

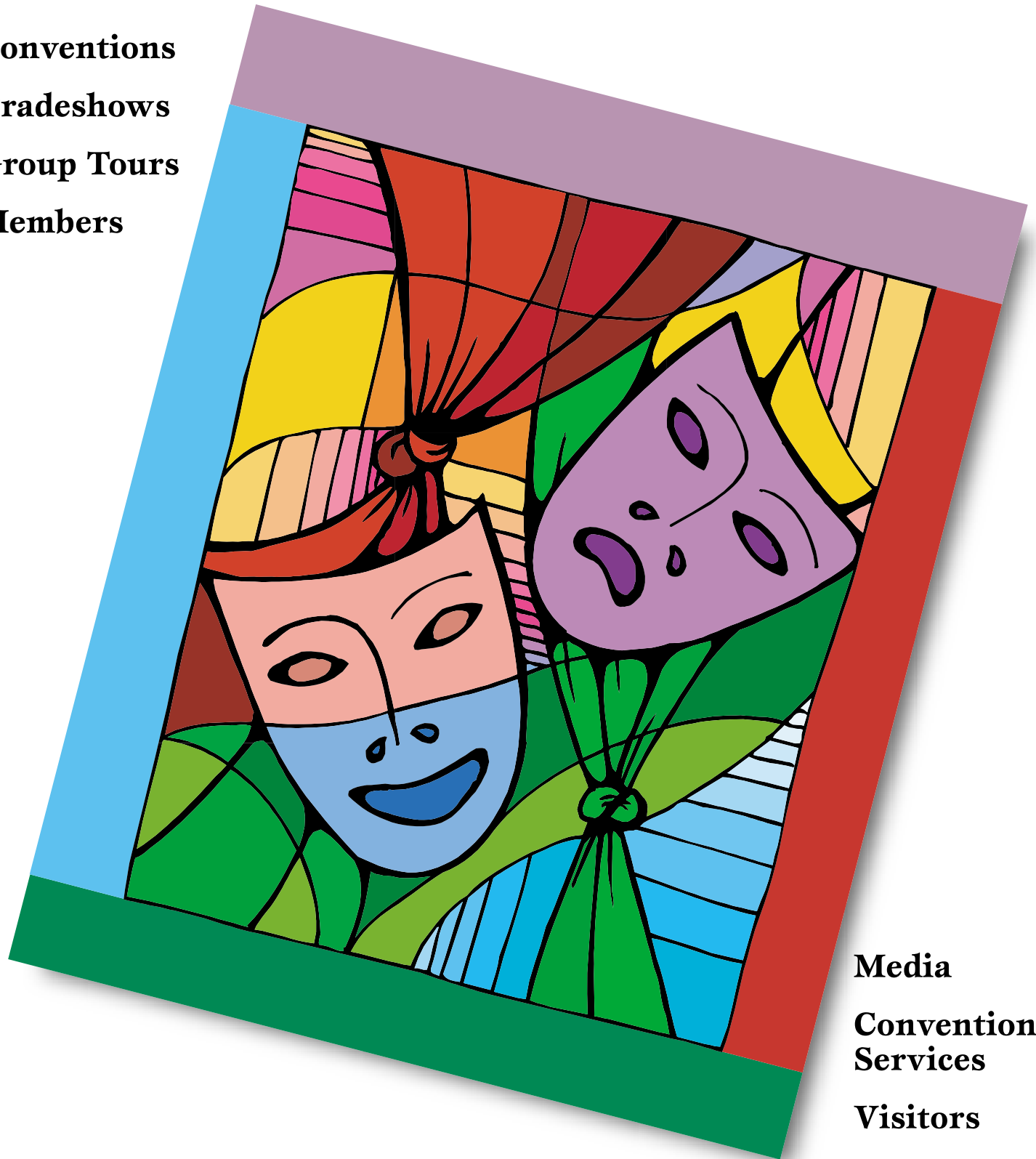
Saint Paul Convention and Visitors Bureau 2002 Annual Report

Conventions

Tradeshows

Group Tours

Members



Media

**Convention
Services**

Visitors

Performing at a Higher Level

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 and visitor services.

