



**St. Joseph Convention and Visitor Bureau**  
**Monday, August 11th, 2025**  
**9:00 AM**  
**St. Joseph City Hall**  
**75 Callaway St E**

1. Call to Order
2. Agenda Review and Adoption
3. Review and Adopt Financial Reports through 7/31/25
4. Old Business
  - a. Upcoming events
  - b. Trailhead map update
5. New Business
  - a. 2026 Budget
6. Other Business
  - a. Tourism Group update
7. Adjourn

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Join Zoom Meeting

<https://us06web.zoom.us/j/85015095314?pwd=4YjQLlrkfTgYq3rgcA8xm8E4aEUi2Q.1>

Meeting ID: 850 1509 5314

Passcode: 092092



**MEETING DATE:** August 11, 2025

**AGENDA ITEM:** CVB Financial Report

**SUBMITTED BY:** Finance

**STAFF RECOMMENDATION:** Consider acceptance of the July 31, 2025 Financial Reports

**PREVIOUS BOARD ACTION:** None

**BACKGROUND INFORMATION:** Attached are the July 31, 2025 CVB financial reports. The fund currently has a balance of \$38,662.82, including the \$10,000 transfer from the EDA fund for Joe Town Blocks account for a future CVB event.

Lodging tax is the main revenue source for the CVB. The lodging tax collected through June 2025 is \$5,170 out of the \$8,500 budgeted. All tax remittances are current.

The CVB continues to pay Mary Bruno a monthly stipend of \$750 to maintain the social media and coordination of the CVB. Mary will receive an additional stipend of \$450 per month from the EDA fund starting in Aug. per the contract with her and the City of St. Joseph. Advertising continues in the MN Trails and Think Tourism USA magazines.

The t-shirts, beanie caps and ballcaps are being sold at the Minnesota Street Market for \$25 each. Sales proceeds are remitted monthly to city hall. The Minnesota Street Market retains \$6.25 consignment stocking fees. City staff inventory the first of every month and ensure stock is on hand. When inventory runs low, staff will recommend reordering. Proceeds from the sales are applied to reordering inventory. Net sales for 2025 totaled \$319 so far. Merchandise expenditures totaled \$703 in 2025.

Council adopted the short term “vacation” rentals ordinance within city limits. Commercial and residential properties can participate in the program. As rentals come online, quarterly lodging taxes will be remitted into the CVB fund. These lodging taxes were not budgeted against any expenditures for 2025. There is one resident that has applied for a permit so far who was approved for a short-term rental on May 5<sup>th</sup>, but has not applied. Perfect Fit applied in Aug.

In other exciting news, the City of St. Joseph was selected to host the Connecting Entrepreneurial Communities (CEC) conference in fall of 2026. The conference aims to strengthen Minnesota’s rural entrepreneurial ecosystems and is put on by the University of Minnesota Extension department. Nate, Greater St. Cloud Development Group, and the Initiative Foundation applied to host the event and will be working with the U of M on setting dates, topics and breakout session locations. The main conference will be at CSB Gorecki. More information to come.

**BUDGET/FISCAL IMPACT:** Informational Only

**ATTACHMENTS:** Lodging Tax Summary  
CVB Financial Statements

**REQUESTED BOARD ACTION:** Consider acceptance of the financial reports as presented.

**CVB 2025 Financial Summary**  
**As of July 31, 2025**

**Beginning Fund Balance 1-1-25 (Audited)**

**\$ 30,055.29**

<b>Customer</b>	<b>Draft Budget 2026</b>	<b>YTD Rev 2024</b>	<b>Budget 2025</b>	<b>YTD Rev 2025</b>
Interest Earnings	\$ 525.00	\$ 931.85	\$ 500.00	503.48
T-shirt/Hats/Merchandise Sales	1,000.00	906.00	1,000.00	318.75
Joetown Blocks	-	2,840.00	2,700.00	-
Transfer from EDA - Joetown Blocks	-	9,000.00	10,000.00	10,000.00
Short-Term Rentals Lodging Tax	300.00	-	-	-
Rodeway Inn Lodging Tax	7,500.00	8,271.42	5,700.00	3,806.51
CSB Lodging Tax	3,000.00	3,876.52	1,300.00	408.12
Estates B&B Lodging Tax	1,500.00	1,590.47	1,500.00	955.72
	<b>\$ 13,825.00</b>	<b>\$ 24,114.63</b>	<b>\$ 22,700.00</b>	<b>\$ 15,992.58</b>
<b>Vendor</b>	<b>Draft Budget 2026</b>	<b>YTD Exp 2024</b>	<b>Budget 2025</b>	<b>YTD Exp 2025</b>
Professional Services - <a href="#">Manage Social Media</a> (Bruno Press)	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	5,250.00
Travel & Conference Expenses	\$ -	-	\$ -	-
IT Services - <a href="#">Square Space/Social Media/Website/QR Code</a>	420.00	297.00	400.00	296.00
Visitor's Bureau - Rubinski Works - Videos	-	-	-	-
Visitor's Bureau - Photos	-	-	-	-
Community Programs - <a href="#">Shop Small/Winterwalk/Feb/June</a>	1,200.00	1,500.00	1,200.00	-
Community Programs - <a href="#">Joetown Blocks</a>	-	7,587.11	10,000.00	-
Visitors Bureau Prizes - <a href="#">Swag Give-Aways/Prizes</a>	200.00	-	200.00	-
Marketing - <a href="#">SHRPA</a>	-	-	-	-
Marketing - <a href="#">Trailhead Signs</a> Campaigns	1,000.00	-	1,000.00	-
Visitor's Bureau - <a href="#">Merchandise-Maps/Hats</a> (Krillan/Rambow)	1,000.00	888.00	975.00	403.20
Advertise - <a href="#">Think Tourism</a> USA	875.00	825.00	775.00	825.00
Advertise - <a href="#">MN Trails</a> Magazine	600.00	598.50	780.00	610.85
Advertise - <a href="#">Newcomer Service</a> Magazine	325.00	310.00	200.00	-
	<b>\$ 14,620.00</b>	<b>\$ 21,005.61</b>	<b>\$ 24,530.00</b>	<b>7,385.05</b>
<b>Ending Cash Balance 7-31-25 (Unaudited)</b>				<b><u>\$ 38,662.82</u></b>

