



**INVER GROVE HEIGHTS
ECONOMIC DEVELOPMENT AUTHORITY AGENDA
MONDAY, FEBRUARY 10, 2020
CITY HALL COUNCIL CHAMBERS
6:00 P.M.**

1. CALL TO ORDER

2. ROLL CALL

3. CONSENT AGENDA

- A. Consider Approval of Minutes from the November 12, 2019 Regular Economic Development Authority Meeting
- B. Consider Approval of Claims
- C. Receive Progress Plus Activity Report

4. REGULAR AGENDA

- A. Election of Officers
- B. Introduction of Karen Schaffhausen, Business Advisor, Dakota County 'Open to Business' Program of Business Counseling Services for Inver Grove Heights Entrepreneurs and Small Business
- C. Presentation by Eric Satre, Executive Director of Inver Grove Heights Convention and Visitor's Bureau on 2020 Goals
- D. Executive Director's Report

5. NEXT MEETING – May 11, 2020

6. ADJOURN

**INVER GROVE HEIGHTS ECONOMIC DEVELOPMENT AUTHORITY REGULAR MEETING
TUESDAY, NOVEMBER 12, 2019 – 8150 BARBARA AVENUE**

1 & 2 CALL TO ORDER/ROLL CALL The Economic Development Authority (EDA) of Inver Grove Heights met on Tuesday, November 12, 2019, in the City Hall Council Chambers. President Piekarski-Krech called the meeting to order at 6:00 p.m. Present were Economic Development Authority Members Bartholomew, Dietrich, and Tourville; Executive Director Rand, City Attorney Kuntz, City Administrator Lynch, and Secretary Fox.

3. CONSENT AGENDA

A. Minutes

Motion by Tourville, second by Bartholomew, to approve the minutes from the August 12, 2019 Regular Economic Development Authority Meeting.

Ayes: 4

Nays: 0 Motion carried

B. Claims

Motion by Tourville, second by Dietrich, to approve the disbursements from August 13, 2019 to November 12, 2019.

Ayes: 4

Nays: 0 Motion carried

4. REGULAR AGENDA

A. Consider Approval of 2020 EDA Work Plan

Executive Director Rand summarized the major areas of the proposed 2020 EDA Work Plan, with the first being identifying and supporting smart, high-value growth opportunities. Part of the strategy involves conducting business retention and expansion visits with the City's top 15 employers to determine how best to support their continued growth in our community. She also suggests we establish some 'shovel-ready certified' sites in the City as we are likely missing opportunities by not having ready responses that developers demand for many large headquarters or office warehouses. Ms. Rand would also like to maximize the economic development opportunities along the City's major transportation corridors and improve the riverfront experience along Concord Boulevard and the Mississippi River.

The second part of the work plan is to support the development of a variety of housing types, such as workforce, market-rate, high-density, and senior housing. These will likely require incentives from the EDA/City Council.

The third part of the work plan is continuing to advance a business-friendly approach toward development. To that end, the City is planning on rolling out Cityview Portal this December, which is a software program that allows residents and contractors to apply for and pay for permits online via credit card. Staff would also like to explore the feasibility of electronic plan review for the purpose of improving efficiency, as well as look for other ways to improve the multi-department building permit-site review process. Staff also hopes to work on improving the City's economic development website pages. Ms. Rand opened the discussion for questions and comments.

Boardmember Bartholomew stated regarding a business-friendly approach, he would like to implement a culture of problem solving in which rather than telling a developer no, staff works harder to educate the developer and put forth an alternative to get the project done. This is particularly important in the Northwest Area where flexibility and big picture thinking is necessary.

Executive Director Rand took note and will have that discussion with her staff.

Boardmember Tourville stated that Boardmembers would likely support getting add-ons for Cityview if it would make the process more efficient and less frustrating for the public.

President Piekarski-Krech liked the proposed work plan and asked if the properties with the potential to be shovel-ready were privately held.

