



2023 Lanesboro, Minnesota Request for Proposal

Marketing Winter Tourism, and Chill-Inn in Lanesboro

Statement of Purpose

Greetings from the city of Lanesboro, Minnesota. We are seeking a marketing plan, but first a bit about Lanesboro. Lanesboro is nestled in the Bluffs of the Root River Valley, Lanesboro is the hidden gem of Southeastern Minnesota. Visitors come year round to leisurely experience the peaceful, inspiring atmosphere found in this charming little town, still thriving after 150 years. With an extraordinarily high density of creative activities concentrated in such a small community, Lanesboro was declared one of the country's "**Top 12 Small Town Artplaces**" in **2013 by Artplace America.**

The **Root River State Bike Trail**, rated one of the best trails in Minnesota, runs right through Lanesboro's authentic 19th century downtown. This picturesque hub of activity invites travelers of all stripes to indulge in one of many tantalizing **restaurants** or unique **shops**. Being situated on the banks of the Root River, there is an opportunity to take a refreshing float down the river, toss in a fishing line or just enjoy the sights and sounds of the running water.

Being the **Bed & Breakfast Capital of Minnesota**, there are a wide variety of **B&B's** to satisfy any preference. If you prefer a different style of accommodation, Lanesboro offers an array of compelling lodging options including **hotels, resorts, whole house rentals, apartments** and **campgrounds!**

Between the **tours, live theatre, art galleries** and many other attractions, Lanesboro is a community that both relaxes and energizes people at the same time. It's a place of possibility, with a look and feel all its own, that you simply have to experience for yourself.

Based on the 2023 Winter tourism study, Lanesboro business owners find the bulk of their revenue is received during the 7 months of their tourism season. Per our 2023 Tourism assessment, only 11% of revenue is earned during the winter season. We find there is opportunity for improvement. In June of 2023 Lanesboro completed a winter tourism assessment, we plan to share the assessment with you. Our goal is to market what to expect when Chill-Inn in Lanesboro during the other 5 months of the year. Given Lanesboro has a robust Visitors and Chamber Bureau, Business Promotions Group, and Economic Development Authority, we believe there is an opportunity to grow revenue for our existing and new businesses. With that said we would like to hyper focus marketing efforts on Winter Tourism, especially setting an expectation that Laneboro is an active community in the summer but a place for fun, health and wellness in the off-peak months. We are exploring the use of our Chill-Inn theme however there are gathering places with events year round where locals and visitors are entertained and or can participate in events.

Important Dates for this RFP:

1. We plan to send out a RFP on June 16, 2023.
2. We would like to have back a cost estimate with a list of services by July 15th.
3. We will contract with an Agency by August 3, 2023.
4. We would like a plan delivered by August 31, 2023
5. Plan presentation September 7, 2023

2. What are our Short- and long-term goals?

1. Understand our assets via our tourism assessment, and recent campaign materials, which Lanesboro will provide to the firm with the signed contract for services
2. A live marketing plan that can be activated in 2023, live meaning adjustment are ongoing to meet changing technology, social media platforms, ect, as well as the plan should be hardy enough to be used for years to come
3. A realist plan that can is affordable to a small community with limited marketing funds, yest with a reputation of long standing tourism base

4. Activate new business via a winter economy using our existing and new assets, markets to our existing and a new consumer base to aid existing and new business. Our brand for winter tourism is Chill-Inn in Lanesboro
5. Share other examples of winter economies that have been built out over time, have you been involved in the build out?
6. Our campaign will also need to convince the existing businesses to stay open via measurable results, a building process to build our capacity to add off season revenue
7. Identify convention sources and tourism bases that are looking for off season active adventure experiences. Our residents and business are also part of our audience
8. We would like the plan to identify revenue-generating models as part of the implementation

3. We would like our marketing plan partner to:

- Meet on August 3rd with our LEAN board at 9:30 am a a final interview, an online or in person presentation is acceptable
- Meet with the LEAN board on September 7th at 9:30 am to present the marketing plan, an in person or online presentation is acceptable

4. Reporting Expectations

- Your point of contact is Allison Leathers, and Cathy Enerson. The local economic development board will choose to hire a firm at their August 3rd meeting
- Email is an acceptable form of communication, however we welcome you to attend local meetings, contact interviews, and or visit us in person.
- We would like a weekly email that allows us to understand how the plan is progressing and how we can help.
- Final plan to be delivered by August 31, 2023, for the September 7th EDA meeting.

5. Budget

- Our budget for this plan is: \$7,500 for the plan.
- Our total marketing budget is if flexible, we can look at proposals as a phased plan
- In most cases we will put 25% down when the contract is signed, and make a 3 additional @ 25% per payment.

6. Terms of contract

- We would like a list of references and plans you have completed.
- Indicate any plans you have completed for tourism, and or for cities, chambers, and or visitor centers
- We ask that you outlining with in a contract for services:Your tentative start-service date
- Your tentative start and end-service date
- Who is the point of contact at your agency that we will work with, along with their experience level
- Explain how we will measure results using the plan, and how you would suggest reporting results of a marketing plan could be measured
- Indicate how long you believe it will take to see results if the plan is followed
- Qualifications for termination of service
- Recommendations of experienced agencies that can implement the marketing plan

7. How We Will Choose a Firm

- The agency will be chosen based on enthusiasm, and experience, with an emphasis on understanding of the behaviors of tourists.

- We ask that you be available on September 7th, 2023 at 10:30 am to present to our board.

8. Points of contact and Reply requirements

You can reply to Lanesboro by contacting both:

Cathy Enerson, Lanesboro EDA: 507-951-3532, cathy.enerson@cedausa.com

Alison Leathers, Lanesboro Business Promotions Group: chinn@acegroup.cc

Submissions should be sent by email, as a pdf

Thank you for considering to work with us, Cathy and Alison on behalf of the Lanesboro Business Community