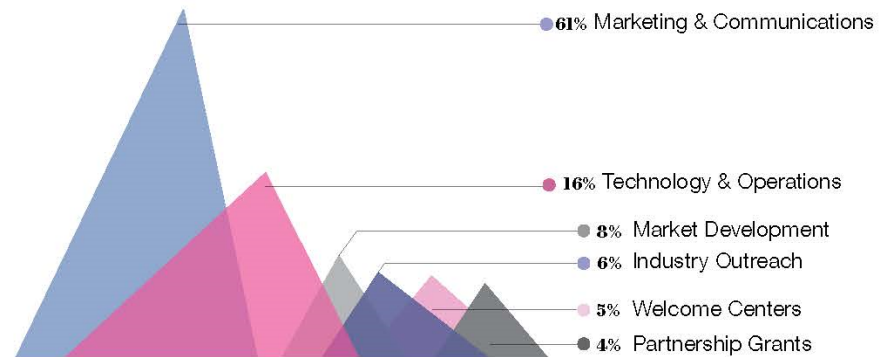


JOBS

Increase leisure & hospitality employment in Minnesota

Total payroll: \$5.1 billion
260,000 jobs
size of employment
11% of total private sector

(Note: data not available yet for 2016)



Economic Impact by County

Minnesota's Leisure and Hospitality Industry, 2015

Minnesota's Leisure & Hospitality Industry - Economic Impact by Region & County

	Gross Sales	State Sales Tax	Private Sector Employment
Minneapolis - St. Paul Area			
Anoka	\$555,085,684	\$37,598,179	12,612
Carver	\$177,646,414	\$11,761,998	4,080
Chisago	\$64,355,203	\$4,170,602	1,483
Dakota	\$865,286,243	\$57,065,025	17,924
Hennepin	\$4,949,063,447	\$321,330,860	80,992
Isanti	\$36,193,682	\$2,502,376	902
Ramsey	\$2,035,086,951	\$101,000,147	20,025
Scott	\$388,692,224	\$21,680,981	6,049
Washington	\$524,648,155	\$35,137,068	11,148
Wright	\$224,608,943	\$12,953,710	4,731
Region Total	\$9,821,273,036	\$635,496,046	167,947
Central Minnesota			
Aitkin	\$21,328,250	\$1,456,078	500
Benton	\$56,875,313	\$3,785,083	1,277
Crow Wing	\$228,963,084	\$14,295,461	4,048
Douglas	\$111,897,872	\$7,427,748	2,263
Grant	\$3,662,626	\$242,638	49
Kandiyohi	\$90,227,213	\$5,895,741	1,748
McLeod	\$43,971,144	\$3,013,929	1,329
Meeker	\$18,276,377	\$1,228,082	505
Mille Lacs	\$51,041,466	\$2,833,706	948
Morrison	\$43,950,895	\$3,011,919	1,043
Otter Tail	\$92,340,895	\$6,162,674	2,079
Pope	\$16,570,732	\$1,056,131	333
Sherburne	\$86,766,843	\$5,799,534	2,281
Stearns	\$324,690,734	\$21,323,416	7,450
Stevens	\$18,096,042	\$1,046,661	379
Todd	\$22,519,414	\$1,490,994	358
Wadena	\$17,100,732	\$1,153,291	381
Region Total	\$1,247,288,632	\$81,222,086	26,971
Northwest Minnesota			
Becker	\$68,593,647	\$4,445,630	1,594
Beltrami	\$96,437,952	\$6,329,245	2,222
Cass	\$106,542,041	\$6,606,764	1,789
Clay	\$89,510,028	\$5,696,211	1,888
Clearwater	\$6,122,852	\$444,346	192
Hubbard	\$33,491,167	\$2,274,170	742
Kittson	\$3,267,496	\$202,501	65
Lake of the Woods	\$34,808,374	\$1,892,762	498
Mahnomen	\$13,088,579	\$920,982	98
Marshall	\$5,271,027	\$406,564	122
Norman	\$3,666,907	\$235,822	77
Pennington	\$24,690,332	\$1,709,289	583
Polk	\$49,227,227	\$3,075,930	1,122
Red Lake	\$2,031,443	\$169,603	71
Roseau	\$19,927,976	\$1,253,675	360
Wilkin	\$4,152,948	\$306,779	115
Region Total	\$561,129,996	\$35,969,273	11,538

