

Connecting Our City 2001 Annual Report



Mission Statement

The Saint Paul Convention and Visitors Bureau markets the greater Saint Paul area to out-of-town visitors, advocates for visitor needs and links our community with visitors.

Saint Paul Convention and Visitors Bureau

Founded in 1929, the Saint Paul Convention and Visitors Bureau is a 501(c)(6) nonprofit membership organization that serves as Saint Paul's official contact point for meeting planners, tour operators and individual visitors. The Bureau also manages a 501(c)(3) educational foundation to further the profession of destination marketing.

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On behalf of the Saint Paul Convention and Visitors Bureau, a special word of thanks to the Board of Directors and for all the talent, energy and time that was given during 2001.

Board of Directors

Chair
Immediate Past Chair
Vice Chair
Treasurer
Secretary
Rep. to RiverCentre Authority
Rep. to Joint Powers Exec. Comm.
President and CEO

Katie Lewis *Anchor Trust*
 Robyn Hansen *Leonard, Street and Deinard*
 Darrel Bunge *Minnesota Petroleum Council*
 Chuck Paton *The Saint Paul Hotel*
 William Cosgriff *Briggs and Morgan*
 Robyn Hansen *Leonard, Street and Deinard*
 Michael Brunkow *Radisson Riverfront Hotel Saint Paul*
 Tom Getzke *Saint Paul Convention and Visitors Bureau*

Board Members

Richard Anfang *Building and Construction Trades Council*
 Lou Bellamy *Penumbra Theatre*
 David Block (ret.) *The Saint Paul Companies*
 John F. Bruder *Minnesota Life*
 Bruce Chesin *Holiday Inn Saint Paul East*
 Don Del Fiacco *RiverCentre Authority*
 Dave Fernald *Ecolab, Inc.*
 Nigel Finney *Metropolitan Airports Commission*
 Susan G. Franson *Northwest Airlines*
 Martha Fuller *Office of the Mayor, City of Saint Paul*
 Doug Hennes *University of Saint Thomas*
 Kathy Lantry *Saint Paul City Council Ward 7*
 Gregory Mazanec *Saint Paul Pioneer Press*
 Johanna Mohwinkel *Family Service, Inc. - FSER*
 Rafael Ortega *Ramsey County Commissioner*
 Daniel N. Parker *White Way Cleaners / GABA*
 Frank Pazlar *Minnesota Utility Investors*
 Jim Peterson *Science Museum of Minnesota*
 Carleen K. Rhodes *Minnesota Children's Museum*
 Jaye Rykunkyk *H.E.R.E. Union Local No. 17*
 Chris Sagstetter *Ordway Center for the Performing Arts*
 Dale Swenson *3M*
 David Thompson *Vine Park Brewing Company*
 Mary Jo Woolf *Xcel Energy*



Katie Lewis has served on the Board of the Saint Paul Convention and Visitors Bureau since 1998.

Katie Lewis, Chair

It has been a privilege to serve as Chair of the Board during the Saint Paul Convention and Visitors Bureau's 73rd anniversary year. I am proud to have had the opportunity to provide leadership and vision to such a dynamic organization.

Reflecting on our 2001 theme of Opening the Door to Opportunity, I first want to thank all of the dedicated individuals who contribute so much to the ongoing growth and success of the Saint Paul Convention and Visitors Bureau. The talent and contributions of our board, elected public officials, organization partners and hospitality industry leaders continues to create expanded opportunity for Saint Paul's convention and visitor industry.

Second, I want to thank the members of the Bureau who invest so much of their time and resources to supporting the mission of the Bureau. In 2001, Bureau members contributed nearly 25 % of the total operating budget of the organization. This significant contribution clearly shows the strong private sector support of the public investment of hotel/motel tax made in the Bureau.

Finally, I want to recognize the outstanding contributions of the professional staff of the Bureau who work so well as a team to

position Saint Paul as a leader in the Midwest convention and visitor market. Together, the Bureau staff has over 75 years of experience in the destination marketing profession.

The Bureau exists to provide business opportunity yielding positive economic impact for Saint Paul. To do this, the Bureau works hard to market our area to out of town visitors who come to Saint Paul to experience conventions, group tours, business trips and family vacations. Our mission is clear and our focus is squarely on the future growth of Saint Paul's convention and visitor industry.