Executive Director Rand replied that some were, and some were not. Her preference would be to partner with the private sector.

Boardmember Tourville recommended contacting the CDA towards the first of the year regarding starting a project on Concord Boulevard.

Executive Director Rand advised that the CDA recently indicated they would like to have a project started this spring.

B. Executive Director's Report

President Piekarski-Krech advised that Progress Plus President Jennifer Gale could not attend tonight's meeting.

Motion by Tourville, second by Bartholomew, to receive Ms. Gale's Progress Plus activity summary for the last quarter.

Motion carried (4/0)

President Piekarski Krech asked Executive Director Rand if she participated in the visits with Dakota County Technical College, Inver Hills Community College, etc. to discuss working with businesses to address their talent concerns.

Executive Director Rand replied that up till now the lead with respect to workforce development activities has been the Chamber of Commerce and she has not been directly involved. She noted that moving forward with her own plan for business retention and expansion, the Inver Hills Community College President has committed to joining her on visits. This will be beneficial as they have specialized programs for larger employers that they will want to be responsive of. She applauded President Gale for her extremely active workload last quarter.

President Piekarski-Krech asked if the YMCA had closed their doors yet on their West St. Paul facility.

Executive Director Rand was not sure of the status of their move from the West St. Paul facility into their temporary Inver Grove Heights location.

Boardmember Tourville noted that the Certificate of Occupancy was granted last week for their temporary location.

Boardmember Dietrich asked for clarification of the status of the Opening or Expanding a Business packet.

Executive Director Rand advised that the River Heights Chamber of Commerce created a rough draft of the packet. Inver Grove Heights Community Development staff then provided input on that draft and the hope is to have the final document created by the end of the year. The finished document will be available at City Hall, the Chamber, and will be posted on the City's website.

President Piekarski Krech suggested that information regarding the rules and regulations for home occupations be included in the packet.

Executive Director Rand noted that contact information was included in the packet but stated she would investigate verbiage regarding starting a home business.

5. NEXT MEETING: February 10, 2020 at 5:00 p.m.

Boardmember Tourville advised the EDA of an upcoming MAC meeting and noted that he has been receiving complaints from residents regarding the altitude and number of flights over Inver Grove Heights and people being upset with the resulting increase in noise. He noted that in the past they have been told the City is outside of the noise contour area and therefore do not qualify for funding from the noise mitigation program. However, that may have changed with the increased flights over Inver Grove Heights. He suggested the City Council have a meeting with a MAC representative in early 2020.

Executive Director Rand advised that she regularly attends the bimonthly Noise Oversight Committee meetings and is aware that the flights overhead have increased by 9%. She plans to provide Boardmembers with a summary of NOC activities and noted that currently the cities of Eagan and Edina are building a case to get the FAA to do additional studies and provide solutions with respect to these additional flights. She noted that the City's at-large representative is in Edina.

Boardmember Tourville asked if citizens ever attended the Environmental Commission meetings, which has merged with the City's former Airport Commission.

Executive Director Rand replied that residents are not showing up at Environmental Commission meetings with aviation noise complaints, however, a representative from MAC attended their last meeting to update Commissioners on airport noise and there was at least one interested party who attended that meeting. Perhaps that same MAC staffer could attend a joint meeting with the City Council and the Environmental Commission in early 2020 to hear an update on airport activities. The MAC staff suggests that aircraft noise complaints be filed at www.macnoise.com where they will be recorded and reviewed by MAC and the FAA.

6. ADJOURNMENT: Motion by Tourville, second by Dietrich, to adjourn. The meeting was adjourned by unanimous vote at 6:37 p.m.

