



2014-2015 Year-End Review

- ▶ To attract regional, national and international visitors to Edina – thereby increasing revenues, stimulating economic development and creating positive awareness for the community's tourism assets.

MISSION

- ▶ Relationship Building
- ▶ Office space
- ▶ Technology
- ▶ Hiring
- ▶ Website (resource for locals and travelers)
- ▶ Destination Guide (print and distribute 25,000)
- ▶ Marketing Plan (over 6 million impressions)

SETTING THE FOUNDATION

- ▶ **Primary Message** : Edina is an inviting, sophisticated Twin Cities suburb, which boasts a diverse collection of shopping, dining and entertainment that appeals to women, men and families.
- ▶ **Target Demographic** : Female, 35-55, HH Income 85k+, interests in shopping, dining, golf, art fairs and festivals.
- ▶ **Target Markets** : MN (Rochester, Duluth, Mankato, St. Cloud, Mpls/St. Paul), ND (Fargo), SD (Sioux Falls), IA (Des Moines), WI (Eau Claire and LaCrosse *TV only), Canada (Winnipeg)

2014-15 TARGET AUDIENCES

▶ **Print media**

- ▶ Targeted high end print publications that appeal to demographic

▶ **Digital Media**

- ▶ Ad word buys, graphic display ads, re-targeting and e-blasts

▶ **Social Media**

- ▶ Facebook : 626 likes (boosting targeted ads)
 - ▶ High engagement during Edina Art Fair posts
- ▶ Twitter : 127 followers (engaging with local stakeholders)

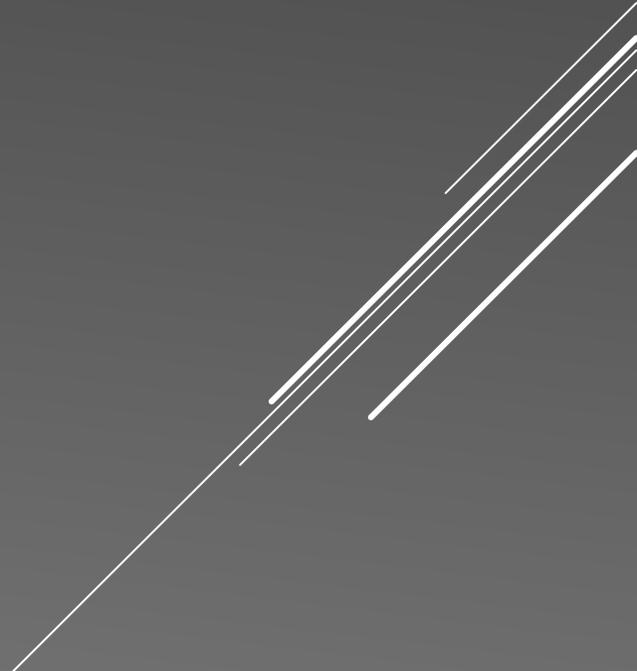
▶ **Television**

- ▶ MN Traveler Edina Episode (airs July 26th on FSN and FSW in our target markets)
- ▶ North Dakota Today morning show interview on June 18th to promote Edina as a family getaway