**CITY OF ST JOSEPH**

BALANCE SHEET  
JULY 31, 2025

**FUND 220 - CVB**

<u>ASSETS</u>			
220-10199	CASH	38,662.82	
	TOTAL ASSETS		<u>38,662.82</u>
 <u>LIABILITIES AND EQUITY</u>			
 <u>FUND EQUITY</u>			
220-25310	UNASSIGNED FUND BALANCE	27,102.34	
	REVENUE OVER EXPENDITURES - YTD	8,607.53	
	TOTAL FUND EQUITY		<u>35,709.87</u>
	TOTAL LIABILITIES AND EQUITY		<u>35,709.87</u>

CITY OF ST JOSEPH  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 7 MONTHS ENDING JULY 31, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	CURRENT BUDGET	UNEARNED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-31600	LODGING TAX	3,514.60	5,170.35	8,500.00	8,500.00	3,329.65 60.8
220-46500-34409	MARKETING	356.00	318.75	1,000.00	1,000.00	681.25 31.9
220-46500-34410	JOETOWN EVENT SALES	2,840.00	.00	2,700.00	2,700.00	2,700.00 .0
220-46500-36210	INTEREST EARNINGS	440.54	503.48	500.00	500.00	( 3.48) 100.7
	TOTAL ECONOMIC DEVELOPMENT A	7,151.14	5,992.58	12,700.00	12,700.00	6,707.42 47.2
<u>OTHER FINANCING SOURCES</u>						
220-49302-39201	TRANSFERS FROM OTHER FUNDS	9,000.00	10,000.00	10,000.00	10,000.00	.00 100.0
	TOTAL OTHER FINANCING SOURCES	9,000.00	10,000.00	10,000.00	10,000.00	.00 100.0
	TOTAL FUND REVENUE	16,151.14	15,992.58	22,700.00	22,700.00	6,707.42 70.5

CITY OF ST JOSEPH  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 7 MONTHS ENDING JULY 31, 2025

CVB

	PRIOR YTD AMOUNT	YTD ACTUAL	ORIGINAL BUDGET	BUDGET	UNEXPENDED	PCNT
<u>ECONOMIC DEVELOPMENT AUTHORI</u>						
220-46500-208 VISITORS BUREAU PRIZES	.00	.00	200.00	200.00	200.00	.0
220-46500-209 VISITORS BUREAU MERCHANDISE	.00	403.20	975.00	975.00	571.80	41.4
220-46500-300 PROFESSIONAL SERVICES	5,250.00	5,250.00	9,000.00	9,000.00	3,750.00	58.3
220-46500-307 JOETOWN EVENTS	7,587.11	.00	10,000.00	10,000.00	10,000.00	.0
220-46500-308 COMMUNITY PROGRAMS	.00	.00	1,200.00	1,200.00	1,200.00	.0
220-46500-310 IT SERVICES	297.00	296.00	400.00	400.00	104.00	74.0
220-46500-328 MARKETING	.00	.00	1,000.00	1,000.00	1,000.00	.0
220-46500-340 ADVERTISING	1,423.50	1,435.85	1,755.00	1,755.00	319.15	81.8
<b>TOTAL ECONOMIC DEVELOPMENT A</b>	<b>14,557.61</b>	<b>7,385.05</b>	<b>24,530.00</b>	<b>24,530.00</b>	<b>17,144.95</b>	<b>30.1</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>14,557.61</b>	<b>7,385.05</b>	<b>24,530.00</b>	<b>24,530.00</b>	<b>17,144.95</b>	<b>30.1</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>1,593.53</b>	<b>8,607.53</b>	<b>( 1,830.00)</b>	<b>( 1,830.00)</b>	<b>( 10,437.53)</b>	<b>470.4</b>



**MEETING DATE:** August 11, 2025

**AGENDA ITEM:** 2026 CVB Budget

**SUBMITTED BY:** Finance

**STAFF RECOMMENDATION:** Review 2026 CVB budget proposal

**PREVIOUS BOARD ACTION:** Commissioned and approved the CVB Strategic Plan in 2021 for years 2021-2025

**BACKGROUND INFORMATION:**

Attached are the CVB budget summary under “Draft Budget 2026” column. Adjustments will be made after the Board’s discussion. The fund shall keep a minimum balance of \$2,500 to cover expenditures in the case of issues like we are experiencing in 2020 with the pandemic. The proposed budget shows expenditures higher than revenues. There is a reserved balance in the CVB fund that can cover the overage.