Saint Paul Convention and Visitors Bureau
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The Bureau Team

Administration and Finance

Tom Getzke, President and CEO
Jill N. Larson, Vice President of Finance/Administration
La Vonne Condrad, Executive Administrative Coordinator
Joe Falzone, Delivery Coordinator

Communications

Ron Pollworth, Director of Communications
Pat Laurel, Publications and Graphics Coordinator
Tammy Schlottke, Communications Coordinator

Convention Sales and Services

Julie Larson, Vice President of Sales and Marketing
Lorie Bushaw, Director of Convention Services
Shannon Hirstein, Convention Sales Manager
Barb Madigan, Assistant Director of Sales
Jerry Terp, Convention Sales Manager
Nancy Poechmann, Convention Sales Coordinator
Mary Wilkes, Convention Sales Telemarketer

Membership

Mary Mallowney, Vice President of Membership Development

Tourism

Brad Toll, Vice President of Tourism
Tom Brock, Tourism Marketing Manager and Web Master
Mark Dziuk, Group Tour Sales Manager

Board of Directors

Executive Committee

Chair	Darrel Bunge, Minnesota Petroleum Council
Immediate Past Chair	Katie Lewis, Anchor Trust
Vice Chair	Chuck Paton, The Saint Paul Hotel
Treasurer	Carleen Rhodes, Minnesota Children's Museum
Secretary	Mary Jo Woolf, Xcel Energy
Representative to RiverCentre Authority	Robyn Hansen, Leonard, Street and Deinard
President and CEO	Tom Getzke, Saint Paul Convention and Visitors Bureau

Board Members

John Bruder	Minnesota Life
Bruce Chesin	Holiday Inn Saint Paul East
Edward Christie	Forepaugh's
William Cosgriff	Briggs and Morgan
Don Del Fiacco	RiverCentre Authority
Dave Fernald	Ecolab, Inc.
Nigel Finney	Metropolitan Airports Commission
Susan Franson	Northwest Airlines
Martha Fuller	Department of Planning and Economic Development, City of Saint Paul
Ken Golder	Holiday Inn RiverCentre
Steve Harper	Radisson Riverfront Hotel
Doug Hennes	University of Saint Thomas
Kathy Lantry	Saint Paul City Council Ward 7
Gregory Mazanec	Saint Paul Pioneer Press
James McDonough	Ramsey County Board of Commissioners
Johanna Mohwinkel	Family Service, Inc.
Daniel Parker	White Way Cleaners/Grand Avenue Business Association
Frank Pazlar	Minnesota Utility Investors
Jim Peterson	Science Museum of Minnesota
Terry Ployhart	3M
Jaye Rykunk	H.E.R.E. Union Local No. 17
Chris Sagstetter	Ordway Center for the Performing Arts
David Thompson	Vine Park Brewing Company

Darrel Bunge, Chair



Serving as board chair of the Saint Paul Convention and Visitors Bureau has given me the outstanding opportunity to work closely with a board of directors who are a dedicated group of business and community leaders focused on growing Saint Paul's convention and visitor industry. Each board member brings a variety of expertise, talent and interests to the organization. I am thankful and honored to have served as board chair in 2002.

My term as board chair also enabled me to provide direction and energy to an organization that is recognized as a leader in the destination marketing profession. The Saint Paul Convention and Visitors Bureau is an award-winning organization with a professional staff and highly supportive membership.

I am pleased to report that the organization is aggressively moving in the right direction. We continue to pursue a mission that clearly focuses our sales, marketing and customer service products on targeted markets that deliver the best potential for measurable results. In 2002, our efforts to "regionalize" our sales and marketing strategy helped to position Saint Paul as one of the top convention and visitor destinations in the Midwest.

Highlights of the year included hosting the Minnesota State High School League Tournaments, the 50th anniversary championship tournament of the Western Collegiate Hockey Association, the 2002 National Collegiate Athletic Association Division I Men's Ice Hockey Championship, the 51st National Square Dance Convention, and the opening of the climate controlled RiverCentre Connection.

Even with our many successes in 2002, I believe that there is still much work to accomplish. Our board, working together with our many community stakeholders, will continue to look for innovative ways to expand organizational financial resources, advocate for infrastructure improvements and build community awareness on the importance of the industry.

Together, as we embark on 2003, let us rally behind a unified voice in support of Saint Paul's convention and visitor industry. It is an industry that is vital to our economy, job creation, tax base, quality of life and long-term vision for a better community. I am very excited about our new 2003-2004 board initiative to strengthen the position of the organization in the community and industry.