▶ **ExploreEdina.com**

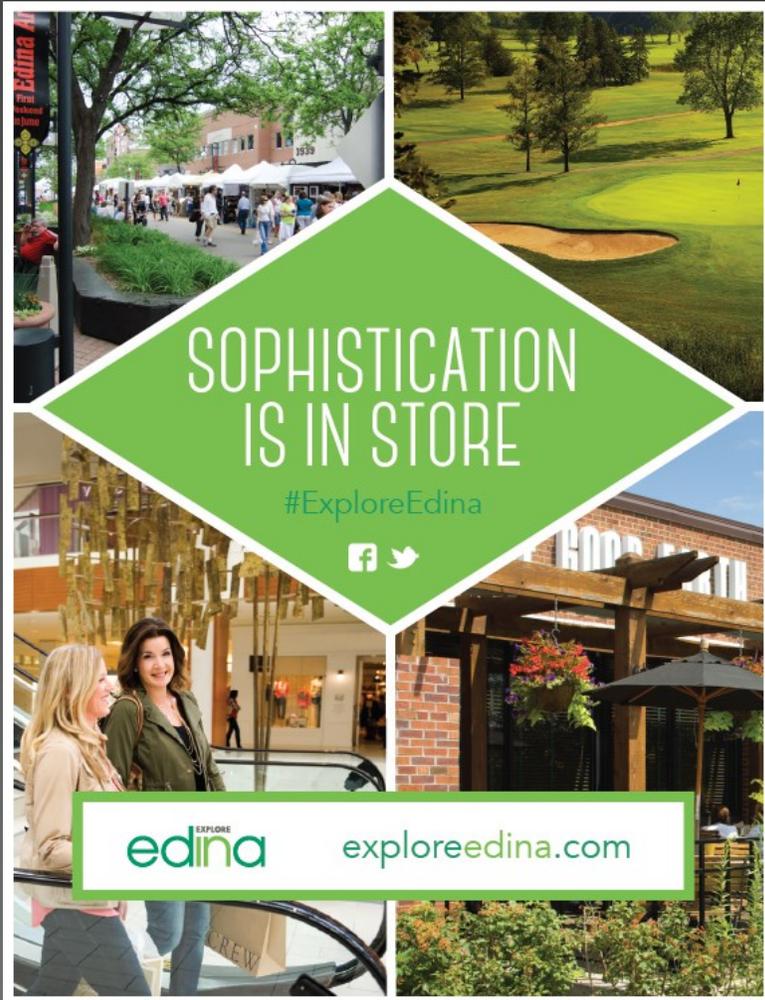
- ▶ To date we have over 9,000 visits
- ▶ 17,000 page views

MARKETING ACTIVITIES

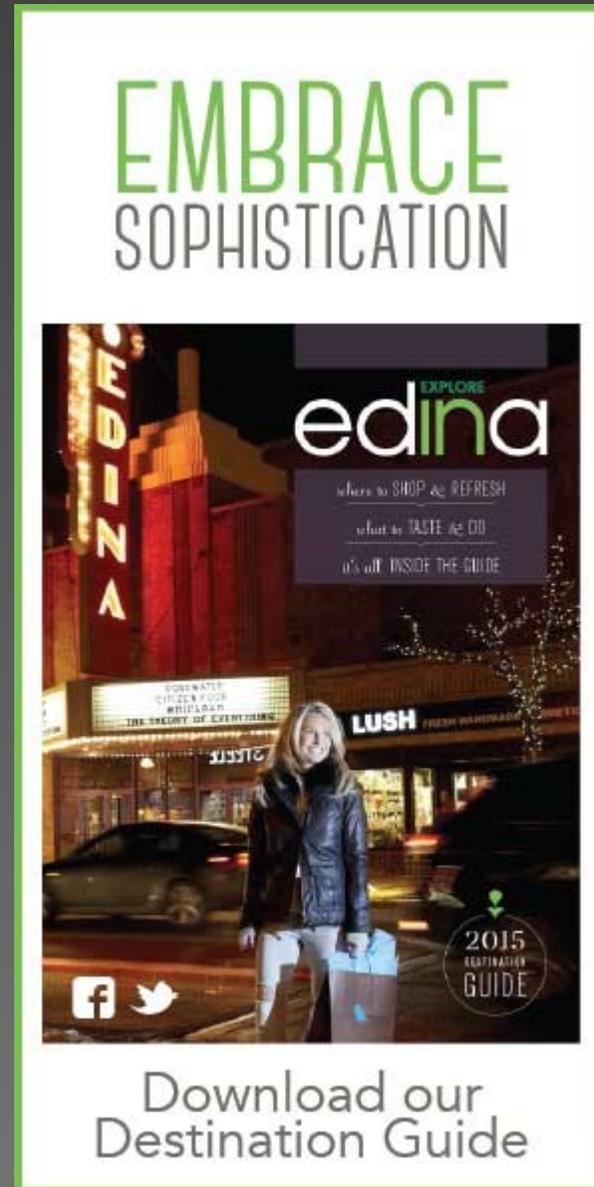




PRINT AD EXAMPLES



PRINT AD EXAMPLES



GRAPHIC AD EXAMPLES

- ▶ Researching and creating experiential tourism
 - ▶ Unique experiences for travelers
- ▶ Itinerary examples
- ▶ Update Visitor's Guide
- ▶ Creative partnerships
 - ▶ Fashion show

2015-2016

- ▶ Revenue \$398,000
- ▶ Expenses \$267,500

FINANCIAL REVIEW JUNE 2014-JUNE 2015