As in previous budgets, the lodging tax collection will be estimated conservatively. New for the 2026 budget is lodging taxes from short-term rentals. The city council adopted an ordinance to allow short-term rentals in the city. Lodging taxes will be collected from the rentals. As of the August meeting, the city received an application, and another resident was approved by city council to apply with certain conditions that must be met on his property.

The Bruno Press contract was signed by city council in July. Professional services in the CVB fund remain at \$9,000. The EDA agreed to pay another \$5,400 annually out of the EDA budget.

Not included in the budget are any specific funds for the city hosting CeC event in fall 2026. This is put on by the University of MN Extensions.

I attached the 2021 CVB Strategic Plan as a reference to goals the CVB has had.

**BUDGET/FISCAL IMPACT:** \$13,825 revenues; \$14,620 expenditures

**ATTACHMENTS:** CVB Budget Worksheet  
CVB Strategic Plan

**REQUESTED BOARD ACTION:** Consider proposal for the 2023 CVB budget to be presented to the EDA.

**CVB 2025 Financial Summary  
As of July 31, 2025**

**Beginning Fund Balance 1-1-25 (Audited)**

**\$ 30,055.29**

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T-shirt/Hats/Merchandise Sales	1,000.00	906.00	1,000.00	318.75
Joetown Blocks/Events	-	2,840.00	2,700.00	-
Sponsorship Fees	-	-	-	-
State Grants and Aids	-	-	-	-
Contributions/Donations	-	-	-	-
Transfer from EDA - Joetown Blocks/Events	-	9,000.00	10,000.00	10,000.00
Short-Term Rentals Lodging Tax	300.00	-	-	-
Rodeway Inn Lodging Tax	7,500.00	8,271.42	5,700.00	3,806.51
CSB Lodging Tax	3,000.00	3,876.52	1,300.00	408.12
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<b>Vendor</b>	<b>Draft Budget 2026</b>	<b>Expenditure 2024</b>	<b>Budget 2025</b>	<b>YTD Exp 2025</b>
Professional Services - <a href="#">CVB Director Contract</a> (Bruno Press)	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	5,250.00
Travel & Conference Expenses	\$ -	-	\$ -	-
IT Services - <a href="#">Square Space/Social Media</a> /Website/QR Code	420.00	297.00	400.00	296.00
Visitor's Bureau - Rubinski Works - Videos	-	-	-	-
Visitor's Bureau - Photos	-	-	-	-
Community Programs - <a href="#">Shop Small/Winterwalk</a> /Feb/June	1,200.00	1,500.00	1,200.00	-
Community Programs - Joetown Blocks/Events	-	7,587.11	10,000.00	-
Visitors Bureau Prizes - <a href="#">Swag Give-Aways</a> /Prizes	200.00	-	200.00	-
Marketing - SHRPA	-	-	-	-
Marketing - <a href="#">Trailhead Signs</a> Campaigns	1,000.00	-	1,000.00	-
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<b>Ending Cash Balance 7-31-25 (Unaudited)</b>				<b><u>\$ 38,662.82</u></b>

**ST. JOSEPH, MN CONVENTION AND VISITOR'S BUREAU**



2021 - 2025

# Strategic Plan

# THE PROCESS

## DEVELOPMENT OF A STRATEGIC PLAN

Through a series of discussions and interviews with Joetown CVB staff, City of St. Joseph governmental leaders, community stakeholders and representatives from other tourism industry organizations, information was collected for the development of a strategic plan.

Research was conducted while paying attention to trends driving both actionable tourism initiatives and marketing strategy.

The information gathering process identified both challenges and opportunities for growth. We created the plan to elevate the St. Joseph visitor's experience, expand our reach to a greater audience and be positioned for the future.

SMALL TOWN WARMTH, BIG CITY COOL

To showcase the unique attributes of the St. Joseph area in order to stimulate visits, create memorable tourism experiences and magnify economic vitality.

# VISION STATEMENT

# MISSION STATEMENT

JOETOWN BECOMES WIDELY VISITED

To be established as Central Minnesota's vibrant destination for diverse experiential getaways.

# PAVING THE PATH TO JOETOWN

**Bikeable, driveable, walkable: arrive one two wheels, four wheels or your own two feet!**

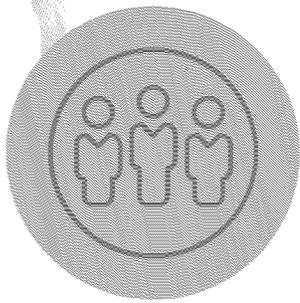


# TARGET MARKETS IDENTIFIED

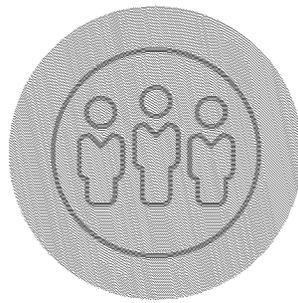
The following target markets have been determined to be our areas of focus for building on and expanding awareness. With targeting capabilities becoming more sophisticated, especially digitally, additional pinpointing layers will be added according to objective that further narrow the audience by interests and behaviors.

Interests may include, but are not limited to: cycling, food & drink, arts, and college sporting events.

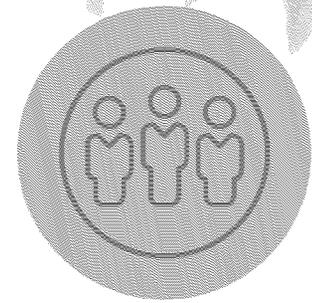
Behaviors targeted may include those who researched Central MN tourism, visited our website or engaged with our content.