City of Inver Grove Heights EDA Operations Fund 290

Budget vs Actual through 12/31/19

Account Description	2019 Amended Budget	12/31/19 Actual	Budget Remaining
Investment Earnings	-	206.52	(206.52)
Operating Transfers In	75,100.00	-	75,100.00
Total Revenue	75,100.00	206.52	74,893.48
Personnel	16,900.00	14,589.23	2,310.77
Prof/Tech Services	82,000.00	16,699.40	65,300.60
Purchased Services	500.00	500.04	(0.04)
Other Purchased Sevices	10,600.00	7,795.40	2,804.60
Supplies	100.00	-	100.00
Total Expenditure	110,100.00	39,584.07	70,515.93
Fund 290 Surplus (Deficit)	(35,000.00)	(39,377.55)	(4,377.55)

Claim on Cash

139,927.91

S.B.



City of Inver Grove Heights

Detail Report
Account Detail

Date Range: 10/01/2019 - 01/31/2020

Fund: 290 - EDA OPERATING

Claim on Cash

Claim on Cash

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
10/01/2019	GLPKT22366	JN10802		Agrees to Previous report ending 9/30/19 Record budget allocations & depreciation - October			-58.33	151858.69 151800.36
10/11/2019	PYPKT01520	PYPKT01520 - PR 10/11,		Packet PYPKT01520: PR 10/11/19 - IFT			-647.44	151152.92
10/25/2019	PYPKT01527	PYPKT01527 - PR 10/25,		Packet PYPKT01527: PR 10/25/19 - IFT			-649.09	150503.83
10/29/2019	APPKT03279	229411		GENESIS EMPLOYEE BENEFITS, INC SEC REI PMT	11063 - TASC GENESIS EMPLOYEE BENEFITS, INC		-0.77	150503.06
11/01/2019	GLPKT22634	JN10934		Record November Allocation & Depreciation			-58.33	150444.73
11/08/2019	PYPKT01532	PYPKT01532 - PR 11/08,		Packet PYPKT01532: PR 11/08/19 - IFT			-647.44	149797.29
11/14/2019	APPKT03312	DFT0010460		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		-11.02	149786.27
11/14/2019	APPKT03312	DFT0010460		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		-548.75	149237.52
11/22/2019	PYPKT01539	PYPKT01539 - PR 11/22,		Packet PYPKT01539: PR 11/22/19 - IFT			-651.53	148585.99
11/26/2019	APPKT03299	229730		RIVER HEIGHTS CHAMBER OF COMMERCE SEC REI PMT	02253 - RIVER HEIGHTS CHAMBER OF COMM		-203	148382.99
12/01/2019	GLPKT22767	JN10971		Record December Allocations & Depreciation			-58.33	148324.66
12/04/2019	APPKT03303	229794		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		-548.75	147775.91
12/04/2019	APPKT03303	229794		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		-11.02	147764.89
12/06/2019	PYPKT01542	PYPKT01542 - PR 12061		Packet PYPKT01542: PR 120619 - IFT			-647.44	147117.45
12/10/2019	APPKT03310	229794		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		548.75	147666.2
12/10/2019	APPKT03310	229794		WELLS FARGO CREDIT CARD ACH SEC REI PMT	11726 - WELLS FARGO CREDIT CARD ACH		11.02	147677.22
12/10/2019	APPKT03312	229881		PROGRESS PLUS SEC REI PMT	01859 - PROGRESS PLUS		-7000	140677.22
12/13/2019	APPKT03314	229910		GENESIS EMPLOYEE BENEFITS, INC SEC REI PMT	11063 - TASC GENESIS EMPLOYEE BENEFITS, INC		-1.01	140676.21
12/19/2019	APPKT03343	DFT0010523		LEVANDER, GILLEN & MILLER P.A. SEC REI PMT	00538 - LEVANDER, GILLEN & MILLER P.A.		-96	140580.21
12/20/2019	PYPKT01548	PYPKT01548 - PR 12/20,		Packet PYPKT01548: PR 12/20/19 - IFT			-651.53	139928.68
12/30/2019	APPKT03331	230034		GENESIS EMPLOYEE BENEFITS, INC SEC REI PMT	11063 - TASC GENESIS EMPLOYEE BENEFITS, INC		-0.77	139927.91
01/03/2020	PYPKT01555	PYPKT01555 - PR 01/03,		Packet PYPKT01555: PR 01/03/20 - IFT			-648.85	139279.06
01/14/2020	APPKT03343	230254		TASC GENESIS EMPLOYEE BENEFITS, INC SEC REI PMT	11063 - TASC GENESIS EMPLOYEE BENEFITS, INC		-0.77	139278.29
01/17/2020	PYPKT01568	PYPKT01568 - PR 01/17,		Packet PYPKT01568: PR 01/17/20 - IFT			-667.1	138611.19
01/31/2020	PYPKT01579	PYPKT01579 - PR 01/31,		Packet PYPKT01579: PR 01/31/20 - IFT			-666.55	137944.64