Much of the Bureau's success is based on the principle that excellence is achieved through hard work, professionalism, accountability and strategic planning. Every effort is made to make sure the Bureau is judiciously using its resources to provide the maximum return on investment for our local convention and visitor industry.

With the ongoing strong support of the private and public sectors, the Bureau will continue to provide impressive results for its members and for the City of Saint Paul.

Board of Director Accomplishments in 2001

- ◆ Provided visionary leadership that supported the mission of the organization.
- ◆ Established high standards for staff performance.
- ◆ Communicated on a regular basis with elected public officials.
- ◆ Fostered stronger relationships with partner organizations in the community.
- ◆ Reinforced financial and judicial leadership to insure organization strength.



Tom Getzke has served as president and CEO of the Saint Paul Convention and Visitors Bureau since July of 2000.

Tom Getzke, President & CEO

Serving as president of the Saint Paul Convention and Visitors Bureau is a rewarding and challenging task. It is a position that brings with it great responsibility and the need for constant commitment to the mission of the organization.

The position is rewarding because I have the opportunity to work every day with an outstanding staff, an engaged board, an energized membership and some of the best convention facilities and visitor attractions in the country. As I travel to other cities and visit with my peers in the Bureau industry, I am convinced that Saint Paul has a convention and visitor product that is second to no other United States city our size.

The position is challenging because of a changing local and national economy, a declining business and leisure travel industry, new emphasis on safety issues and the ever-present need to do more marketing with fewer financial resources. To meet these challenges, the Bureau will work even harder to be competitive, innovative and proactive to achieve short and long-term success.

In 2001, the staff of the Bureau provided strong leadership by implementing a strategic sales and marketing plan that was targeted, measurable and results oriented. Staff

performance remained high in 2001 due to a commitment to exceed all performance goals.

Highlights of 2001 include the launch of the Bureau's technology enhanced web site, a record number of convention sales leads sent to member facilities, a strong summer for tourism thanks to the Charlie Brown promotion, a record number of published travel stories on Saint Paul, the largest number of Bureau members ever and the return of the March tournaments to Saint Paul.

Our theme for 2002 is "Connecting our City" which serves to identify the many ways that the Bureau works to establish connections that create opportunity. More opportunity will allow the Bureau to develop new strategies to overcome the challenges facing the local convention and visitor industry.

Connections are the key to the future of our organization. The more the Bureau connects with meeting planners, tour operators, overnight visitors, travel agents and media representatives...the more the Bureau will be able to drive new business to our city. Connecting Saint Paul is what the Bureau is all about!

Staff Accomplishments in 2001

- ◆ Achieving a majority of all performance goals for the year.
- ◆ Completing all major projects of the sales and marketing plan.
- ◆ Implementing innovative marketing programs to create more short-term results.
- ◆ Growing the brand of Saint Paul to new national and international markets.
- ◆ Accomplished a high rate of return on the public/private investment in the organization.



The Bureau Team

Administration and Finance

Tom Getzke *President and CEO*

Jill N. Larson *Vice President of Finance/Administration*

Jan Nelson *Executive Coordinator*

Joe Falzone *Delivery Coordinator*

Communications

Amanda Engquist *Vice President of Communications*

Pat Laurel *Publications and Graphics Coordinator*

Tammy Schlottke *Communications Coordinator*

Convention Sales and Services

Julie Larson *Vice President of Convention Sales & Marketing*

Lorie Bushaw *Director of Convention Services*

Leanne Lehn *Convention Sales Manager*

Barb Madigan *Convention Sales Manager*

Shannon Hirstein *Convention Sales Manager*

LaVonne Condrad *Convention Sales Coordinator*

Membership

Mary Shannon Mallowney *Director of Membership Sales/
Community Relations*

Tourism

Brad Toll *Vice President of Tourism*

Tom Brock *Tourism Marketing Manager*

Mark Dziuk *Group Tour Sales Coordinator*

As far as teams go, the Saint Paul Convention and Visitors Bureau has one of the best in the United States. Team members work in five united departments:

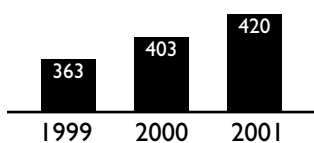
- ◆ Administration
- ◆ Communications
- ◆ Convention Sales
- ◆ Membership
- ◆ Tourism

The Bureau's 17 member team aggressively markets the greater Saint Paul area to out-of-town visitors, advocates for visitor needs and links the community with visitors.