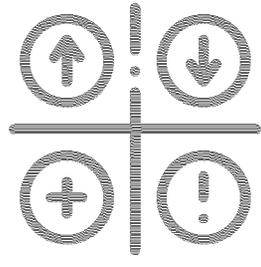
Greater St. Joseph Area



Minneapolis-St. Paul



Local School Associations -  
parents and alumni



# SWOT Analysis

## STRENGTHS

*The town is described as charming, welcoming, energized, and on-trend; offering a variety of small shops, food & drink, art, and events including a college sports draw; with proximity to Lake Wobegon trailhead and larger metro areas; experiencing gains in CVB brand strength and popular social media content.*

## WEAKNESSES

Limited lodging, limited funds, time spent by visitors, absence of camping, slow business on summer weekdays

## OPPORTUNITIES

*Visitor returns, repeat business, increase in lodging, awareness and collaboration among businesses, school partnerships, attracting cyclists*

## THREATS

*Stalls in getting projects off the ground, unforeseen political challenges, natural or economic events, loss of summer visitors to lake life and cabins*

# SNAPSHOT OF SOCIAL MEDIA PROGRESS

Social media plays an integral part in tourism marketing. To understand where we're going, we studied where we've been. Here are notable accomplishments to date.

We have established which parameters are most important for us to track. We also understand that not all ROI will be able to be attributed to our efforts. Social media's job is much like that of a bus driver - picking up passengers from key areas and dropping them off in town. From there, it relies on the community to deliver results.

## FACEBOOK FOLLOWERS

January 1, 2020: 1384  
December 31, 2020: 2057

One year growth: 673

January 1, 2021: 2058  
March 31, 2021: 2393

First quarter growth: 335

3 Day Spike: 168 new followers within 3 days, attributed to the 2021 Kick-off video

ShopSmall & Winterwalk post drove 540 actions

## FACEBOOK POST ENGAGEMENT RATE

Previous month: 9.47%

Travel brands median: 0.29% recorded in 2020 by Socialinsider benchmarking report

Facebook page is consistently performing well above average

Engaged followers turn into warm leads with paid advertising. This in turn reduces future ad costs.

## SHARED CONTENT

Facebook page reaches a significant of people who were not following the page due to the creation of content that is viewed as share-worthy.

Our shared content leads to exponential rise in numbers reached, often far surpassing industry expectations.

We are receiving Shares and engagement on the content that supports our objectives

## INSTAGRAM FOLLOWERS

January 1, 2021: 1279  
March 31, 2021: 1604

First quarter growth: 325

Video content receives the most engagement on Instagram profiles.

Consumers prefer learning by video and retain 95% of the message.

Sources: Mention and Social Media Today.

## INSTAGRAM IMPRESSIONS

Previous month (March 2021)

Impressions achieved organically: 56,608

Content drives impressions, profile visits, website taps, and shares

Total post interactions: 2254

# VIDEO STATISTICS

Video's effectiveness has proven that now is the right time to create marketing videos. It's the most productive element in digital marketing and continues to grow without any signs of stopping.

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- 81% of businesses used video in their marketing strategy in 2019, which was a 63% year-over-year increase
- Users spend 88% more time browsing on websites with videos
- Integrating a video on a website makes it 53x more likely to reach Google's front page
- 54% of consumers are demanding more video content
- Facebook engagement is highest on posts with videos; it's a newsfeed/algorithm priority
- On Instagram, 75% of users take action after viewing a brand's video
- Companies that use video achieve revenue growth 49% faster than non-video users
- 83% of marketers see success from the use of interactive video and 43% plan to use it in the future

Sources: Social Media Today,  
BreadnBeyond and partners

# TOP STRATEGIC PRIORITIES

- 1. Grow Awareness**
- 2. Enhance Visitor Experience**
- 3. Form Collaborations**
- 4. Gain Repeat Business**
- 5. Leverage Events**
- 6. Increase Budget**

# GOAL: GROW AWARENESS

GAIN THE ATTENTION OF NEW POTENTIAL VISITORS:  
GROW THE BASE OF FOLLOWERS, INSPIRE VISITS TO ST. JOSEPH THROUGH PROVEN METHODS.  
GET IN FRONT OF THE RIGHT AUDIENCES WITH THE RIGHT MESSAGES AT THE RIGHT TIME

**The Explore Minnesota tourism programs are cost-effective and proven. Specific programs are chosen based on success reported by CVBs. Because they are purchased in bulk, visitor bureaus realize great cost savings.**

**Keyword use impacts SEO on websites and social platforms. Pinterest and YouTube perform like search engines and serve as tools to find trending search terms.**

**Travel related engagement is at an all time high on Pinterest, with an 80% increase in searches for rural travel.**

**Coming out of Covid, new types of travelers will emerge such as Bucket Listers, Foodie Travelers, Memory Makers, and Rural Tourists. (As per Pinterest) We'll create content that speaks to these groups.**

## Tactics 2021 - 2022

- Take full advantage of state tourism co-op advertising program
- Participate in EMT's SHRPA program, leverage their stories, encourage shares by businesses
- Create keyword-rich long-form content to house on website's blog
- Steadily publish supporting content and short snips on social media; drive traffic to website
- Post suite of videos on website and reference them in social posts
- Set up Facebook pixel and Google Analytics for more informed future advertising
- Encourage user-generated content; gain more brand advocates through calls-to-action
- Start YouTube Channel, optimize descriptions for SEO purposes
- Set up initial boards on Pinterest; save vertical-format images and videos for future use
- Use grants for paid social campaigns and visitor guides
- Create branded posts for content mix: intermittent use of Joetown logo & colors to further brand recognition; use Find Your True North toolkit and create Visit Joetown templates; local community can use aligned messaging