	Gross Sales	State Sales Tax	Private Sector Employment
Southern Minnesota			
Big Stone	\$4,630,468	\$327,205	106
Blue Earth	\$192,778,355	\$12,605,146	4,169
Brown	\$40,644,628	\$2,722,672	1,137
Chippewa	\$16,967,013	\$1,135,176	379
Cottonwood	\$10,343,913	\$717,711	284
Dodge	\$11,903,238	\$850,969	441
Feribault	\$11,452,130	\$793,771	289
Fillmore	\$21,228,649	\$1,451,898	617
Freeborn	\$45,276,068	\$3,030,933	957
Goodhue	\$73,115,711	\$5,053,181	1,755
Houston	\$10,966,289	\$769,582	288
Jackson	\$12,917,925	\$803,395	348
Lac Qui Parle	\$4,729,469	\$324,887	95
Le Sueur	\$29,328,956	\$1,868,797	615
Lincoln	\$4,026,697	\$287,722	112
Lyon	\$62,231,902	\$3,367,967	1,307
Martin	\$33,111,158	\$2,229,726	828
Mower	\$62,008,472	\$3,465,947	1,230
Murray	\$8,145,410	\$569,673	188
Nicollet	\$37,222,466	\$2,570,420	933
Nobles	\$30,296,335	\$2,053,916	677
Olmsted	\$472,309,455	\$31,339,154	8,688
Pipestone	\$11,683,208	\$810,290	318
Redwood	\$27,257,232	\$1,941,979	404
Renville	\$7,892,369	\$557,726	247
Rice	\$144,833,361	\$9,824,090	2,326
Rock	\$11,119,246	\$785,405	288
Sibley	\$8,187,971	\$601,888	185
Steele	\$72,735,555	\$4,450,922	1,566
Swift	\$9,171,114	\$647,568	217
Traverse	\$1,806,966	\$125,192	N/A
Wabasha	\$28,064,314	\$1,833,395	737
Waseca	\$16,051,141	\$1,071,945	430
Watonwan	\$6,341,815	\$552,156	214
Winona	\$103,644,500	\$6,997,585	2,298
Yellow Medicine	\$13,895,629	\$957,614	204
Region Total	\$1,640,319,131	\$106,113,612	34,874
Northeast Minnesota			
Carlton	\$71,008,633	\$4,254,554	1,091
Cook	\$62,042,952	\$3,930,955	978
Itasca	\$73,892,058	\$4,758,588	1,549
Kanabec	\$13,749,510	\$926,503	331
Koochiching	\$30,059,213	\$1,944,314	595
Lake	\$37,885,053	\$2,549,617	827
Pine	\$72,937,418	\$3,838,868	1,043
St Louis	\$52,268,576	\$3,225,210	10,726
Region Total	\$913,843,413	\$59,428,609	17,140
Minnesota Total	\$14,416,991,174	\$930,275,662	259,521

Gross Sales

Goodhue County
\$73,115,711

State Sales Tax

Goodhue County
\$5,053,181

Private Sector Employment

Goodhue County
1,755

Notes: State total does not equal the sum of counties or regions because some data is withheld to avoid disclosure of individual businesses; and some state level data is for businesses located outside of Minnesota. The Leisure and Hospitality industry consists of Accommodations; Food Services and Drinking Places; and Arts, Entertainment and Recreation.