City of Inver Grove Heights EDA Acquisitions Fund 291

Revenues Over (Under) Expenditures by Project

Project costs to Date as of 12/31/19

Project	Revenues	Expenditures	Revenue Over (Under) Expenditures
E001 - Golf Course Land Purchase	358,578.30	358,578.30	-
E002 - 8195 Babcock Trail	356,905.62	218,405.62	138,500.00
E003 - 6671 Concord	159,962.76	159,985.65	(22.89)
E004 - 6685 Concord	139,523.91	139,546.80	(22.89)
E005 - River Country Cooperative	683,589.14	683,589.14	-
E006 - 6845 Dixie Ave	337,514.90	337,549.64	(34.74)
E007 - 4196 68th St E	228,210.79	228,233.68	(22.89)
E008 - 6639 Concord	518,849.91	525,417.06	(6,567.15)
E009 - 6656 Doffing	-	450.00	(450.00)
E010 - McPhillips	394,215.35	502,141.03	(107,925.68)
E011 - 6863 Dickman Trail	-	3,000.00	(3,000.00)
E012 - 6840 Dixie Ave E	-	21,958.88	(21,958.88)
E013 - 6900 & 6910 Dixie Ave	274,635.74	274,649.84	(14.10)
E014 - 6653 Concord Blvd	217,051.04	217,073.93	(22.89)
E015 - 11025 Courthouse Blvd	-	2,200.00	(2,200.00)
E016 - 11105 Courthouse Blvd	-	2,200.00	(2,200.00)
E017 - 11097 Courthouse Blvd	-	2,200.00	(2,200.00)

Account Balances as
of 12/31/19

(156,046.71)

1,138,500.00

Claim on Cash

E002 - Land Available for Sale

Accounts Payable

E002 - Loan from Host Community Fund for Land Purchase

1,000,000.00



City of Inver Grove Heights

Account Detail

Date Range: 10/01/2019 - 01/31/2020

Fund: 291 - EDA ACQUISITIONS

[291.100.1010199](#)

CLAIM ON CASH

Post Date	Source Transaction	Description	Vendor	Amount	Running Balance
10/31/2019	JN10864	Agrees to Previous report ending 9/30/2019			-155992.99
11/30/2019	JN10960	10/2019 CITY UP		-49.34	-156042.33
12/31/2019	JN11071	11/2019 city up		-2.19	-156044.52
01/31/2020	JN11176	12/2019 CITY UP		-2.19	-156046.71
		1/2020 CITY UP		-49.34	-156096.05

PROGRESS PLUS

ECONOMIC DEVELOPMENT PARTNERSHIP

Report: February 2020

Economic Development Activities

Events/meetings:

- Met with Dakota and Scott County staff, workforce board, chamber presidents and IHCC to continue conversations about ED activity and support in Dakota and Scott County.
- Met with Dakota County CDA about IGH projects
- Followed up on many inquiries for the Hardman Court Properties in South St Paul.
- Met with a group wanting to explore storage in Inver Grove Heights. Referred them to the city staff for zoning information.
- Followed up with CEO of existing community company on their relocation plans from previous meeting.
- Continued to facilitate meetings with State Representatives and YMCA representatives to discuss the long-term plans for the YMCA permanent location.