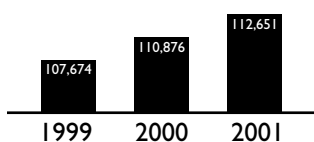


Thousands of collectors gathered in Saint Paul for the 25th Anniversary of Department 56. The Minnesota-based company was awarded the 2001 Convention of the Year by the Bureau for its outstanding use of Saint Paul as a meeting destination.

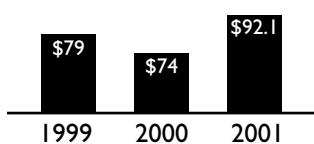
SALES LEADS



ROOM NIGHTS



ECONOMIC IMPACT (Millions)



Convention Sales and Services

By focusing staff and marketing programs directly at prospective regional and national meeting planners, the Convention Sales Department implemented a detailed 2001 brand-building plan to raise awareness of Saint Paul and the complete convention and meeting facility package offered by our destination.

The 2001 Sales and Marketing Plan identified specific marketing opportunities that capitalized on the remarkable renaissance in Saint Paul. Throughout the year, the department implemented a series of marketing strategies and sales objectives to meet its performance goals.

The department expanded its sales force by adding one national sales manager, worked directly with business leaders in the community to encourage their support of national convention bids, coordinated a year-long advertising campaign with RiverCentre and hosted a record number of meeting planners on local site inspections.

By selling directly to prospective meeting planners, the department was able to efficiently sell both large, multi-property conventions as well as small, single property meetings. A ratio of 70 % small meeting bookings to 30 % large convention bookings was achieved in 2001. A record total of 138 new meetings and conventions were booked

in 2001 for future years representing over \$92 million in economic impact to Saint Paul.

Major convention bookings in 2001 include: American Association of Bovine Practitioners, 2006; Super Valu Stores, 2002; American Association of Public Health Dentistry, 2003; American Association of Highway and Transportation Officials, 2002;

National Flute Association, 2004; and the NCAA Division III Track and Field Championships in 2002.

A coordinated effort by the Bureau, Port Authority of Saint Paul, RiverCentre Authority, Ramsey County and the City of Saint Paul resulted in the May, 2001 ground breaking for the new Connection from RiverCentre to the skyway system. This new sales tool will enable the department to sell our destination



Midwest Poultry Federation at Touchstone Energy® Place, March 2001.

to meeting planners who otherwise wouldn't have considered Saint Paul as a convention site.

The department worked directly with Gov. Ventura to co-host meeting planners in Washington DC, traveled to Philadelphia for the American Society of Association Executives Annual Meeting, partnered with the Minnesota Wild to host meeting planners in Denver at an NHL hockey game and attended a major meeting planner trade show in Chicago.



Department 56 25th Anniversary Celebration in Rice Park, August 2001.

Convention Services

In 2001, the Convention Services Department provided state-of-the-art planning assistance to 144 meeting planners who were responsible for bringing 104 conventions and 92,720 convention delegates to Saint Paul. The Bureau estimated economic impact for Saint Paul from convention delegates in 2001 at over \$70 million.

The department worked hard to provide assistance for the delegates before and during their visit to Saint Paul. The Bureau maintains a 24-hour toll

free visitor information phone service that enable staff to respond with visitor information packets. On-site convention delegate information desks, delegate welcome packets, visitor maps and brochures, restaurant information and arts/entertainment guides are also part of the service provided by the Bureau.

An excellent example of the many ways that the Bureau worked to link visitors with Bureau members is illustrated by the August, 2001 Department 56 Annual Meeting. This major corporate convention brought over 3,000

Department 56 collectors and dealers to our city and generated \$2.9 million in economic impact. Bureau members benefited by contracting tour services, audio-visual equipment, printing, floral, transportation, catering, photography, security services and trade show decorating for the event.

Other major conventions and events in 2001 included: MSHSL Tournaments, March; WCHA Championships, March; Society for Bio-Materials, April; American Probation and Parole Association, August and Association of Minnesota Counties in December.