I am confident that the Saint Paul Convention and Visitors Bureau will always strive to perform at a higher level and continue to be a leader in everything it sets out to accomplish in 2003 and beyond.

Tom Getzke, President and CEO



The mission of the Saint Paul Convention and Visitors Bureau is to market the greater Saint Paul area to out-of-town visitors, advocate for visitor needs and link our community with visitors.

As president, I believe strongly in our mission statement. I frequently consider the core premise of our mission before important discussions about the future of the organization and the state of the local industry. In doing so, I challenge myself to make sure that the organization is always true to its purpose...marketing a truly great state capital city to millions of enthusiastic conventioners and visitors.

In 2002, those visitors responded to our sales and marketing programs in record numbers. Convention planners, group tour leaders, corporate meeting planners, travel agents and individuals consistently told us how easy it was to receive convention and vacation planning information from our organization.

The 2002 Sales and Marketing Plan contained an impressive variety of traditional as well as innovative new strategies. Staff was challenged to do more with fewer financial resources. In 2002, staff set sales and marketing records in convention sales lead production, room night bookings, group tour leads, membership sales and media exposure. It was an outstanding year despite the many challenges resulting from the national slowdown in travel.

As we look back on a very successful 2002, it is important to recognize all of the individuals and organizations that partnered with us to accomplish our objectives. I especially want to thank the 430 members of the Saint Paul Convention and Visitors Bureau who believe so strongly in what the organization is doing. I also want to thank our board members, mayor, city council, county commissioners and the RiverCentre Authority for being outstanding stakeholders and partners.

Saint Paul is a great convention and visitor city because of the thousands of Saint Paul individuals who dedicate themselves to the principles of service and hospitality. You will note that we have featured four such individuals in our 2002 Annual Report.

Looking ahead to 2003 and beyond, I see both challenge and opportunity for Saint Paul. Challenge in the form of increased competition from other Midwest destinations, reductions in financial resources that will limit the scope of sales programs and escalating costs associated with keeping our product fresh and appealing. The opportunity for Saint Paul lies in an outstanding combination of determined people, creative regional marketing, increased investment in visitor information technology and a destination that continues to grow in appeal to more and more satisfied visitors each year.

I am proud of my role in helping to chart new directions for both the organization and the convention and visitor industry. That is why I believe that our organization and industry will continue to perform at a higher level in 2003.

Convention Sales and Services Department

In 2002, the department worked to aggressively market Saint Paul as a first-class convention and meeting destination to state, regional and national meeting planning professionals. Throughout the year, staff worked with Bureau members and stakeholders to further the brand of Saint Paul through a variety of innovative as well as traditional sales strategies. The results were impressive, with record staff productivity achieved and high levels of service provided to tens of thousands of visiting convention attendees.

Some of the 129 Bureau convention clients that met in Saint Paul in 2002 included: Midwest Poultry Federation, Western Collegiate Hockey Association, Minnesota Dental Association, National Collegiate Athletic Association, Association of Operative Millers, International Executive Housekeepers Association, National Organization for Women, USA Wrestling, North American Roller Hockey Championships, the 51st National Square Dance Convention, Association for Experiential Education, and Allied Charities of Minnesota.

2002 Staff Performance

- A Bureau record 436 convention sales leads were sent to member facilities. These important convention sales leads played a critical role in helping Bureau member hotels generate key short and long-term convention bookings.
- Nearly 122,000 future hotel room bookings were confirmed at Bureau member hotel facilities. That total surpassed the goal by over 2,000 hotel room nights.
- Implemented a variety of professional convention service programs to 129 conventions hosted in Saint Paul, surpassing the 2002 goal by 14 conventions and events.
- Created an economic impact from convention spending in Saint Paul of more than \$126 million, exceeding the projected 2002 economic impact goal by nearly 25 percent.
- Conducted 115 client site inspections for professional convention and event planners representing national corporations, trade associations, professional societies and sporting events.

NHL All-Star Weekend comes to Saint Paul, Feb. 7-8, 2004

The National Hockey League announced in September 2002 that the Minnesota Wild and the cities of Saint Paul and Minneapolis will host the 2004 NHL All Star Weekend, Feb. 7-8, 2004.

The 2004 NHL All-Star Weekend, which will be held at the Xcel Energy Center, home of the Minnesota Wild, will include major arena events featuring NHL All-Stars, highlighted by the internationally telecast 54th NHL All-Star Game.

The announcement makes the Minnesota Wild the second youngest franchise in NHL history to be awarded an All-Star Game.