Marketing:

- Progress Plus has Published “Opening or Expanding a Business” packet and made it available to Inver Grove Heights staff. We have connected with South St. Paul to begin their publication edits.
- Progress Plus and River Heights Chamber marketed the Open to Business workshop in Eagan and hope to cohost future events in our footprint.

Inquiries:

- Met with the owner of Onyx Industries for the second time on their relocation efforts from Hastings.
- Met with Summit Funeral about their fast growth trajectory in the former Wakota Bank Building.

Additional information:

Served on the GrowMN strategic Advisory Committee for their 3 planning sessions to refine the overall vision and outcomes of the program as it continues in the future.

The Grow Minnesota!® Partnership administered by the Minnesota Chamber in partnership with over 90 local chambers and economic development entities will soon be entering its 17th year of operation. Since Minnesota businesses continue to change and evolve, so must Grow MN!. They set their sights to embark on a strategic planning process that will them to continue to improve the program, provide more value to our partners, and be the best ongoing business retention program in the state. To date, Grow MN! is the only program in the state and the country that operates in the way it does.

Progress Plus was invited as a key stakeholder to engage in the process as a member of the Strategic Planning Group. Invited leaders represented diverse sectors including, business, economic development, and local chambers. Mike Martiny, chief revenue officer HRA IQ and Minnesota Chamber Board Director chaired the group and facilitated the planning sessions. The results of the initial SWOT session are below. The concluded information will be available this spring along with the suggested revisions to the program.

STRENGTHS

- Statewide
- Database
- Public/private Partnership (3)
- Inclusivity
- Flexibility (strategic partners on visits)
- Connecting dots (for businesses)
- Evolution of the program to bring in more diverse entities
- Solution provider (4)
- Leadership
- Starting at 1:8 assisted, now assisting 1:4 (3)
- Going after businesses that can grow
- Making that direct contact with the business

WEAKNESSES

- Bringing in cities
- Coordination of all the parties who should be involved
- Training/onboarding system
- The idea that it has to be a one-on-one, hour-long visit
- Words matter, ex: no business wants their "data collected," ex: increased profitability vs. reduced costs
- Not diverse enough in data collection
- No system of follow-up (or strategy) (4)
- Lack of information sharing from those that are all doing this kind of work
- All (most) visits going to Chamber members
- Resource constraints
- Survey might be too long or too invasive without an existing relationship
- Duplication of effort
- Not clear what are the most important metrics or outcomes?
- Segmenting the success metric
- How we're sharing the successes
- Not leveraging the diversity of partners doing this work

OPPORTUNITIES

- Bringing in city officials/elected
- Be more structured in the engagement
- Creating a diverse committee (understanding where/when different people should be involved) (4)
- Overarching marketing/method for communicating the value provided
- Meet with League of MN cities to think about partnering/data sharing
- Information sharing/data management
- Additional data collection partnership (9)
- "thank you" to businesses for participating
- Getting the information to the right people at the state level
- Communicate the strengths of Grow MN (9)
- Onboarding visit members for successful outcomes
- Getting businesses to understand the value
- Using existing data to help businesses at the outset
- Segmentation of data based on demographics, extend more invitations to underrepresented groups

THREATS

- Value for the business (how to get into more businesses)
- Resource constraints: time, money
- More entities doing these sort of visits (cities, utilities, etc)
- Not showing how much we care
- Succession planning
- Reactive vs. proactive

- Are there other ways we can make these “touches” (ie instead of/in addition to one-on-one visits)
- Grow MN! app for data collection
- Aggregate reporting/anonymous
- Strategy (funnel) to better prioritize



2019 Annual Report Inver Grove Heights Convention & Visitors Bureau

Mission: To market and promote Inver Grove Heights to visitors; to maintain and stimulate the community's economic vitality.