## Tactics 2023

- Promote proximity to trailhead; create cycling-specific page on website; track visits; advertise in Trails publications
- Analyze Pinterest data, create system to regularly pin
- Use Google Analytics to find top sources of traffic to website and top content
- Continue to add long-form content to website, be ready to point ads there
- Explore utilizing a guest blogger program to gain more content for website

## Tactics 2024 - 2025

- Utilize analytics to drive advertising decisions
- Repurpose best content from previous years

# GOAL: ENHANCE VISITOR EXPERIENCE

WE'LL HELP VISITORS EXPERIENCE "JOETOWN COOL." VISITORS WILL BE EQUIPPED WITH KNOWLEDGE TO ENSURE INFORMED, MEMORABLE VISITS. WE'LL INSPIRE LONGER STAYS WHICH WILL LEAD TO INCREASED SPENDING. NATURAL ASSETS, INCLUDING THE LAKE WOBEGON TRAILHEAD, WILL BE PROMOTED.

The town is well-positioned to offer a rich visitor experience and make the most of the "shop local" movement.

We'll continually seek creative ways to promote our area and strive for well-informed visitors.

We will also remain aware of where visitors (across demographics) prefer to consume content, and have a presence in those places.

Instagram Guides allow posts to be curated by a "Places" category. Branded Joetown itineraries would be fitting here too. Utilizing these would allow details to be found at the fingertips of visitors. Guides can also be shared via DM.

Dual purpose: messaging with someone on Instagram will deepen a relationship and help them see more future posts.

## Tactics 2021 - 2022

- A supply of printed brochures will be readily available at multiple businesses in town
- A map will be added to the website
- CVB website address will be posted in highly visible areas in town
- Signage at the trailhead will be designed to attract cyclists; included will be a QR code with link to website for ease of information gathering while on the trail
- Plans will be made for a designated area for bike racks and gear storage to make area visits easy for cyclists

## Tactics 2023

- Interest-specific content will be added to the website, rich with keywords (for the foodie, for the cyclist, for the arts enthusiast, for winter adventurer, for the rural experience seeker)
- Create plans for a greenspace between the brewery and meat market
- Maximize on the desire for experiential travel; rotating pop-ups, music, and activities for all ages on the greenspace
- Collect feedback from visitors about their experiences; collect Frequently Asked Questions
- Create and publish event calendar

## Tactics 2024 - 2025

- Make improvements to the visitor experience based on feedback
- Create social media content that answers FAQ's
- Create opportunities for businesses to sponsor activities and pop-ups; look for "bigger and better"
- Continually strive to improve "curb appeal" and first impressions

# GOAL: FORM COLLABORATIONS

CREATE A COMMUNITY OF PARTNERS  
TO REALIZE BENEFITS OF SHARED EFFORTS AND CROSS-PROMOTIONS

Explore Minnesota offers access to a regional representative and the opportunity to attend the annual tourism conference. We will continue to tap into these resources for guidance and to learn of partnership opportunities throughout the year.

## Tactics 2021 - 2022

- Begin research on fitting partners who are reaching same target markets
- Connect with interest-specific groups on social media such as cycling clubs and food bloggers. Follow them and engage. Observe to determine if we should approach for future partnerships; create list of contenders
- Begin to regularly submit information to be included in local college student, parent and alumni communications, including a "Rediscover St. Joe" campaign
- Identify co-marketing opportunities with St. Cloud CVB; promotion of bike trail
- At least one local representative will attend both the Chamber of Commerce and CVB meetings to act as a liaison; announce share-worthy social post dates in advance
- Secure a visit from writers attending Midwest Travel Network Conference in St. Cloud in June 2022

## Tactics 2023

- Formulate and implement partnership plans from list collected in previous year
- Propose and secure visits from food bloggers; organize FAM tours
- Create shared Pinterest boards with others who promote Central MN or activities such as cycling
- Determine when and where it's fitting for the Chamber and CVB to pool advertising dollars
- Create a Facebook group for all city stakeholders and businesses to share information, plans and upcoming social media content
- Seek and secure more external links to the website

## Tactics 2024 - 2025

- Analyze what is working and what isn't working with collaboration efforts; refine
- Continue with observations on social media to find creative, cost-saving partnership ideas
- Over time, we'll prop up others and relationships will deepen, leading to mutual support

# GOAL: GAIN REPEAT BUSINESS

WE'LL ENCOURAGE FUTURE VISITS THROUGH THE DEVELOPMENT OF PROGRAMS AND COMMUNICATIONS THAT SHOWCASE YEAR-ROUND ENJOYMENT OF ST. JOSEPH AND ASSOCIATED EVENTS.

**Creating an e-newsletter list ensures that we are storing contact information in-house versus relying on social media platforms, that could change, or cease to exist.**

**Tracking of most popular topics will inform future content or the creation of separate e-newsletters.**

**Email addresses on this list may be uploaded to Facebook for development of ad campaign audiences.**

**Deals will be structured to attain loyalty.**

*"Whatever you do, do it well. Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do." Walt Disney*

## Tactics 2021 - 2022

- Calendar of Events - post electronically on website and physically in town locations
- Drive social media followers to calendar link
- Create a lead magnet as an exchange for email addresses
- Set up an automatic download after lead form is filled out
- Send Fall and holiday e-newsletters to list
- Drive social media followers to list sign-up form; Include promise of exclusive deals.