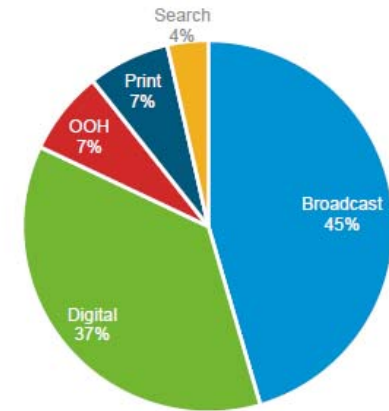
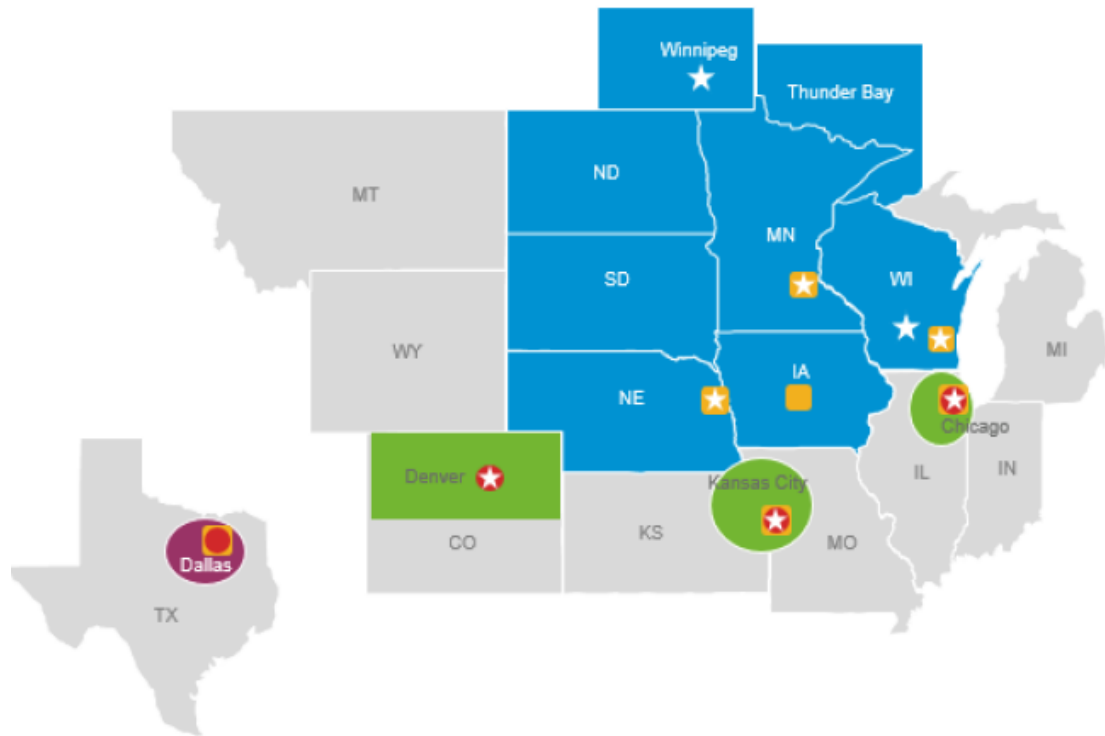
Sources: Minnesota Department of Revenue; Minnesota Department of Employment and Economic Development

Produced by Explore Minnesota Tourism, an office of the State of Minnesota. 1/17

Brand Strategy

Spend by Medium: \$2.951MM budget

Markets



- Core Markets
- Growth Markets
- Test Markets
- Television
- Out of Home
- Print
- Digital Everywhere

Consumer & Media Outreach

Generated roughly
1.5 Billion
earned media impressions via
internal and agency public relations



Quality information for travelers

- Drove record web traffic to exploreminnesota.com
- Inspired travel with monthly e-newsletter and weekly e-mail updates on events, fishing, fall colors, winter trails and more to a qualified, opt-in audience
- Served on-the-road travelers at Welcome Centers and wide network of affiliated centers, and provided printed materials at Mall of America, MSP Airport and Union Depot

High-profile placements



Debuted totally redesigned Minnesota Travel Guide
300,000 & 12,000
distributed online views



Customers served 2016

Website visits

3.8 Million

Mail and digital inquiries

39,000

At Welcome Centers

2.7 Million

Website brochure requests

30,000

E-newsletter subscribers

201,000

Telephone inquires

4,300



Offered seasonal trip ideas through Minnesota Explorer travel newspaper, published in partnership with Star Tribune

1.5 Million
copies distributed



Provided customized

1-on-1

travel planning services via phone, email, live chat and in person

Website & Digital Content



Fall Color Road Trip

Don't let Minnesota's most colorful season pass you by without a road trip—the rest of the year just won't feel right.

Gear up for a New Viking Age in U.S. Bank Stadium



After playing two seasons on borrowed turf, the Minnesota Vikings have moved into their new downtown stadium for this year's NFL season. The Vikings play Los Angeles at U.S. Bank Stadium on Sept. 1 and host their longtime rivals, the Green Bay Packers, on Sept. 18.

