

Date: 2/28/11

Item: 10.b



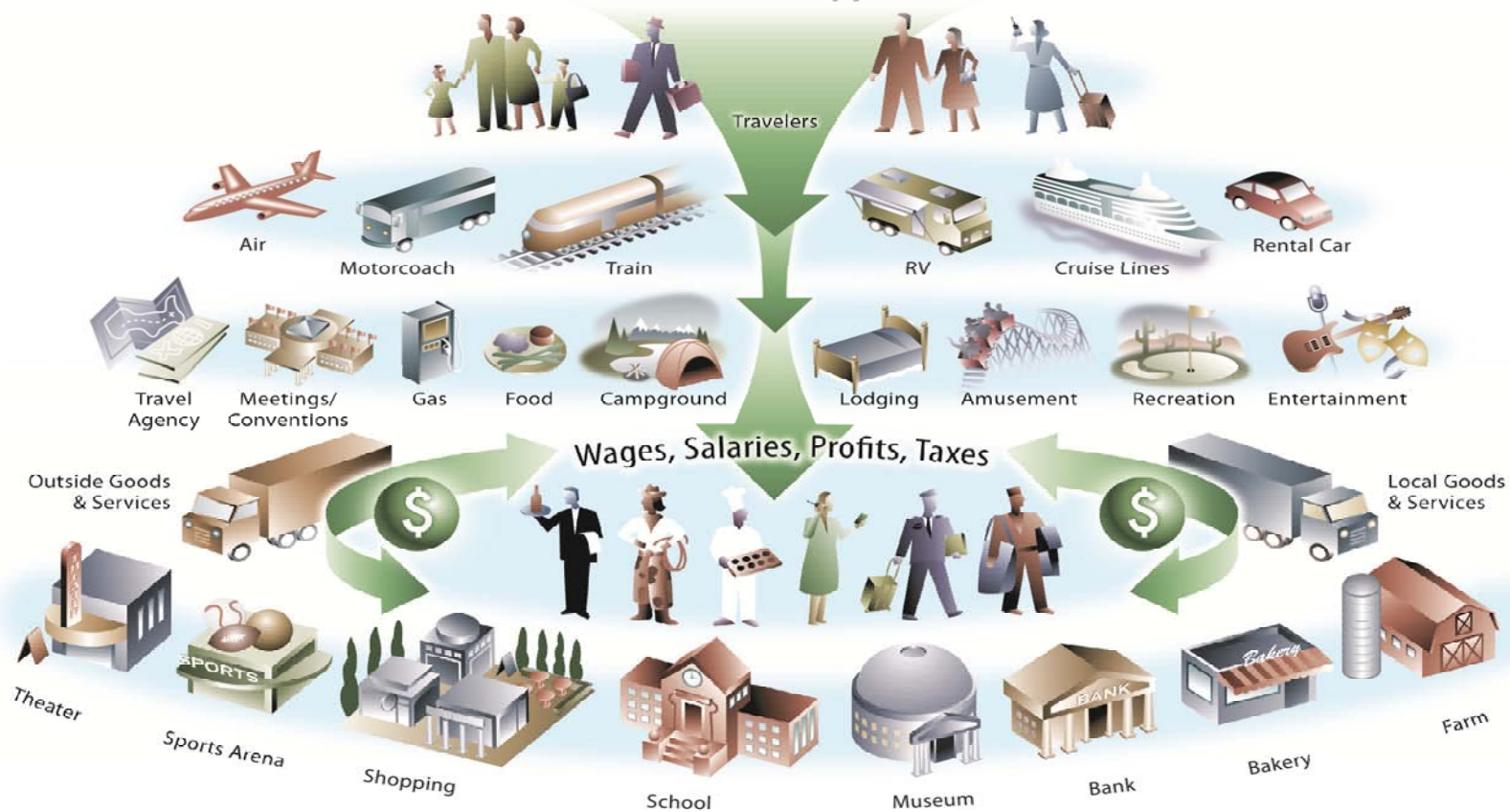
Staff & Board of Directors

- Julie Larson Wearn – Executive Director
- Carrie Donovan – Director of Sales and Marketing
- Amy Englund Wood – Sales Manager
- New Address:
Rosedale Towers
1700 N Highway 36, Suite 405
- Ken Gay – U of MN –CECC – Chair
- Chris Leach – Mn State Fair
- Bill Malinen – City of Roseville
- Darryn Maloney – Courtyard by Marriott
- Rich McNamara – Western Bank
- Mary Mullaney – IFAI
- Elizabeth Ostrander – Rosedale Center
- Greg Perkey – Herberger's
- Tammy Worrell - NWC

WHY We Matter

The Power of Travel

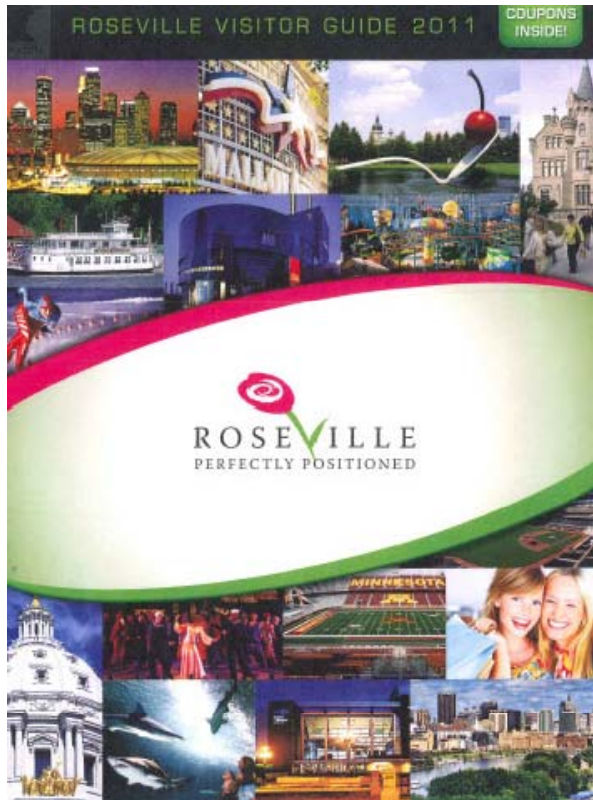
How Travel Dollars Support America



2010 vs. 2009 TOTAL NUMBERS

	January	February	March	April	May	June	July	August	September	October	November	December	Year to Date
LEADS													
2010	280	979	1449	365	611	318	257	154	353	357	374	200	5697
2009	364	832	422	663	316	482	323	157	675	410	649	135	5428
BIDS													
2010	20	21	17	16	13	7	2	14	34	17	15	22	198