Major Department Goals in 2003

- Produce 496 convention sales leads and 132,000 future hotel room nights.
- Confirm 150 future convention bookings at hotels and at RiverCentre.
- Expand sales efforts to more regional and national convention markets.
- Grow the Bureau's reputation as a leader in convention service programs.

Bureau members and key stakeholders consistently recognize the important business development and support role that is performed each day by the Bureau's Convention Sales and Service Department. The Bureau is recognized for providing outstanding return-on-investment to those local businesses that rely on a healthy and growing convention industry.

David Wells: The Bureau offers the best networking experience



David Wells, managing director of business development with Graybow Communications Group, said, "Being a member of the Saint Paul Convention and Visitors Bureau is by far the best networking experience I've had in terms of making connections and generating business leads. We certainly have seen a return on our investment."

Wells continued, "The Saint Paul Convention and Visitors Bureau understands the needs of its members and the corporate climate. The Bureau attracts the right people to make networking easy and membership worthwhile."

Graybow Communications Group is an audiovisual company that helps meeting planners present memorable events with cutting-edge technology and products. Graybow employs 50 with offices in Minneapolis/Saint Paul and Chicago.

"Whether it's delivering a basic block and tackle audiovisual rental order, projecting imagery on unique objects, installing state-of-the-art components in a conference room, providing custom, world-class solutions for events, obtaining the latest equipment to ensure client success and providing a comprehensive list of equipment, we like to think of ourselves as a one-stop resource," Wells said. "We like to exemplify quality guest services."



Communications Department

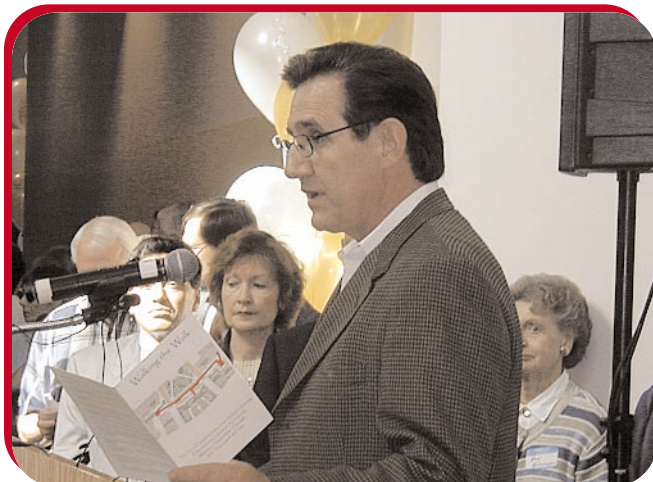
In 2002, the department strategically leveraged local, regional, national and international media to generate over \$5.7 million dollars in earned media exposure. That figure represents more than twice the Bureau's total annual operating budget and significantly increases Saint Paul's ability to strengthen its convention and visitor brand.

More than ever, it is critical for the Bureau to support member marketing plans through an aggressive communications program. This allows Bureau members to have valuable editorial content in publications where targeted Saint Paul visitor and convention advertising is placed. Stories about Saint Paul appeared in such publications as AAA Home and Away, Boston Globe, Midwest Living, Sports Illustrated, Best Fares and Northwest Airlines' World Traveler, as well as in electronic media such as CNN, MSNBC, CBS, and ABC.

While Bureau efforts are centered on expanding the use of web-based information systems, the Bureau continued in 2002 to publish a variety of highly successful convention and visitor publications.

2002 Staff Performance

- Assisted and hosted over 260 travel writers and editors who requested story information on Saint Paul as a convention or visitor destination.
- Produced over 60 Bureau visitor and convention publications, exceeding the year-end goal by 42.
- Wrote and distributed 67 targeted convention and visitor related press releases to state, national and international media outlets, exceeding the year-end goal by 31.
- Instituted the weekly Bureau member newsletter, *The Bureau Bulletin*, which is sent electronically to all Bureau members and stakeholders.



Mayor Randy Kelly is an articulate spokesman for the convention and visitor industry and has championed efforts to market Saint Paul's arts, culture and entertainment product with the media.

Major Department Goals in 2003

- Support Bureau communication strategies by developing and sending at least four Saint Paul convention and visitor related press releases each month.
- Develop 10 major story ideas on Saint Paul's convention and visitor product and work to place those stories in appropriate trade and/or consumer publications.
- Host and/or assist 250 travel and convention writers with editorial and photographic support.
- Produce Bureau publications that enhance the individual marketing investment made by Bureau members.