[READ MORE >>](#)

Ryder Cup Shines Spotlight on Fall Fun



A biennial battle between the top golfers from the U.S. and Europe, the Ryder Cup is expected to bring more than 250,000 people to Hazlet National Golf Club in Chaska from Sept. 27 to Oct. 2. Here are some fun things to do while in town for the event.

[READ MORE >>](#)

LATEST TRAVEL IDEAS [SEE MORE](#)

<p>SNOWSHOES TAKE YOU DEEP INTO A WILDERNESS SNOWFARI</p>	<p>INSIDE OR OUT, ICE FISHING IS SWEET AND SIMPLE</p>	<p>SEEK THE PERFECT MINNESOTA SLOPES</p>
<p>WINTER IS HYGGE SEASON IN MINNESOTA</p>	<p>CELEBRATE THE LIFE OF PRINCE WITH THIS TOUR</p>	<p>HEAD NORTH FOR WINTER FUN</p>

Social Media



grew audience by **44%**
 Totalling more than **344,000**
 followers



Tune in Tuesday, August 30, at noon CT on Facebook Live

Explore Minnesota @exploreminn 21 Apr 2016
 Minnesota and the world are mourning the loss of a true star today. Rest in peace. Purple One. #Vince



2018 best time on Instagram #2018besttime
 434,869 Likes to 260 posts in 2016.
 exploreminnesota Thank you for your likes!



204,000

#OnlyinMN photos shared on Instagram

Generated nearly **263,000** uses of the hashtag

#ONLYINMN



Social Media reach

121 million

Total impressions **883 million**



Nearly **1.5 million** video views



960,000 Snapchat filter views

Social Media - #OnlyinMN

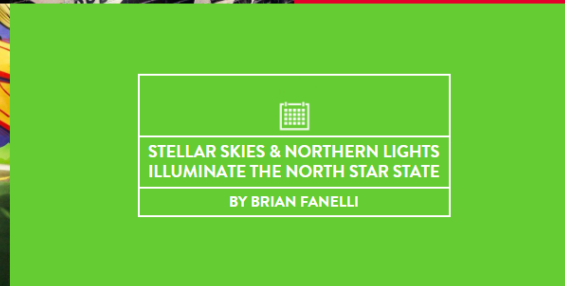
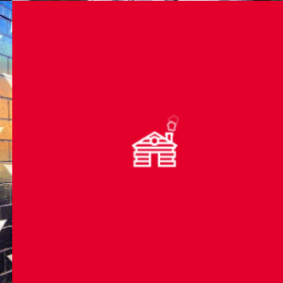
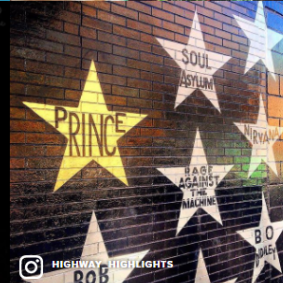
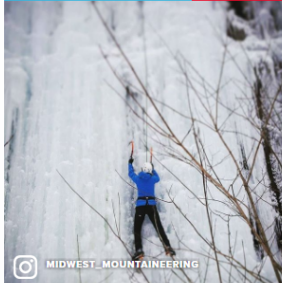
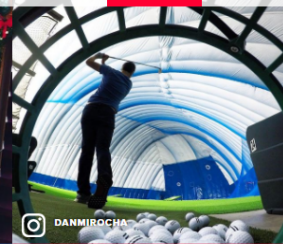


VIEW BY: SUMMER FALL **WINTER**

In Minnesota, we don't let a little cold weather slow us down. We go to concerts and curling rinks. We trek around on snowshoes, snowmobiles and fat tire bikes.

So don't get stuck on the couch. Come do winter differently, only in Minnesota.