2009	37	31	26	13	25	10	21	15	10	8	15	21	232
BIDS BOOKED													
2010	12	5	12	9	7	6	1	2	6	11	4	18	93
2009	12	13	12	4	11	8	8	3	2	1	5	12	91
TENTATIVE ROOM NIGHTS													
2010	321	2819	168	420	3813	56	56	810	5416	2012	586	322	16799
2009	2097	1844	924	304	471	112	281	648	781	395	1644	568	10069
DEFINITE ROOM NIGHTS													
2010	1960	1530	1044	688	728	151	975	22	177	467	260	883	8885
2009	676	1446	1444	164	1550	494	485	128	25	56	142	804	7414
TOTAL REVENUE													
2010	\$820,910.99	\$1,005,624.47	\$362,420.26	\$226,930.84	\$236,625.88	\$42,394.39	\$424,166.80	\$13,059.20	\$77,016.04	\$176,083.49	\$114,209.91	\$399,533.79	\$2,893,351.59
2009	\$224,434.88	\$459,872.97	\$558,045.74	\$51,864.34	\$514,478.18	\$166,631.82	\$123,323.85	\$53,917.07	\$6,267.25	\$7,405.56	\$54,402.09	\$319,596.14	\$2,540,239.89
2010 vs 2009 SUMMARY													
			Leds			1%				Bids			17%
			Bids Booked			1%							
			Tentative Room Nights			65%							
			Definite Room Nights			20%							
			Total Revenue			13%							