Vision: To generate measurable lodging tax growth and tourism and hospitality related economic impact for the City of Inver Grove Heights.

CVB Purpose: The purpose of the CVB is to market and promote the City as a tourist destination.

Job Responsibilities: The Director is responsible for implementation of the policies and management of related marketing activities set forth by the Inver Grove Heights CVB Board of Directors. Both the Director and the Board are responsible to support the CVB's mission to market and promote the City of Inver Grove Heights to visitors to maintain and stimulate the community's economic vitality.

The Director is responsible for all contracts, memberships, communications, marketing and promotions, meetings and events for the Inver Grove Heights CVB. The Director will lead the CVB toward advancing its mission by creating new project initiatives, fostering innovation, leveraging resources and establishing/maintaining partnerships with industry professionals and community organizations to enhance the CVB and community of Inver Grove Heights.

Tourism in Minnesota: *Tourism in Minnesota is a \$15.3 billion industry adding nearly a billion dollars in sales tax revenues and providing over 11% of all private sector jobs. In Dakota County, \$933 million in gross sales are generated, \$61 million in sales tax and 18,000 jobs. – Explore Minnesota Tourism*

2019 CVB GOALS & RESULTS

GOAL #1: Discover Sales Opportunities

Sales & Promotion

RESULT: The CVB exhibited at Explore MN Travel Planner Luncheon on May 7, Midwest Travel Network Conference June 13-15 and Minnesota Field Trip Library Expo on August 13, 2019 which resulted in gathering contacts of 800 travel planners and bloggers for email promotion.



While at these tradeshows, the goal was to establish a presence and actively promote Inver Grove Heights as a travel destination.

Group Sales

RESULT: On March 18, the CVB presented to the Inver Grove Heights Hockey Association (IGHHA) Board to educate them about what the CVB does. By working with the board, they enabled VisitIGH to promote IGH hotels and restaurants on the IGHHA tournament website.

Wedding Promotion

RESULT: The CVB established a partnership with Southview Country Club in West St. Paul to include a hotel flyer (below) for wedding packets and drive hotel blocks to IGH hotels. Venues have been added to the VisitIGH.com website with a wedding specific page to follow in 2020.



Leisure Travel Promotion

RESULT: The Midwest Travel Network blogger conference resulted in three travel writer site visits with social and blog posts after each visit. Below is an example of one travel blog post.



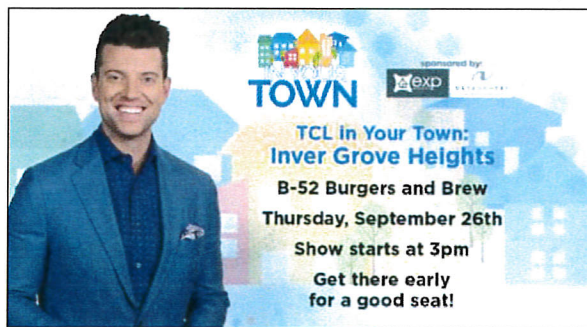
GOAL #2: Increase awareness of CVB and Destination

Appointments and Events Attended

RESULT: From January 14-December 31, the CVB participated in **59 appointments consisting of meeting with local corporations/client lunches/vendor appointments and 55 events/meetings/conferences** consisting of chamber events, Explore Minnesota Tourism Conferences and Minnesota Association of CVBs events.

Press Opportunities

RESULT: The CVB secured Twin Cities Live which highlighted several venues, residents, and businesses over the course of a week culminating in a live broadcast at a local restaurant with interviews of local businesses owners and the Mayor of Inver Grove Heights.



New Visitor Guide

RESULT: The CVB designed a new visitor guide in 2019 with local content as the primary focus, along with features from local business owners. This was a change from previous guides.

