



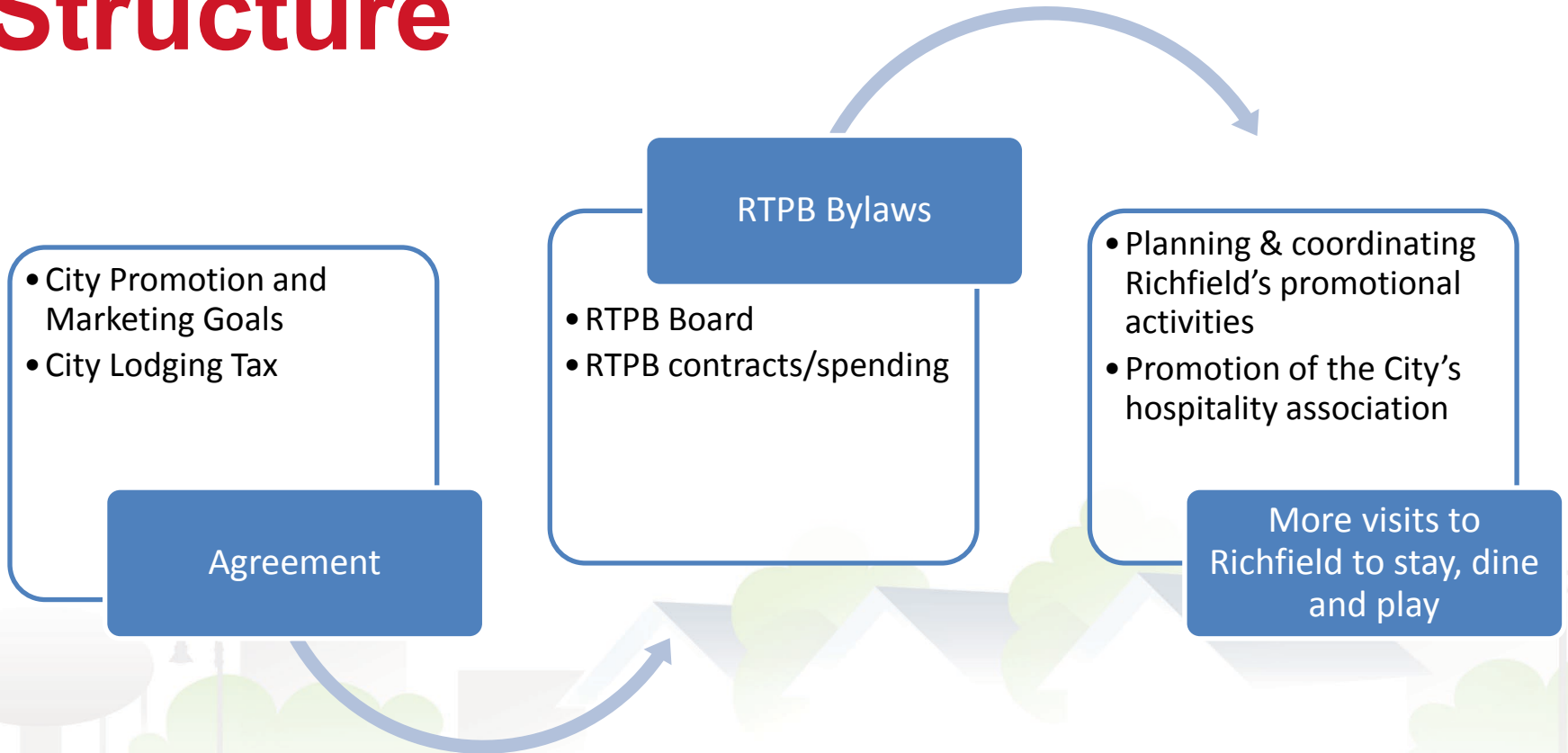
Richfield Tourism and Promotion Board Agreement



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



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?