Promotional Marketing



Minneapolis & St. Paul Upcoming Events

Calendar of Events

Now - January 9
Billy Elliot: The Musical
The Orpheum Theatre

Now - January 29
All Shook Up!
Chanhassen Dinner Theatres

January 5
Minnesota Timberwolves
vs.
Charlotte Bobcats
Target Center

January 7
Minnesota Timberwolves
vs.
Portland Trail Blazers
Xcel Energy Center

January 7-9
Land O Lakes Kennel Club Dog Show
RiverCentre

January 8-30
Romeo and Juliet
and *The Comedy of Errors*
The Guthrie

January 2011



Roseville, Perfectly Positioned for your visit to Minneapolis/St. Paul!

Make your hotel reservations [NOW!](#)

Roseville Restaurant Week

**January
8 - 15**



Roseville will celebrate the week leading up to the Fourth Annual Roseville Winter Jazz Blast by hosting Roseville Restaurant Week.

Enjoy a 3-course meal between \$10 to \$30 at a variety of Roseville Restaurants.
[Click here](#) for more information



2011 Ads



Thankfully, there are places with warm malls and hot tubs.

Drop by visitroseville.com for discounted hotel rates and more shopping choices than you can shake an icicle at.

ROSEVILLE
PERFECTLY POSITIONED

Roseville, just 10 minutes from Minneapolis and Saint Paul.

(651) 633-3002 (or) (977) 980-3002
visitroseville.com



Roseville. Close to everything the Twin Cities have to offer.

Roseville is the perfect place to stay on your next visit to the Twin Cities. You'll appreciate the easy access to everything in Minneapolis and St. Paul and enjoy restful, affordable nights in Roseville.

ROSEVILLE
PERFECTLY POSITIONED

For complimentary travel assistance contact the Roseville Visitors Association today.

(651) 633-3002 (or) (977) 980-3002
visitroseville.com



We can plan a tour that will even fit his tastes.

When you work with the Roseville Visitors Association to plan your group tour, you can rest assured that our experienced staff will help build an itinerary to satisfy any traveler. Roseville is conveniently located just minutes from everything in Minneapolis-Saint Paul, and our brand-name hotels offer free parking and lower lodging tax rates than most metro cities.

ROSEVILLE
PERFECTLY POSITIONED

For maps, coupons and travel advice, contact the Roseville Visitors Association today.

(651) 633-3002 (or) (977) 980-3002
www.visitroseville.com

Website-www.visitroseville.com



ROSEVILLE, MINNESOTA PERFECTLY POSITIONED

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Perfectly positioned north of Minneapolis and St. Paul, visitors are just 10 minutes away from magnificent theaters, museums and world class shopping. Enjoy our neighbors during the day, come stay with us at night. Whether you are looking for a fun family getaway or a quiet, comfortable, and convenient place to stay, we welcome you to Roseville.



FEATURES

- Find a great place to stay
- Check out the attractions
- Attend an event
- Find a place to eat
- Shop 'till you drop



HOTEL RESERVATIONS

Check-In:

Check-Out:

Select a Category:

[SEARCH](#) [Hotel Map](#)

UPCOMING EVENTS

KING TUT

February 18- September 5, 2011



Experience the riches of royal life in Egypt more than 3,000 years ago in

"Perfectly Priced"

[CLICK FOR HOTEL SPECIALS](#)

WHAT'S NEW

Marjorie McNeely Conservatory Winter Flower Show

Now- March 20

2011 Jazz Blast

- 17 Middle and High School Bands participated
- We had approximately 900 in attendance for the evening concert