Convention Sales Success in 2001

- ◆ Produced 420 sales leads; up 4% from 2000 and 15% from 1999.
- ◆ Confirmed 112,651 hotel room nights; up 1.5% from 2000 and 4.4% from 1999.
- ◆ Attended 14 regional and national trade shows to promote Saint Paul directly to meeting planners.
- ◆ Advertised in 13 regional and national meeting planner trade magazines.
- ◆ Sent over 4,500 pieces of direct mail to targeted meeting planners.



Charlie Brown fans from 59 countries and all 50 states, an estimated 700,000 visitors in all, flocked to Saint Paul in 2001 for the photo opportunity of a lifetime.

Tourism

By implementing traditional as well as innovative, short-term tourism marketing programs, the Tourism Department met 2001 staff performance goals for attracting regional overnight leisure visitors, group motor coach tours and international visitors to Saint Paul.

Visitors requesting information packets from the Bureau shattered goals in 2001, resulting in a 31 % increase over 2000 in visitor requests for Bureau visitor information. That number of visitor inquiries resulted in a record number of 20,921 information packets sent by the Bureau to prospective visitors.

An estimated 700,000 day and overnight visitors came to Saint Paul for the 2001 tribute to Charles M. Schulz featuring Charlie Brown. The Bureau provided leadership by partnering with other organizations and the City to coordinate the program as well as sponsor the Snoopy Doghouse Information Center on Ecolab Plaza. The Doghouse, staffed completely by volunteers, distributed information and Charlie Brown maps to over 25,000 visitors.

In 2001, the department organized an existing group of visitor attraction information desks to form the Saint Paul Visitor

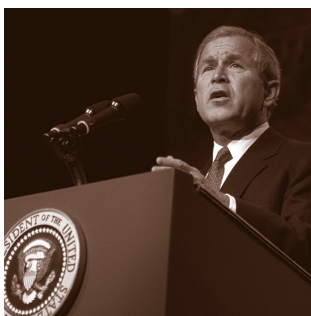
Information Center Network. This innovative program provided a cost-effective solution to assisting the growing number of Saint Paul visitors who need information. The Bureau provides information desk staff training, city tours, information manuals, a weekly top 10 list of things happening in the city and overall coordination of the Network. To date, there are 8 official information desks in the Network, with more planned for 2002.

In addition, the Bureau formed the Saint Paul Tourism Task Force to help our local industry respond quicker to fast changing visitor markets. The Task Force met monthly to implement a team approach to attracting family and group business resulting in a united sales effort in selling Saint Paul as a destination.

In 2001, the Tourism Department attended a total 16 national, international and regional conventions, trade shows and sales trips promoting Saint Paul. Vice President of Tourism Brad Toll completed successful sales missions to Norway, Iceland and the United Kingdom. The Bureau also worked closely with a tourism sales representative based in Japan.

Tourism Department Success in 2001

- ◆ Organized Saint Paul's major arts and visitor attractions to form the Saint Paul Tourism Task Force to coordinate marketing efforts and achieve maximum results.
- ◆ Formed the Saint Paul Visitor Information Center Network. This innovative program resulted in the Bureau organizing 8 existing visitor information desks into one network.
- ◆ Surpassed by 6% the 2001 goal for motor coach group tour bookings at Bureau member visitor attractions by confirming 225 motor coach bookings.
- ◆ Visitor use of the Bureau's award winning lodging/attractions/dining visitor package discount brochure, the Saint Paul Fun Pass, increased 11% over 2000 to a record 4,143 visitor uses in 2001.
- ◆ Conducted two STAR and NOVA customer service training seminars.



The Communications Department worked directly with the White House, Secret Service and the National Press Corps to help orchestrate the May 2001 visit of President George W. Bush to Touchstone Energy Place. Bureau staff assembled over 200 press kits in less than 4 days and also staffed the registration tables.

Communications

The Communications Department enjoyed an extremely active year in 2001 by placing special emphasis on promoting the Charlie Brown Around Town celebration, the May groundbreaking of the underground skyway Connection, production of convention and visitor publications and development of the Bureau's state-of-the-art web site.

The department tracked press clippings and sound bites of Saint Paul events, conventions, festivals and attractions to achieve \$3.2 million (over \$1 million more than the 2001 goal of the department) of free Saint Paul publicity. The return of the MSHSL March tournaments, Charlie Brown Around Town, President George W. Bush's visit to Touchstone Energy Place and some major summer conventions helped to generate media coverage.

In 2001, a total of 583 news articles relating to Saint Paul appeared in publications around the world.