## Tactics 2023

- Send seasonal e-newsletters
- Include exclusive deals, submitted and sponsored by local businesses
- Create "featured business" section in e-newsletter, made available for a fee
- Track open rates
- Track most-opened topics

## Tactics 2024 - 2025

- Create specific-interest e-news lists as per popular topics in previous year
- Create interest-specific deals that encourage return visits; buy one, get one deals
- Create an Honorary Joe-townie club with incentives for frequenting multiple businesses; i.e. stamping a shopper's passport throughout the year as means of entry for holiday drawing
- Continually seek methods to capture loyalty

# GOAL: LEVERAGE EVENTS

UTILIZE THE BASE OF EXISTING EVENTS AND EMPLOY IDEAS TO EXPAND, ENHANCE OR ADD COMPLIMENTARY EXPERIENCES THAT WILL LEAD TO LONGER STAYS AND THE PATRONAGE OF LOCAL BUSINESSES

**Coming out of Covid-19, consumers are ready for in-person experiences. We will be ready to increase time spent in town, increase their knowledge of activities to enjoy in Joetown and capture visitor information in order to reach them again.**

## Tactics 2021 - 2022

- Investigate where most impact can be made; start with annual events with largest draw; add complimentary activities or programming
- Create an event giveaway in which signing up for e-news is a means of entry
- Go Live on Facebook, discuss event and highlight other events or things to do; download the video to YouTube channel; create social posts from quotes and clips
- Promote in appropriate communications most likely to be read by attendees; submit press releases
- Designate someone to take pictures and video to be used in future years

## Tactics 2023

- Use clips from last year's Facebook Lives, photos and video to promote events
- Send communications to those who signed up for contest at previous events
- Retarget those who visited the events content on our website
- Track event attendance
- Discuss moving the farmer's market to town

## Tactics 2024 - 2025

- Monitor event attendance and correlated spending to guide future decisions

# GOAL: INCREASE BUDGET

WITH LITTLE LODGING TAX, WE WILL UTILIZE ALTERNATE METHODS OF ADDING FUNDS TO OUR BUDGET

St. Joseph is an area experiencing growth and attention. With few lodging entities, we are seeking creative ways to increase funds, realize savings, and receive grants in order to implement tactics that are critical to achieving goals. We realize the need provide positive first impressions and experiences, especially in a world of on-the-spot social communications.

*In a recent study of tourism campaigns in nine states, the research firm of Longwoods International demonstrated how each state's tourism promotion campaign created a 'halo effect,' lifting not only visitorship but driving business development, real estate sales, purchase of second homes and even college recruitment. When combined with an actual visit, the impact of tourism marketing on all these activities was even more magnified.*

## Tactics 2021 - 2022

- Explore the pros and cons of becoming a member-based cvb; research dues structure and corresponding benefits
- Sell advertising space on our brochure
- Define paid sponsorship opportunities for the e-newsletter
- Continue to apply for grants; rounds two and three of crisis grants

## Tactics 2023

- Plan to implement member based plan in 2023 if affirmative
- Implement paid sponsorship opportunities for the e-newsletter
- Create online ad space opportunities
- Explore the idea of an online directory of local businesses, with basic and enhanced paid-for listing options
- Continue to realize cost savings by participating in the Explore MN co-op programs

## Tactics 2024 - 2025

- Implement member based plan in 2023 if affirmative
- Continue to develop website and e-newsletter ad space opportunities
- Continue to research and apply for grants

# BUDGET ALLOCATION

Current year		2022	
1. Social Media Campaign	9000	1. Social Media Campaign	9000
2. Greater St. Cloud Visitor's Guide	775	2. Greater St. Cloud Visitor's Guide	775
3. Videos	2000	3. Videos	2000
4. Website Hosting	500	4. Website Hosting	500
5. Shop Small/Winterwalk postcards	500	5. Shop Small/Winterwalk postcards	500
6. Marketing	1100	6. Marketing	1100
7. SHRPA	900	7. SHRPA	900
8. T-shirts, caps	1500	8. T-shirts, caps	1500
9. Newcomer Magazine ad	200	9. Newcomer Magazine ad	200
10. Retargeting EMT Visitors	1000	10. Retarget EMT Visitors	1000
11. Story writing/native ads, EMT & Strib	1000	11. Social Media Clicks, EMT & Strib	1000
12. MN Trails magazine	200	12. Display, Native, pre-roll, EMT & Sojern	500
		13. MN Trails magazine	720

New fund allocations in orange.

Retargeting EMT Visitors: utilize EMT's program of highly effective retargeting area-specific searches; proposed for this year and next year while traffic to Joetown website is still growing. Facebook pixel is not yet installed so our own retargeting may be less effective than theirs.

Story writing: utilize this year while original content for Joetown website is being written. Three sponsored story articles and native advertising.

Trails magazine: begin with smaller ad this year while other preparations are being made, such as trail signage and bike racks. Advertise with two ads in 2022.

