Richfield Tourism and Promotion Board Agreement
History and Structure

• City’s agreement with RTPB dates from its creation in 1990
• Funded by a 3% lodging tax levied by the City-$251k last year
• Governed by a 5 person Board
  – 3 hotel representatives
  – 1 chamber representative
  – 1 community representative (recent addition)
Structure

- City Promotion and Marketing Goals
- City Lodging Tax

RTPB Bylaws

- RTPB Board
- RTPB contracts/spending

Agreement

Planning & coordinating Richfield’s promotional activities
Promotion of the City’s hospitality association

More visits to Richfield to stay, dine and play
Opportunity to do more

• Hottest Twin Cities Housing Market Still is Richfield – StarTribune Feb 2018

• Richfield Development Boom in Full Swing – StarTribune Sep 2018

• Richfield is cool – CITY PAGES Apr 2019
New promotions → more interest

• Almost as much social-media traffic generated in July alone as in January-June

• Surpassed 2019 goals for Engagement and Traffic & close to the 2019 goal for social-media impressions

• Parks and food are the big interest-generators

• Restaurant guide is our most popular webpage; was the highest in April, May, and August
Best practices

• Collected information from 5 other tourism bureaus
  – More city representation
  – More citizen and business representation
  – Do not directly reimburse hotels for expenses
  – Regular review or expiration dates
  – Clear scope of services & reporting
Strengthening our agreement

• Incorporate a review period or expiration date, possibly every four years
• Include a specific scope of services, including goals & progress indicators
• Expand the RTPB board to include city representation, additional citizen and general business representation: all members to serve staggered terms and be appointed by the Council (current requirement)
Strengthening our agreement

• Include the RTPB board structure, recruitment and appointment process in the agreement

• Develop and include a process to work with a city liaison on annual work plan, financial and performance reporting requirements
Next steps

• Work with City Attorney & RTPB to update the agreement

• Incorporate recommended suggestions to strengthen the agreement
Comments and Questions?