Tourism Recovery and Resilience Project  
2021 Report to City Council

The Enterprise Agreement between the City of Minot and the Minot Convention and Visitors Bureau is comprised of three components: Data Collection and Management, Destination Development, and Event Recruitment Fund.

Data Collection and Management
The data collection system was implemented in March. Since then we have created seven points of interest (POI): Hotels, Dakota Square Mall, NDSF, Downtown, Minot State University, Scandinavian Heritage Park, Maysa Arena. Using the platform, Visit Minot staff is able to find and analyze actionable insights, allowing us to make strategic, data-driven marketing decisions.

- Knowledge gained:
  - Which zip codes our visitors come from for entire market and by POI
  - Length of time spent in-market and correlate it to the POI
  - Identified the most *valuable* markets to Minot based on credit card spend
  - Correlate events and points of interest
  - Visit Minot shared custom insight reports during five presentations to various stakeholders.

Visit Minot staff review the data every week and have bi-weekly meetings with the vendor for deeper analysis. Because of the way Visit Minot utilizes the insights, we were selected as a beta tester for the newest updates.

Destination Development
Visit Minot committed to training the community. We explored front-line training and marketing training. After canvassing the market to discover what was needed, we learned our stakeholders were not ready for front-line training because the current labor instability. It would have been a waste of resources due to the current level of turnover in the market. The overwhelming need was for marketing training. Our focus in 2021 was marketing training and we plan to re-explore front-line training in 2022.

Visit Minot brought in Betsy Moorehead from Houston to train on social strategy and marketing strategy. This was hands on training. Stephanie Schoenrock provided the training on Google Analytics. We had sixteen different organizations participate, including Norsk Hostfest, Downtown Minot, NDSF, Minot State University, Dakota Square Mall, Magic City Discover Center and more.
Event Recruitment Fund

Below are the events that qualified to receive funding. Each event is either new or grew by 30% over previous years.

**American Collegiate Hockey Association - ACHA National Women’s Hockey Tournament**  
April 15 – 19, 2021  
Tier 2 Event  
Funds provided for event: $5684  
Economic impact – direct spend: $331,741

**Magic City Youth Baseball - Midwest Regional Cal Ripken 10U Tournament**  
July 22 – 26, 2021  
Tier 2 Event  
Funds provided for the event: $7000  
Economic impact – direct spend: $336,889

**Minot Y’s Men - Professional Bull Riding Event**  
October 1 – 2, 2021  
Tier 3 Event  
Funds provided for the event: $3000  
Economic impact – direct spend: $399,011

**Rodeo Minot - Badland's Circuit Finals Rodeo, Barrels, Breakaway, Team Roping, and Vendor Show**  
October 8 – 10, 2021  
Tier 2 Event  
Funds provided for the event: $7000  
Economic impact – direct spend: $864,224

**National Dart Association Regional Tournament**  
December 3 – 5, 2021  
Tier 3 Event  
Funds provided for the event: $1500  
Economic impact – direct spend: $121,001*

**Laker Shootout Basketball Tournament**  
December 4 – 5, 2021  
Tier 3 Event  
Funds provided for the event: $4000  
Economic impact – direct spend: $236,000*

*Economic impact for this event is estimated because this report was generated prior to the event. Funding is not reimbursed to Visit Minot until after the event.