#ONLYINMN



#OnlyinMN Campaign

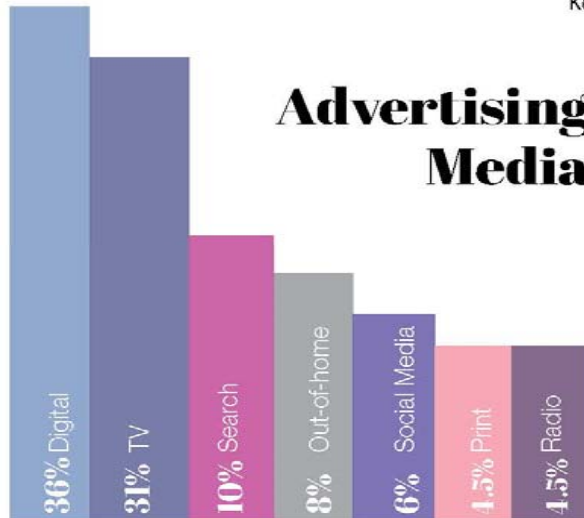
Continued the **acclaimed** #ONLYINMNE campaign throughout the **Midwest, Denver, Kansas City and Chicago**

Generated **\$388.8 Million** in traveler spending

- MNstagram Booths traveled to events in Denver, Chicago, Kansas City and the Minnesota State Fair
- Debuted three new TV spots with evolved look and feel
- Continued a robust digital marketing program in all seasons, featuring high-impact executions designed to deliver engaging brand experiences
- Partnered with golf pro Tom Lehman to highlight Minnesota as a premier golf destination; launched a pilot golf campaign in Dallas-Fort Worth
- Debuted new Hike MN initiative to inspire travelers to get outdoors
- Sponsored MPR's "Prairie Home Companion" for Garrison Keilor's farewell season



Advertising Media



Marketing Partners



THE 'SOTA POP: NOOK 2 (N2)

5



Artist Statement Staples of Southern Minnesota

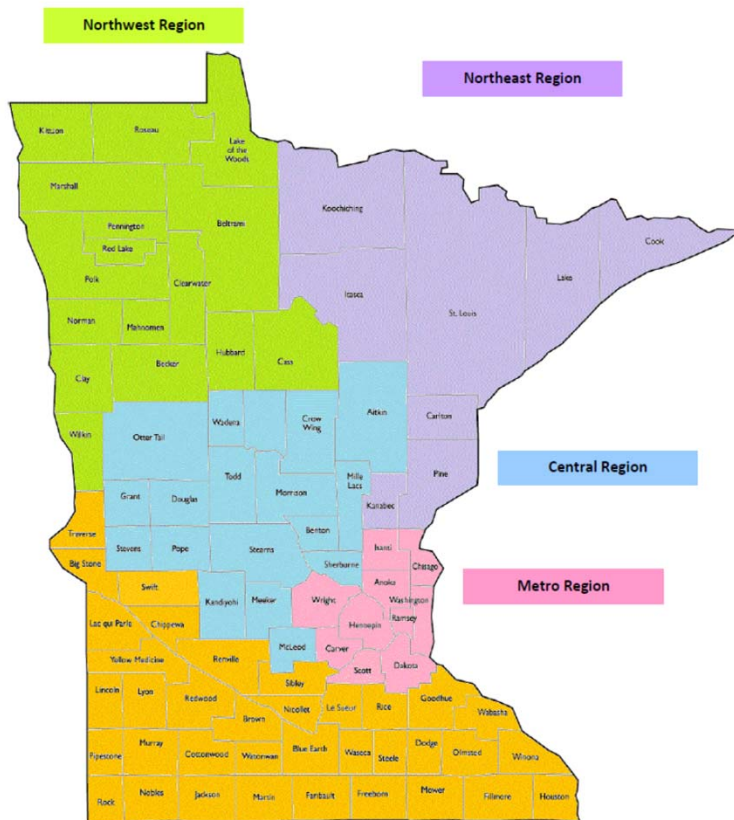
In a place where prairie grass blankets Great Plains and bluffs, some of America's most iconic brands are rooted here too. You can thank Southern MN for Red Wing Shoes, Faribault Woolen Mill and cans of Spam, just to name a few.