By working directly with its contacts in the media, the Bureau helps increase the performance of the local industry and provides an important link between Saint Paul's convention and visitor product and the traveling public.

Karl Karlson: I always get the answers from the Bureau



Karl Karlson, a staff reporter for the Saint Paul Pioneer Press, said that the Saint Paul Convention and Visitors Bureau “has always given me the answers and the time” when he wanders around investigating stories. “The Bureau has always been amenable.”

Karlson writes about Saint Paul. “I like to treat Saint Paul as a neighborhood,” he explained. His stories appear daily based on information he has received from news tips, phone calls, personal contacts and press releases. He regularly navigates the streets, skyways, skyscrapers and off-street shops and businesses to tell the Saint Paul story.

“I’ve done the hard news and now my reporting is really community journalism and this allows me to satisfy my curiosity,” Karlson said.

“We have a great team of writers to cover city hall and politics,” Karlson said, “and there are so many great stories to write about downtown Saint Paul itself. Just look at all the changes taking place on the east side.”

Tourism and Group Tour Department

The Bureau increased its tourism sales and marketing effort in 2002 to include additional programs that focused on the regional drive markets. By doing so, the department generated a record number of visitor kit requests from its regional newspaper ads and direct mail campaigns. It is clear that Saint Paul is well positioned to continue growing as an overnight visitor destination.

Tourism niche marketing allowed the Bureau to reinforce Saint Paul's visitor brand to a variety of emerging markets such as cultural, heritage, historic, experiential, arts, sports and entertainment travel segments. The Bureau continued in 2002 to offer its "Make a Night of It" package travel program as well as the award winning "Saint Paul Fun Pass" leisure travel package. In addition, in 2002 the Bureau teamed with American Express to offer a special "Arts and Museum" travel package.

In 2002, the Bureau's group tour marketing effort continued to provide valuable group tour sales leads to Bureau member hotels, visitor attractions, restaurants and retail businesses.

2002 Staff Performance

- Generated an all-time record 29,902 visitor kit requests, exceeding the year-end goal by 42 percent. This was accomplished by combining targeted advertising with consistent marketing via the Bureau's state-of-the-art web site located at www.visitsaintpaul.com.
- Hosted 292 travel industry professionals (group tour operators, travel agents, package tour specialists) on familiarization tours, exceeding previous year by nearly 200 travel professionals.
- Booked group tours at 384 visitor attractions and restaurants. By shattering the year-end goal by 71 percent, staff was able to drive more short-term and long-term business to Bureau members.
- Booked group tours at 87 Bureau member hotels, exceeding previous year bookings by 53 percent. Research shows that each group tour uses approximately 20-30 hotel rooms per night per stay.
- The Bureau's multiple award winning customer training programs, STAR and NOVA, provided three specialized service training sessions to over 150 front line employees who assist visitors and conventioners in Saint Paul.



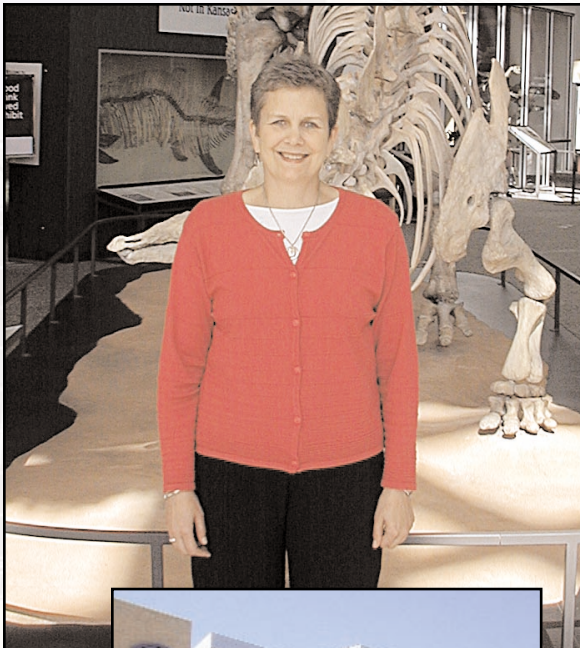
A recent rise in motorcoach tours to Saint Paul has resulted from the Bureau's increased marketing efforts in the Midwest region.