January Web site traffic for Taste of Roseville Restaurant Week and All That Jazz was impressive:

Web hits during WCCO banner ad:

Jan 7 5,126
Jan 8 16,049
Jan 9 14,881



External Links to our site:

CBS local (WCCO)

1089

Rosedale Webpage

106

JazzMN.org

71

Ifyoucanstomachit

40

Key Search Phrases:

Roseville jazz blast

828

Roseville restaurant week

197



Case Study: Roseville Restaurant Week

WCCO.com sent 1,395 visitors to the Restaurant Week site from 1/1 – 1/15!
Here's how...

Homepage Roadblock

- Run dates: 1/8 – 1/9
- Placement: Exclusive homepage placement for 48 hours
- Results: 1,047 clicks!

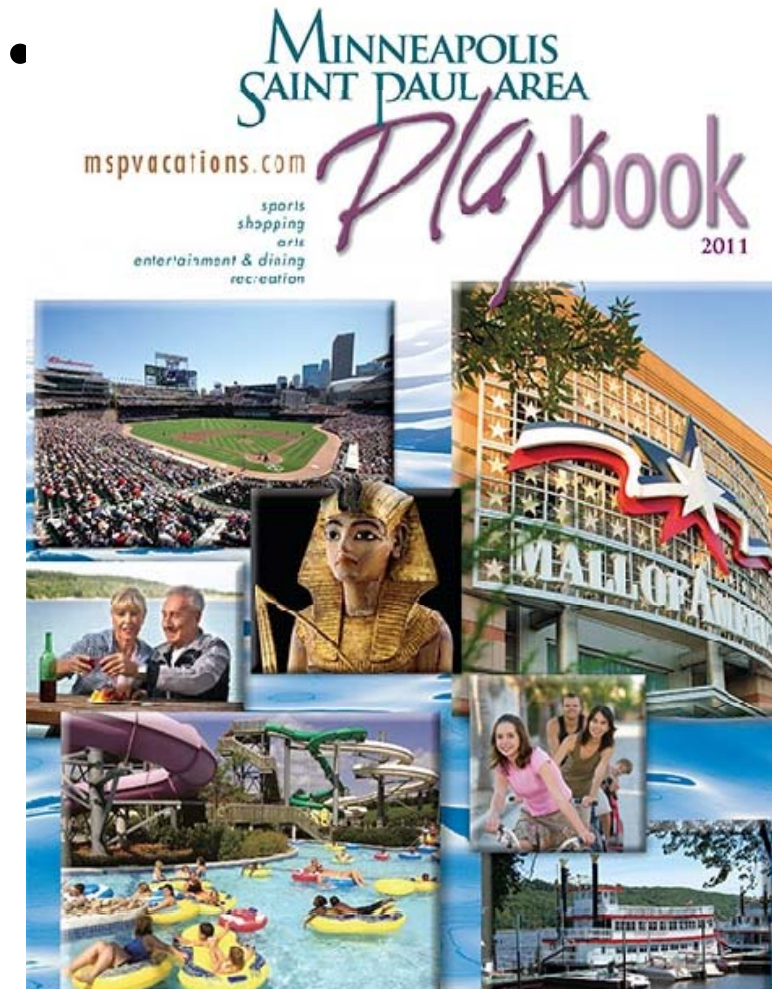
Best of Minnesota Banners

- Run dates: 1/1 – 1/15
- Placement: Ads rotated in “Best of”, News and Homepage
- Results: 348 clicks

The screenshot shows the WCCO.com homepage. At the top, there's a navigation bar with links like Home, News, Sports, Best of, Watch + Listen, Deals, Fan Shop, Directory, Traffic, and Weather. Below this, a large banner for "ROSEVILLE RESTAURANT WEEK Jan 8 - 15" is prominently displayed, enclosed in a red dashed border. To the left of the banner is a "LISTEN LIVE" button and a "QUICK LINKS" section. Below the banner, there's a "Best Thrift Store Finds" section with an image of a person in a hat. To the right of the banner, there's a "LOCAL OFFERS" section with a "SIGN UP" button. The bottom of the page features a "LATEST MINNESOTA NEWS" section with a headline about "Hottest Twin Cities Search Terms On Google".