#ONLYINMN



Industry Outreach



Northwest Regional Office:

David Bergman

david.bergman@state.mn.us

Central Regional Office:

Nicole Lalum

nicole.Lalum@state.mn.us

Metro Regional Office:

Lori Peterson

lori.a.peterson@state.mn.us

Southern Regional Office:

Lisa Havelka

lisa.havelka@state.mn.us

Northeast Regional Office:

Tim Campbell Tim.campbell@state.mn.us

Industry Outreach

Conducted
Governor's Opener events



in conjunction with DNR, host communities and other partners



Organized
Spring Training Conference

focused on adaptive sports



Held annual
Explore Minnesota Tourism Conference
at the Sanford Center in Bemidji

Awarded
\$711,950 in Partnership Marketing Grants
funding to 103 tourism & Scenic Byway organizations

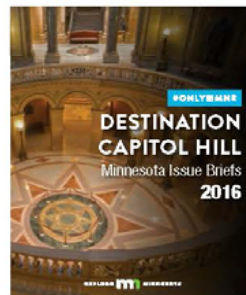


Launched New Events Grants Program

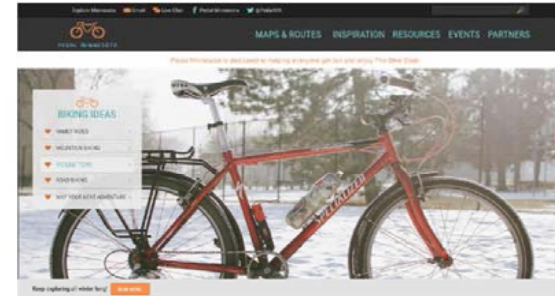


Implemented a multi-year, major event sponsorship with the **American Society of Association Executives** to increase Minnesota's visibility as a destination for meetings and conferences.

Coordinated **Meet in Minnesota** sponsorship at Connect



Coordinated participation in **Destination Capitol Hill** efforts to influence national tourism policy



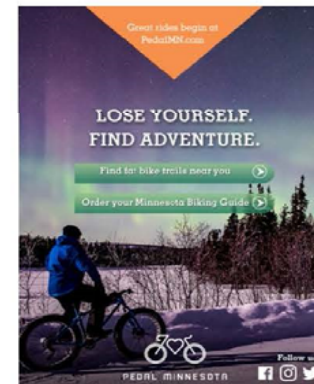
PEDAL MINNESOTA

PedalMN

Provided free bike maintenance at five events in coordination with **HealthPartners**

Promoted 3 Mile Smile initiative via live events and digital outreach

Increased page views on **PedalMN.com** by 94%



Southern Minnesota Tourism Association

- **Southern Minnesota** marketing dollars come from \$.05/per capita from 36 Counties of Southern Minnesota. It is a collective investment in **Tourism Marketing** of Southern Minnesota.
- SMTA implements an annual **Tourism Marketing Plan** that leverages funding from the 36 counties that make up SMTA for a total marketing plan valued at **\$82,536**.
- A geographically dispersed Marketing Committee of SMTA helps to oversee the placement of print, digital, content, and advertising/marketing strategies throughout the year.

Southern Minnesota Tourism Association

Southern Minnesota Regional Advertising

\$19,044 = \$82,536

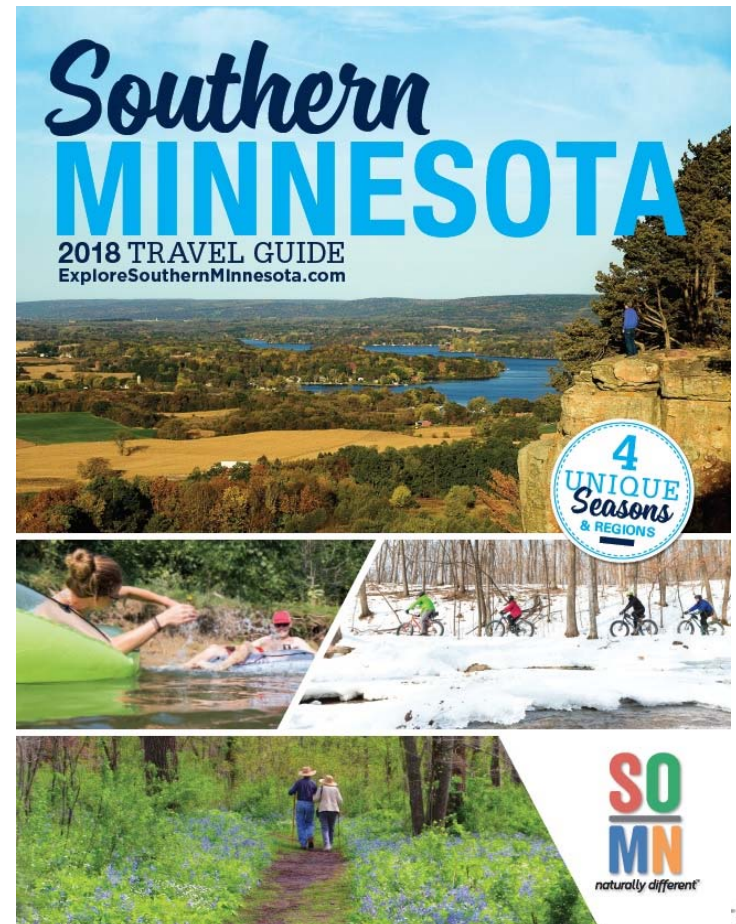
- Print –
 - Minnesota Monthly Magazine
 - Midwest Living Magazine
 - South Dakota Magazine
- Digital – Online Ads
- Audio – Pandora Radio



