



CITY OF GRAND RAPIDS

Meeting Agenda Full Detail City Council Work Session

Tuesday, November 13, 2018

4:45 PM

Conference Room 2A

CALL TO ORDER: Pursuant to due notice and call thereof a Special Meeting/Worksession of the Grand Rapids City Council will be held on Tuesday, November 13, 2018 at 4:45 p.m. in City Hall Conference Room 2A, 420 North Pokegama Avenue, Grand Rapids, Minnesota.

CALL OF ROLL: On a call of roll, the following members were present:

Discussion Items

1. 14-0789 Review 5:00 PM Regular Meeting

ADJOURN

Attest: Kimberly Gibeau, City Clerk

VISIT GRAND RAPIDS IT'S IN MINNESOTA'S NATURE



Shoulder Season Marketing Through Event Collaboration & New Creative & Strategy

Presentation to City Council Work Session November 26, 2018

Visit Grand Rapids currently is working with a variety of organizations to help market and promote the Grand Rapids area in shoulder seasons (Fall-Winter-Spring). The first event of the shoulder season that we help market and promote is the Thousand Lakes Bonspeil, hosted by City of Grand Rapids and the Itasca Curling Club. We have it on our Events Calendar, do an annual blog post, and once a week social media posts on 5 social media channels leading up a month to the event. This is standard that we offer to any organization that is looking for help boosting and promoting a shoulder season event. Another group that we work with is the Northwoods Pond Hockey committee in spreading the word about their annual event.

Visit Grand Rapids has been and is currently working with the Downtown Business Association to create events during the shoulder season to bring visitors to town. The DBA hosts the Shop Small, WinterGlo Festival, and working on a NEW event called Frozen Fairway Golf Classic set for February 9, 2018. This is to bring people to town for a fun cabin fever reliever weekend.

Visit Grand Rapids is also working with The Reif Center, local businesses (Klockow Brewing Co, Eagles Club, VFW, and KAXE) to help promote the live music scene in Grand Rapids, and the night life in Grand Rapids.

Visit Grand Rapids is also working with the Grand Rapids Players to help create a brand and logo identity for them to use on public relations, marketing and promotion, and social media posts.

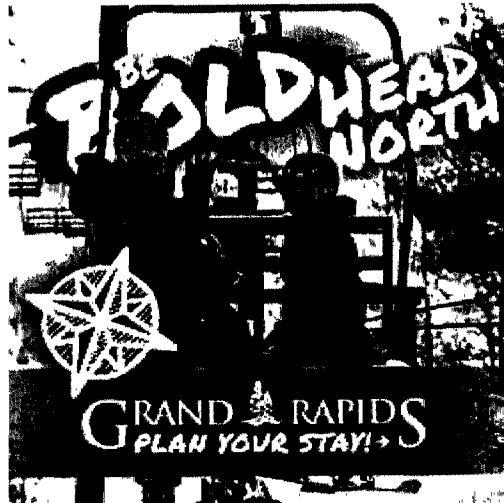
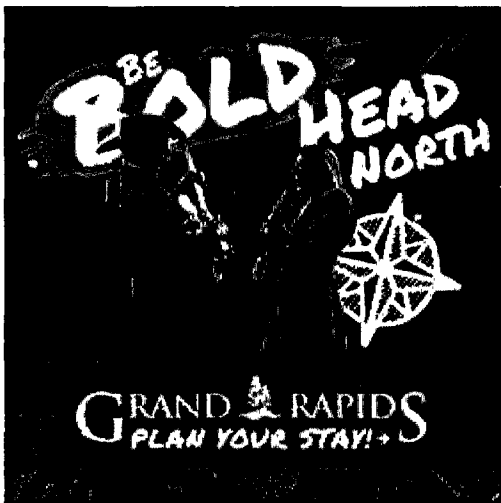
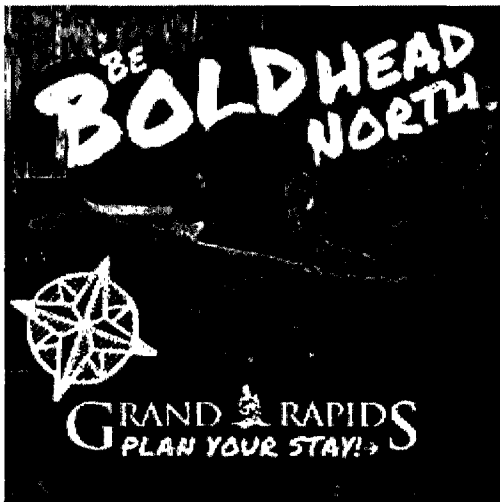
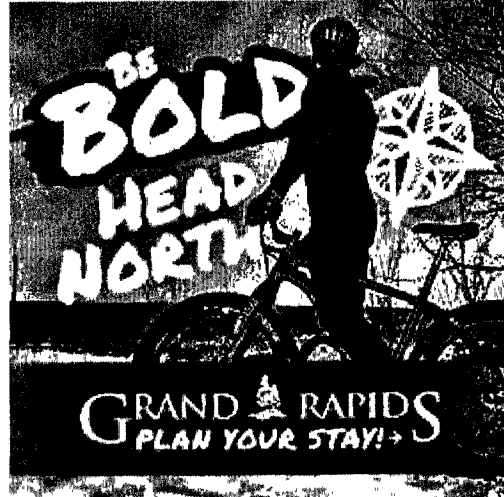
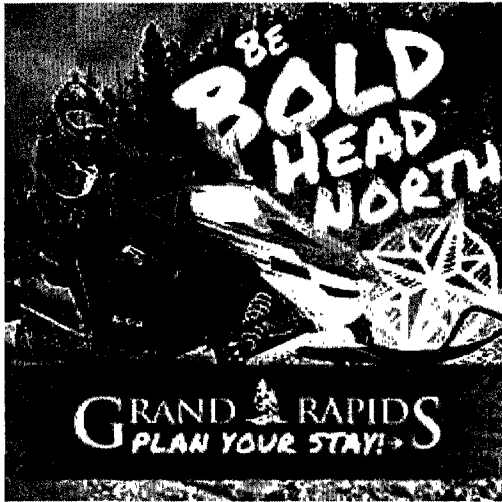
Visit Grand Rapids has hired a new ad agency, Faster Solutions, out of Duluth to help with seasonal marketing campaign strategy and design. The Winter campaign is Be BOLD #HeadNorth, and the Spring Campaign we are working on "Inspired by the Locals" which will be a humorous take on Up North stereotypes and the people who live here.

Visit Grand Rapids continues to seek collaboration with businesses and organizations to work on boosting shoulder season tourism in the Grand Rapids area. Visit Grand Rapids also seeks new groups to come to Grand Rapids during shoulder seasons: 2019: Star of the North Logging Expo (Sept), MN Street Rod Association (Fall Campout (Fall 2018 & 2019), Rural Arts & Culture Summit (Oct), Fall Fishing Tournaments (Sept/Oct), AAUW Conference (Spring 2019).

The 2019 Grand Rapids Visitor Guide theme is "A destination for all seasons". We featured articles of things to do and see in all seasons.

VISIT
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

Be BOLD #HeadNorth Winter Campaign Ad Samples:



VISIT  **GRAND RAPIDS**
IT'S IN MINNESOTA'S NATURE



*A
Destination
for all Seasons*

**NEW TIOGA
RECREATION
AREA**
pg 17

CRAFT BREWING
pg 21

**FREE THINGS
TO DO**
pg 23

#HEADNORTH

www.visitgrandrapids.com