Major Department Goals in 2003

- Generate 20 percent more visits to the Bureau's web site.
- Increase the number of group tour leads by 10 percent and the number of hotel tour bookings by 12 percent.
- Open a new self-service visitor center in the lobby of RiverCentre.
- Expand on-line hotel packages to increase on-line hotel bookings by 40 percent.

More requests for Saint Paul visitor information kits results in stronger performance numbers for area visitor attractions, hotels, restaurants and retail businesses.

Jane Eastwood: The Bureau takes us to the larger audience

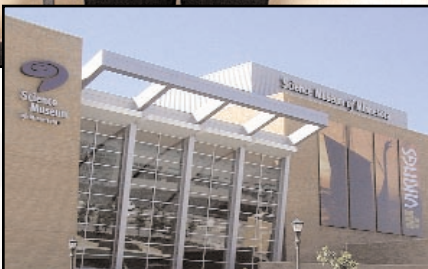


Jane Eastwood, vice president of marketing, sales and communications with the Science Museum of Minnesota, oversees all marketing, public relations, membership, tourism and group sales, and stores and restaurants associated with the museum. When she joined the museum staff 12 years ago, she already knew some staff members of the Saint Paul Convention and Visitors Bureau.

"All that the Bureau does for us with their limited budget is very important," Eastwood said. "They take Saint Paul to a larger audience than we can ourselves. They generate attendance through group tours as well as from the independent traveler, and this is very important."

Eastwood admits that when people think of the museum they often just think of the building and its engaging hands-on exhibits and artifacts. Few know that the Science Museum of Minnesota is also one of the world's leading film producers.

"We have the longest track record of any museum in the world and have produced more films than any other museum," Eastwood said. The museum, which has been making films for about 20 years, distributes their work to about 300 theaters worldwide. The most recent example of a Science Museum of Minnesota produced film is "Jane Goodall's Wild Chimpanzees," now showing at the William L. McKnight-3M Omnitheater through May 29, 2003.



Membership Department

The department worked in 2002 to advance an initiative that encompassed the Bureau's ongoing effort to engage members and stakeholders through involvement, education, communication and lasting value. This four-part initiative proved to be a highly successful way for the Bureau to express to its members the important role they perform in creating a strong public/private partnership to market and sell the destination of Saint Paul.

Over 430 businesses and individuals invest over \$500,000 each year in both cash and in-kind contributions to the Bureau's marketing and sales mission. That investment helps reinforce an industry commitment to partner with the City of Saint Paul to support room tax dollar investment in the Bureau with private funding from the industry.

Bureau members had numerous opportunities in 2002 to participate in a variety of educational and social programs. The annual meeting, educational seminars, Breakfast with the Bureau, PM Connection, and the annual holiday "Taste of Saint Paul" are membership programs that show value and return on investment for Bureau members.

2002 Staff Performance

- Generated non-dues revenue to the Bureau from advertising, seminars and sponsorship of \$155,600, exceeding the 2002 goal by nearly 45 percent.
- Secured membership revenue to the Bureau of \$195,700. This investment from the private sector is critical to the success of the Bureau and the industry.
- Received in-kind Membership Department donations from Bureau members of \$68,700 which helped to directly support Bureau social and educational programs. In addition, over \$110,000 of in-kind donations helped to support other departments at the Bureau.
- Produced 18 spectacular membership events in 2002, four more than 2001.



A capacity crowd filled the ballroom of the University Club Downtown for the "Taste of Saint Paul," the Bureau's annual holiday event for members.

Major Department Goals in 2003

- Provide value, education, involvement and communication to each and every Bureau member.
- Generate over \$500,000 from the private sector to support the public investment in the Bureau's mission.

Bureau members measure the performance of the organization through the return on investment they receive from their membership and sponsorship dollars. A partnership results between the Bureau and the member which serves to strengthen both organizations.

Peter Wright: The Bureau has helped us market nationally



A simple statement from Shakespeare's *Henry IV* says, "Let me tell the world."

Peter Wright, concierge and account executive for group and corporate sales with Ordway Center for the Performing Arts, credits the Saint Paul Convention and Visitors Bureau with helping the Ordway Center gain visibility throughout Minnesota as well as the United States through an "incredible network of tourism and hospitality professionals."