Southern Minnesota Tourism Association

Explore Southern Minnesota Guide

- The Southern Minnesota Visitors Guide premier annual publication is the No.1 marketing tool used by the state of Minnesota to bring tourism dollars to the southern region of Minnesota.
- In 2017 - 155,000 Guides published with distribution at the:
 - MSP Intl Airport
 - Minnesota Travel Information Centers
 - 50,000 Guides dropped in the Sioux Falls Argus Leader Newspaper in April 2017
 - Inserted in the April 2017 Issue of MN Monthly Magazine
 - Displayed in key hotels and attractions along I35 and I90 in Iowa.
- Third most requested travel guide from www.ExploreMinnesota.com



Explore Minnesota & Your Community

HUMAN INSIGHT

“I want to experience new and exciting things when I vacation, but I don’t think of Minnesota as a place where this happens.”

STRATEGIC OPPORTUNITY

Find unexpected experiences and memories, only in MN.

BRAND PURPOSE

EMT helps travelers discover and plan the vacation that creates stories and memories that last a lifetime.

Explore Minnesota Needs You!

- Let us know when newsworthy things are happening in your communities
- See an error on the website or in a publication? Call me!
- Have an idea for an article or social media post? Tell me more!
- Send us your photos
- Use **#OnlyinMN** in your social media posts
- Place an ad in an Explore Minnesota publication, on the website or e-newsletters
- Take advantage of EMT's Co-op Advertising Opportunities
- Participate in your Regional Tourism Association Activities



#ONLYINMN



Humane Society of Goodhue County

Thank you for the opportunity to be here today

April, 2018

What we are



Humane Society
of Goodhue County

- Private non-profit 501c3 organization relying on fees for services, contracts for animal control services with the county and the city of Red Wing and grants and contributions
- Animal Shelter for strays from Goodhue County and some communities in Wisconsin
- Adoption Center for companion animals

What we are not



- Goodhue County Humane Society
 - Funding from the County-9% of our budget
 - Funding from the City of Red Wing-7% of our budget
- Humane Society of the United States
 - Animal protection organization
- Animal Humane Society
 - Five Twin Cities Adoption Centers

Activity 2017



- Strays and surrendered animals
 - 638
- Adoptions
 - 368
- Returned to owner
 - 145

What it costs



Expenses

- Salaries: 61%
- Building & Operations: 25%
- Animal Care: 13%
 - This does not include thousands of dollars of donated supplies from businesses and individuals
- Mktg & Fund Raising: 1%

Expense Budget: \$196,395

Where funding comes from



Funding sources

Earned Revenue

- Adoptions: 23%
- Boarding: 11%
- Goodhue County: 9%
- City of Red Wing: 7%
- Other Animal Control: 7%
- Animal Care: 13%

Contributed Revenue

- Grants, donations and fund raising events: 30%

Funding total: \$196,395

What would happen if there was no Humane Society



According to Red Wing Police Chief, Roger Pohlman:

Any option would need to be approved by the City Council and there are no good options.

- Do not accept strays. Require the citizen that has the animal or calls in about the stray to take care of them or transport to another shelter.
- Contract with the nearest shelter.
- Contract with a business that comes and picks up the strays (normally testing facilities) , but we would still need a temporary holding facility.

What we offer the community



- Minimizing the homeless animals roaming through the city and county
- Connecting individuals to their lost animals
- Uniting individuals with the companion animal that fits their life
- Offering shelter and care to homeless animals