The department set a goal in 2001 to completely upgrade many of the Bureau's most popular convention and visitor publications. The Bureau's 2001 Visitor and Vacation Guide was one publication that received a complete cosmetic make-over in 2001. The

new 64-page brochure was an instant success receiving high compliments for its fresh, new look. Soon after, the department completed three issues of a newly designed Saint Paul Calendar of Events.

In all, 2001 production of major publications, small collateral brochures and advertisements increased 45 % over 2000 figures while allowing Bureau staff to better control costs, distribution and content of the publications.

The Bureau's new state-of-the-art web site, www.stpaulcvb.org, is used as a planning tool for visitors and a selling tool for Bureau staff. The new site allows Bureau staff to instantly update information, post new visitor packages, feature major events in Saint Paul and link all of the Bureau partners together under one web site location.

Media and communications partnerships with the City of Saint Paul, Capital City Partnership, Minnesota Office of Tourism, Riverfront Corporation and many Bureau visitor attraction members proved invaluable as the organizations joined forces to work together to promote all the great reasons to visit Saint Paul.

Communications Department Success in 2001

- ◆ Nearly 25% of the \$3.2 million in ad values generated by the department were a result of Charlie Brown Around Town. The tourism frenzy surrounding the world's most lovable Blockhead was a huge media success for the City and for the Bureau.
- ◆ Vice President of Communications Amanda Engquist joined Mayor Coleman and the Capital City Partnership to promote Charlie Brown Around Town during a "Fly-Around" to Rochester, Duluth, Bemidji, Alexandria and Moorhead.
- ◆ With so much to report from Saint Paul, the Communications Department released 72 media alerts to local, national and international media. That's 11 more than the number of press releases issued in the past two years combined.



Director of Membership Mary Shannon Mallowney works to promote stronger connections between Bureau members and visitors. By doing so, she makes a statement that the Bureau is committed to creating value for its members.

Membership

The Membership Department advances the mission of the Saint Paul Convention and Visitors Bureau by promoting members and linking visitors to area businesses and the community. The department reached its 2001 objectives by engaging members in the marketing of Saint Paul's convention and tourism industry, developing and promoting business opportunities and communicating relevant industry information to members.

The department expanded the Bureau's membership base by 11 % in 2001 from 365 to 410. Support from these members allows the Bureau to expand marketing and sales programs and produce visitor information. With membership growing at a rapid pace, the Bureau continues to be the largest membership organization specifically serving the hospitality business community in Saint Paul.

Total revenue generated by the department in 2001 was \$457,811.29, which exceeded by 26 % the 2001 department goal of \$363,500. Private sector membership investment in the Bureau accounted for nearly 25 % of the total Bureau budget. Membership investment in the Bureau includes: membership dues, event sponsorships, in-kind contributions, seminar income and advertising income.

In 2001, the department took pride in its aggressive membership retention program. Setting a goal to retain 80 % of the membership base, the department actually achieved a retention rate of 81.5 %. In retaining more members, the department emphasized the importance of making connections and building partnerships between members as well as the importance of being listed in Bureau publications and on the Bureau's new state-of-the-art web site.

Networking events such as Breakfast with the Bureau, PM Connection, the 2001 Annual Meeting and the 2001 Holiday Reception all contributed to the overall value of being part of the Bureau's membership program. The department worked hard to increase the number of membership networking events in 2001 and the results were proven by increased attendance for all of the events.

The popularity of the Bureau's membership networking events has allowed members to host the events and showcase their business and services. It's a win-win for everyone involved. Members agree that the events are a great way to stay connected with the Bureau and connected with the latest news on the growing hospitality industry of Saint Paul.

Membership Department Success in 2001

- ◆ The Membership of the Bureau grew by 11% to a record 410 members in 2001 and the department worked hard to connect all 410 members to the thousands of visitors who came to Saint Paul. Through Bureau publications and the web site, Bureau members were able to advertise and connect with clients and visitors locally, nationally and internationally.
- ◆ Membership in the Bureau is truly about partnerships. In 2001, the Saint Paul Farmer's Market sponsored "new member baskets" containing Minnesota-grown products. The baskets were delivered to all new members as a way of saying thank you for your membership support of the Bureau.