The membership the Ordway Center has with the Saint Paul Convention and Visitors Bureau has helped the Ordway Center as a non-profit organization gain "visibility in a very huge market," according to Wright. "The Bureau has helped tell the world about us."

Wright said that he appreciates the tourism department and their efforts to get the word out about Ordway Center productions. "The tourism department is crucial for our outreach because they market "Saint Paul as a destination, which in turn helps us market Ordway Center."

Wright also stated he values the membership department for "helping to keep the communication lines open between members and the Bureau. The Bureau has a passion for making members happy and for providing a value for feeling connected to both the Bureau and the city of Saint Paul through membership."

A Standing Ovation

“Thank you for responding to my request for visiting Saint Paul so quickly. I wasn't very serious about Saint Paul until I received your brochure - now, I wouldn't miss visiting your city. The brochure is superb - it has everything and presented in the most professional way! Congratulate your entire staff.”

Cliff & Lou Burke

“I just wanted to let you know that I had a very nice time visiting Saint Paul today, August 20, 2002. It's been a rather long time since I've been down to Saint Paul and I was impressed with the work that has been done to make the city inviting. We enjoyed seeing the Lucy statues, the artists did a wonderful job. Thanks again.”

Mary Hertel

“I just spent this past weekend in Saint Paul with my niece and we loved it. Thanks to the visitors guide that you sent at my request. We found our way around with great ease and enjoyed many of the sites. We loved the Lucy statues and have several pictures of the ones we found. We went to the Xcel Energy Center for a concert, stayed at the Holiday Inn, enjoyed “Rent” at the Ordway, went to Mickey's dining car, the Science Museum, and the Farmer's Market.”

Karla Gustavson



Thousands of square dancers packed the Wabasha Street bridge in June for the 51st National Square Dance Convention.

The Bureau's Snoopy Dog House Information Center served visitors from every state and more than 50 foreign countries.



"The Saint Paul Convention and Visitors Bureau has been invaluable in providing us with both contacts within the Minnesota Wild, local hotels and transportation companies. On top of that your friendly staff was there to greet us and was "on call" in case we needed assistance of any sort. We appreciated that very much."

Jaye Smith, General Manager
FlyAway Tours
Oslo, Norway

"My family and I had a fabulous time during the convention. This was our first family trip to Minnesota and not only did my son keep mentioning how nice the fans and staff were at the game (Minnesota Wild opener, Oct. 11, 2002), but throughout our visit to your state this was a constant topic of conversation between my wife, my son and myself."

Paul Santiago,
International Association of Chiefs of Police
Alexandria, Virginia



In 2002, Saint Paul welcomed the Minnesota Centennial Showboat for its first season.



In October, the ribbon was cut for the \$10 million RiverCentre Connection grand opening. The Bureau helped raise more than \$1 million from the private sector to support construction.



Future Focus – The Great City Initiative

On January 21, 2003, the board of directors of the Saint Paul Convention and Visitors Bureau met to discuss the future of the organization and the industry. The meeting lasted only three hours. The results, however, will have a positive impact on the organization, the city and the industry for many years to come.

At that meeting, the board launched “Future Focus – The Great City Initiative” which created the cornerstone for a strategic plan that will be implemented by the board over the next two years. The plan will provide a framework for the Bureau and the industry to actively participate in Saint Paul’s vision of creating a truly vibrant urban city.

Three key elements will comprise the board’s two-year initiative:

1. Amplify the LEADERSHIP role that the Bureau has in creating a great city through development and expansion of the convention and visitor industry.
2. Effectively COMMUNICATE the responsibility of the Bureau in presenting Saint Paul’s sales and marketing message to convention clients, travel professionals and overnight visitors.
3. Tirelessly work to SUSTAIN the long-term strength of the organization and the industry.

During the next few weeks, the board will be working to finalize the framework of the initiative, expand the definition of the key elements and create a set of specific goals with measurable outcomes. Throughout the process, the board will work to include all of the Bureau’s members and stakeholders in achieving success for the initiative.

Saint Paul’s convention and visitor industry has much to offer and does so through economic development, job creation, enhancing the tax base, creating a positive community image, building brand awareness, promoting leisure activity and developing quality of life. This is what the industry can and will do to contribute to the greatness of Saint Paul.

We are proud to be Saint Paul’s leading sales and marketing organization dedicated to growing the convention and visitor industry.

Chuck Paton
The Saint Paul Hotel
2003 Chair of the Board
Saint Paul Convention and Visitors Bureau