Allow for: management of additional social media platforms, writing, design, printing, any other implementation and "can't pass up" opportunities

# MEASURES OF SUCCESS

## Establish baselines for

website traffic: utilize utm link tracking in future for more specific information on sources of traffic  
e-news: sign ups; lead magnet downloads; email open rates  
contest entries  
deals redeemed  
event attendees

## Facebook tracking

### Goals

New Followers	Monthly: 100
Engagement Rate	Over 3 - 5%
Video Estimated Reach	1000+
Video Unique Viewers (watched 3 sec +)	1000+

## Instagram tracking

### Goals

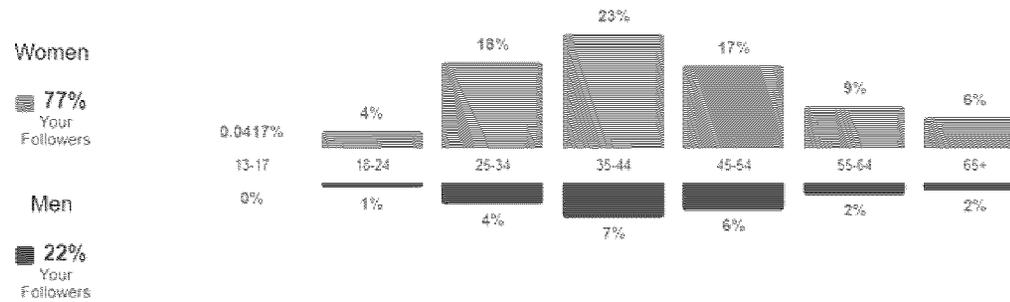
New Followers	Monthly: 100
Content Interactions	track to establish baseline
Impressions	track to establish baseline

# INSIGHTS

## A snapshot of Facebook followers

Your Fans   Your Followers   People Reached   People Engaged

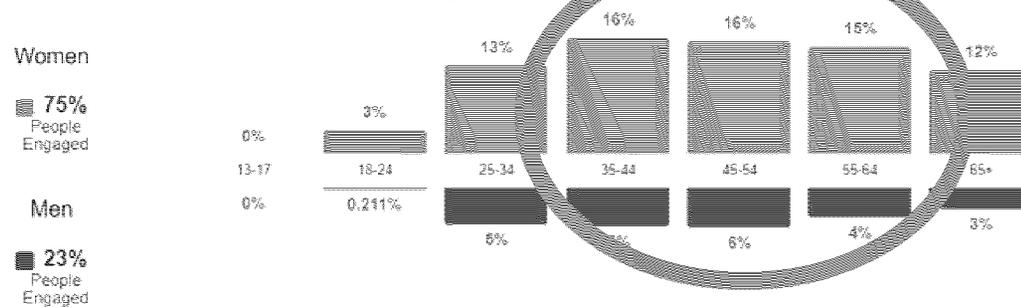
The people who follow your Page. This number is an estimate.



## A snapshot of those who engage with the Facebook page

Your Fans   Your Followers   People Reached   People Engaged

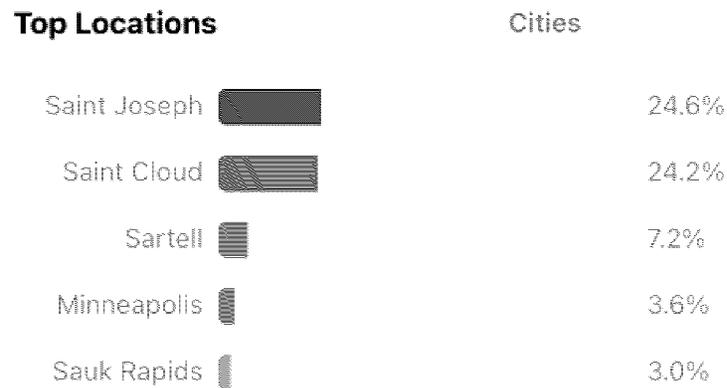
The number of People Talking About the Page by user age and gender. This number is an estimate.



Best prospects for ad targeting include women 35 - 64

# INSIGHTS

Locations of Instagram followers shared by key stakeholders were similar to the graph below. This, along with interviews of business owners, helped shape our decision to continue to encourage multiple visits from the immediate surrounding areas but also expand into the Minneapolis market with awareness campaigns.



# TRUE NORTH EXAMPLE

"Gear Up for the True North." Graphics are available to tell our own True North story.

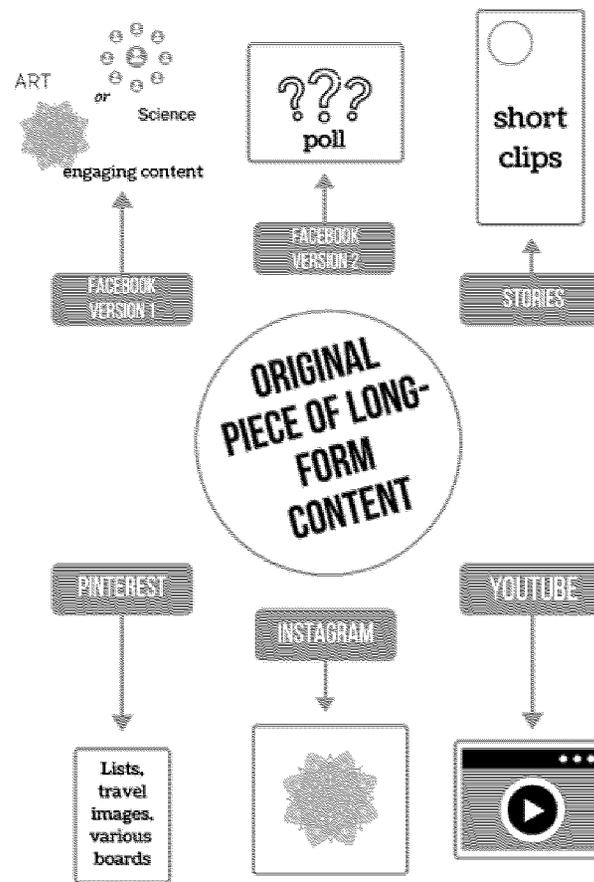


# CONTENT DISTRIBUTION

Having long-form content (written or video) is the basis for a proven distribution strategy, as illustrated here. Throughout the month, the content calendar will include posts that are customized to address our strategic priorities.