The Padelford Packet Boat Company has partnered with the Bureau on many occasions, from PM Connections to FAM tours. This spring, the boats were the site for the 2001 Membership Drive. More than 200 prospective members were called and asked to consider joining the Saint Paul Convention and Visitors Bureau.

Connections + Partnerships = Results

The 2001 Sales and Marketing Plan of the Saint Paul Convention and Visitors Bureau established an aggressive list of projects and performance measurements. The staff of the Bureau worked in partnership with a variety of individuals and organizations to achieve the goals and meet the sales, marketing and

customer service needs of the local convention and visitor industry.

By connecting Saint Paul in 2001 with meeting planners, tour operators, travel writers, Bureau members and overnight visitors, the staff of the Bureau was able to generate some very impressive results.

For 2001

- ◆ 104 conventions brought over 92,000 delegates to Saint Paul representing over \$70 million in delegate spending to our local economy.
- ◆ Over \$457,000 was contributed to the Bureau by members including \$117,000 that was given as in-kind donations.
- ◆ 583 travel stories representing over \$3.2 million of free advertising appeared in publications around the world promoting conventions and tourism in Saint Paul.
- ◆ 282 group tours included Bureau member visitor attractions, hotels and restaurants on their itinerary stops.

For future years

- ◆ A record 420 convention sales leads were sent to member facilities.
- ◆ 138 conventions and meetings were booked, including 70% of new bookings for single hotel members and 30% for RiverCentre and multiple hotels.
- ◆ Over 112,000 future hotel rooms were booked representing a future impact of over \$92 million to our local economy.
- ◆ 323 group tour leads were sent to member visitor attractions, hotels and restaurants.
- ◆ The Bureau hosted 191 convention planners and group tour leaders on site inspection trips of Saint Paul.

Assistance to visitors

- ◆ A record 20,921 visitor kits were mailed to prospective visitors.
- ◆ Over 60,000 Calendar of Events were distributed to area visitors.
- ◆ Over 210,000 Saint Paul Visitor and Vacation Guides were distributed to area visitors.
- ◆ The 2001 Saint Paul Fun Pass promoted a record number of Bureau members into one complete visitor package brochure.
- ◆ Over 300,000 visitors to the March tournaments had access to the Bureau's new TournamentCityUSA web site.
- ◆ The Bureau organized 8 area information desks into one "Visitor Information Network" to allow visitors 7-day walk-up access to Bureau visitor publications.



What people are saying

“As any meeting planner knows, having a responsive and professional contact at the convention and visitors bureau can be the key to an event’s success. You were that contact, and I want to express to you my thanks for your excellent service to our organization.”

Natasha Kalteis, General Federation of Women’s Clubs

“...We just returned to Texas after several weeks in St. Paul. Among many fun activities, we saw over 70 Charlie Browns. Our children are already guessing which Peanuts character will be in St. Paul next year...we tried to explain that it might not happen next year, but they can’t imagine exploring St. Paul without a ‘treasure map’ and a camera.”

M.K. and Vince Werner,
Plano, Texas

“The Saint Paul Convention and Visitors Bureau staff does a stellar job of promoting Saint Paul! The services and the staff are invaluable to us.”

Lara Durben, Midwest Poultry Federation

“I have attended about three of your ‘Rise and Shine’ breakfasts, and I have learned more about the CVB each time that I attended...it’s not just for new people.”

Mary Slusser, Spartan Promotional Group

“I just wanted to drop a note and say your web site looks fantastic! WOW! Love the layout, the links...it’s very professional and clean! The “My Profile” section is pretty creative. We enjoy working with all of you and look forward to a great 2002!”

Tom McCulloch, metroConnections



Tom Brock, Brad Toll, Amanda Engquist and Mark Dziuk accepted the 2001 Festival/Special Event Award at the Minnesota Office of Tourism’s Governor’s Conference on Tourism on January 30 in Duluth, Minn.

Awards and Honors

- ◆ For the fourth year in a row, the Saint Paul Convention and Visitors Bureau received *Facilities and Destinations Magazine’s* Top Destination Award given to Convention and Visitors Bureaus which provide exceptional performance in promoting and servicing meetings, conventions, tradeshow and special events in their community.
- ◆ For the second year in a row, the Saint Paul Convention and Visitors Bureau received the Minnesota Office of Tourism 2001 Festival/Special Event Award for the media and tourism efforts during the Charlie Brown Around Town celebration in Saint Paul.