4,000 visitor guides were distributed through the Mall of America brochure program, Explore Minnesota state welcome centers, and individual online requests.



GOAL #3: Maintain Digital Advertising

NCAA Final Four Campaign

RESULT: Self-administered Facebook campaign (below). \$200 budget. Reached 15,000 people, 150 link/photo clicks, 60 entries during campaign March 29-April 4. Targeted geography of final

eight universities in tournament with lodging package giveaway. Participants submitted contact information on VisitIGH website form. The winner, Brady Hill from Dallas, TX (below) shared the winning announcement on his Facebook, which accrued 50 comments and 100 likes.



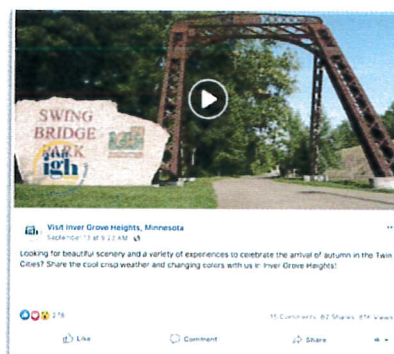
Minnesota State Fair Campaign

RESULT: AdTaxi (Pioneer Press) vendor. \$1,250 budget. AdTaxi ran lodging package campaign through Explore Minnesota Tourism Facebook page, targeting midwestern states for out-of-town travel excluding 30-mile radius of Inver Grove Heights. Reached 80,000 people, 1,500 link clicks, and 159 likes, and 16 shares that drove users to the VisitIGH hotel booking page. We also shared our “2019 State Fair Preview” blog to complement the campaign.



IGH CVB Promotional Video

RESULT: AdTaxi (Pioneer Press) Vendor. \$5,000 budget. AdTaxi ran a fall campaign for Sept. and Oct. split between month and platform—Facebook and Programmatic Display, as an ad before YouTube video. 30 second video and 10 second video campaign focused on out-of-state geographic area, demographic 25-54 ages, and behavioral based on overnight searches. The video resulted in a total of **81,000 views** including 62% watched to completion, 8,600 clicks to VisitIGH website, 541 likes, 30 comments and 100 shares.



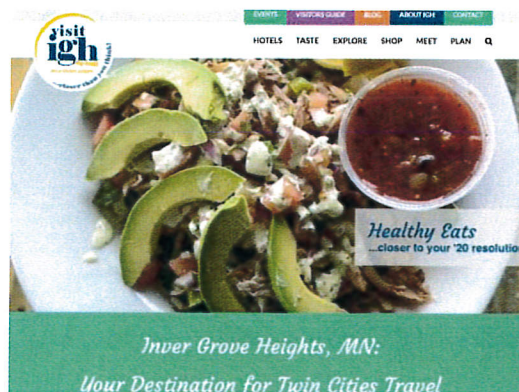
GOAL #4: Grow Website/Social Media Presence

Promoting Homegrown Content

RESULT: Homegrown content and images are now the primary focus on all platforms. Taking more photos and video of local attractions, etc. will be ongoing. VisitIGH website and social media (Facebook) are the primary marketing platforms, in addition to fresh blog content.

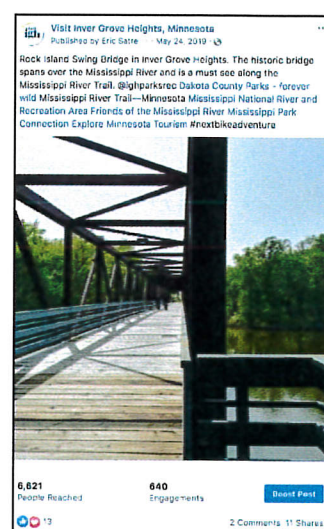
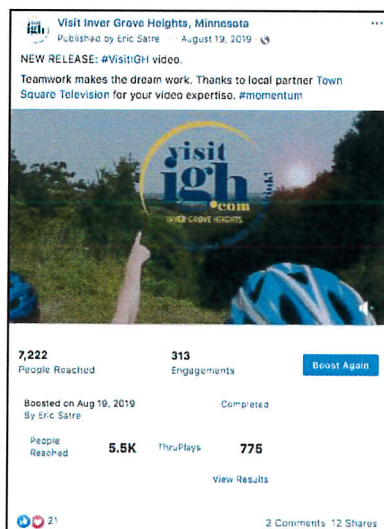
VisitIGH.com WEBSITE