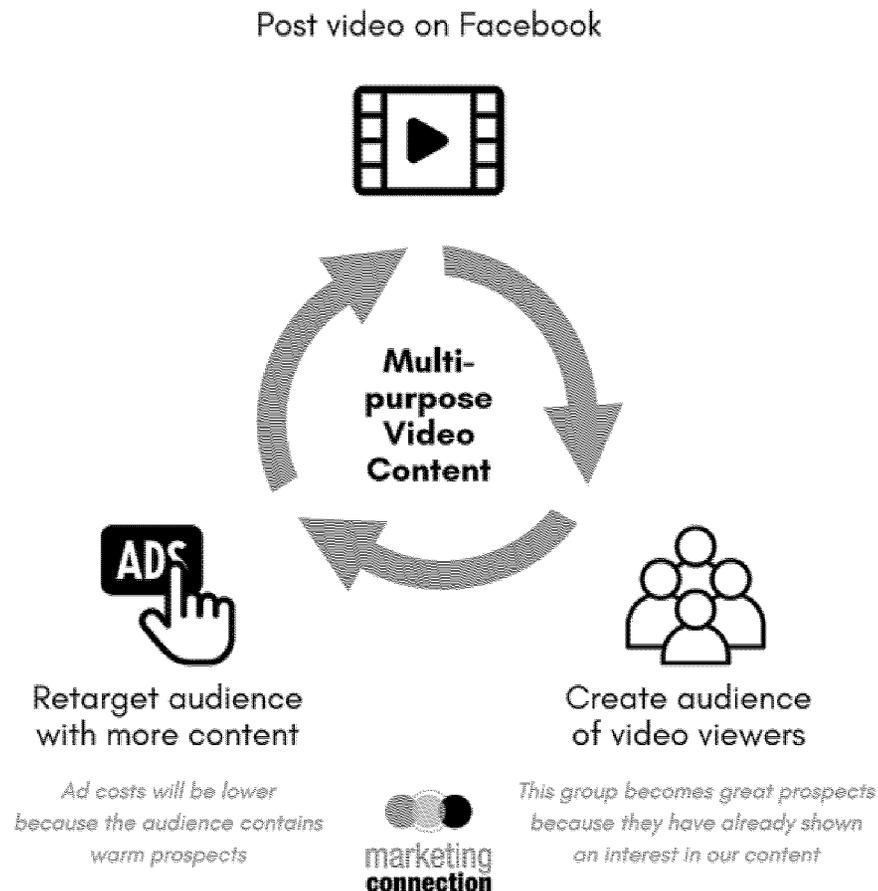
**SOCIALIZE &  
RE-  
PURPOSE  
CONTENT  
FROM BLOGS,  
VIDEO AND  
ARTICLES.**

ONE PIECE BECOMES  
MANY SNACKABLE  
BITES



# VIDEO'S BONUS BENEFIT

Through video content, we will increase the sought-after "know, like and trust" factor. It's an ideal way to familiarize future visitors with the area and can impact all of our top strategic priorities. The Facebook ads manager allows us to set up a custom audience containing those who watched a certain percent of our videos on Facebook and Instagram. Over time, we'll have an audience of interested people to reach again through ads and move them closer to becoming a visitor. Since Facebook doesn't have to apply as much machine-learning to this type of ad campaign, we'll save in ad costs.



# TOOLS/RESOURCES

Pretty Links - a WordPress plugin for link shortening, tracking and generating QR codes: [Prettylinks.com](http://Prettylinks.com)

Google Analytics: [marketingplatform.google.com/about/analytics/](http://marketingplatform.google.com/about/analytics/)

Explore Minnesota tourism's True North toolkit: [mn.gov/tourism-industry/our-marketing/true-north-toolkit.jsp](http://mn.gov/tourism-industry/our-marketing/true-north-toolkit.jsp)

Explore Minnesota's Co-op Marketing program: [mn.gov/tourism-industry/industry-opportunities/partner-with-us/co-op-marketing.jsp](http://mn.gov/tourism-industry/industry-opportunities/partner-with-us/co-op-marketing.jsp)

See:

- Retargeting Explore Minnesota Visitors (Explore Minnesota)

- Story Writing plus Native Advertising (Star Tribune)

- Social Media Clicks Campaign (Star Tribune and Explore Minnesota's Facebook and Instagram accounts)

- Display, Native Advertising and Pre-Roll Video Marketing (Explore Minnesota and Sojern)

Minnesota Trails Magazine: [MNtrails.com/advertise](http://MNtrails.com/advertise)



Central Minnesota's Best Small Town

75 Callaway St. E.

St. Joseph, MN 56374

[joetownmn.com](http://joetownmn.com)