RESULTS: VisitIGH website traffic was down 12% from 2018 to 2019. Local markets of Minneapolis/St. Paul declined but there were significant increases from Madison, WI, among other regional cities as our target audience was out-of-town visitors. In 2018, website traffic peaked at 1,489 users on Sept. 8, while 2019 peaked at 1,090 users on Oct. 12.

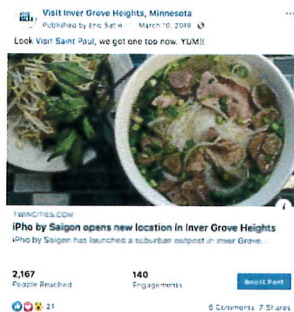


@VisitIGH SOCIAL MEDIA

RESULTS: Facebook likes/followers increased 7% from 2,622 to 2,829 from January 1, 2019 to January 1, 2020. In 2019, the posts with the best reach were Final Four Lodging Campaign (reached 14.6K users), VisitIGH video (7.2K), and Swing Bridge image (6.6K)

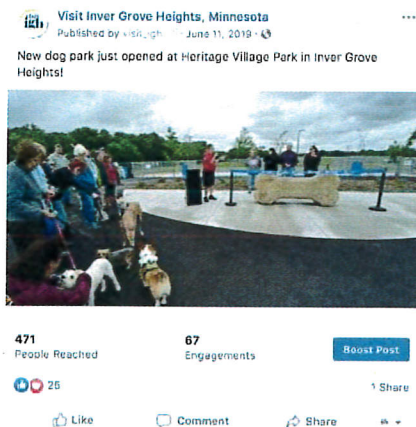


Other top posts in 2019 included:



Promoting Local Events

RESULT: By attending IGH Days, Holiday in the Heights, Food Truck Days, grand openings and ribbon-cutting events VisitIGH took photos and promoted them on social media channels. The CVB partnered with city and chamber communication staff to promote these events.



2020 Projects and Initiatives:

Marketing Destination

- The CVB Board decided to heavily promote our destination to major state and national events this spring (a non-peak season) including: NCAA Wrestling Championships in Minneapolis, and Minnesota State High School League (MSHSL) Girls' and Boys' State Hockey, State Wrestling, etc. These efforts will be similar to what we did for the 2019 Final Four, and will be used to attract fans to our hotels.

Goal: Increase hotel occupancy by 5% in March and April.

Promotional Video

- Town Square Television produced a 30 second spot for the CVB last year highlighting the summer season in Inver Grove Heights. This year, we're currently working on a winter video that will be finished in March. This will be used for future promotion with a focus on winter events and outdoor recreation.

Goal: The video will result in 50,000 views on YouTube.

Sales Efforts

- As a sales and marketing organization, the local hotels want the CVB to be involved in efforts for increasing business travel and group travel to Inver Grove Heights.

Goal: The CVB will make visits to local corporations on a quarterly basis.

Tourism Map

- The CVB is developing a tourism map highlighting hotels, restaurants, parks, landmarks, Mississippi River, and other visitor-requested businesses (urgent care, etc.). These maps will be finished this spring/early summer so hotel front desk staff can hand them out to visitors and reference our local businesses.

Goal: 2,500 maps distributed at local hotels, local corporations, and VMCC for out-of-town visitors.