The screenshot shows the WCCO.com "Best of" page. At the top, there's a navigation bar with links like Home, News, Sports, Best of, Watch + Listen, Deals, Fan Shop, Directory, Traffic, and Weather. Below this, a banner for "Best of RESTAURANTS" is displayed. To the right of the banner, a "Roseville Restaurant Week Jan 8 - 15" banner is prominently displayed, enclosed in a red dashed border. Below the banner, there's a "LOCAL OFFERS" section with a "SIGN UP" button. The bottom of the page features a "LATEST MINNESOTA NEWS" section with a headline about "Hottest Twin Cities Search Terms On Google".

Cooperative Endeavors Maximize our Marketing Dollars



- 24,000 Playbooks printed – Roseville has full Page Profile w/ 3 coupons
- Graphic Ad in 3 E Blasts –
- Sponsored link on mispvacations.com
- Star Tribune postcard mailing to mailing to 68,000 households – outstate
- Oprah Magazine in April
- MN Twins print and mobile marketing program
- Vikings Update Magazine
- TravelGuidesFree.com
- Parade Magazine Northern Plains Insert – cir. 3.1 million

Co-op Trip with Minneapolis Northwest

FOOD **DRAWS**
COUPONS
BEVERAGES
& MORE!



Minneapolis Northwest & Roseville Visitors Association—two premiere Minneapolis & Saint Paul area destinations invite you to an OPEN HOUSE at the CAA Manitoba Office located at 501 St. Anne's Road, Winnipeg on **FRIDAY, FEBRUARY 25TH** FROM 2:00-6:00 P.M.

FREE goodie bags for the first 25 people each hour.

*Only one bag per person.

RSVP & DOWNLOAD A DRAW SHEET



Gopher Sports Sponsorship

- **Preferred Hotel Sponsor for Gopher Sports**

Includes logo recognition and Roseville Visitors Association information on Gophersports.com

Distribution of coaches mailbox inserts, inserts highlight the Roseville Visitors Association services and our hotels

Listing on Campus Map

Recommendation to visiting teams by the University of Minnesota when fans call in for hotel information

- **Radio Spots during Gopher Football Games**

One (1) :30 second ad during three (3) designated regular season Gopher Football radio broadcast on WCCO-AM 830 and the statewide radio network.

- **Radio Spots during Gopher Football Games**

One (1) :30 second ad during twelve (12) designated regular season Gopher Men's Basketball radio broadcast on WCCO-AM 830 and the statewide radio network.

- **Gopher Football E-Mail Blast**

Recognition in one email blast to Gopher Football Season Ticket Holders to highlight Roseville Visitors Association –Gopher Football Hotel Packages



- **U of M Staff Meeting Planner Forum**
Destination St. Paul Campus
- **Date:** Friday, February 11, 2011
Time: 8:30 a.m. to 10:00 a.m.
- Why should you hold your next event on the St. Paul campus? The University offers a wealth of resources on the St. Paul campus to help keep your event on budget, on time, and successful. Learn more about the resources available to you at the Meeting Planner Forum.
- **Speakers include:**
- **Kim Araya**, Assistant Department Director, Conference and Events Services Office (CES)
Ken Gay, U of M Continuing Education and Conference Center (CECC)
Lori Graven
Julie Larson Wearn, Executive Director, Roseville Visitors Association (RVA)
For meetings with out-of town guests, the RVA can help you research sleeping room space availability and rates, as well as provide attraction and theater information for pre- and post-conference attendees.
- This **FREE** seminar is sponsored by the [College of Continuing Education](#), the [University Conference and Events Office](#), and the [Roseville Visitors Association](#).

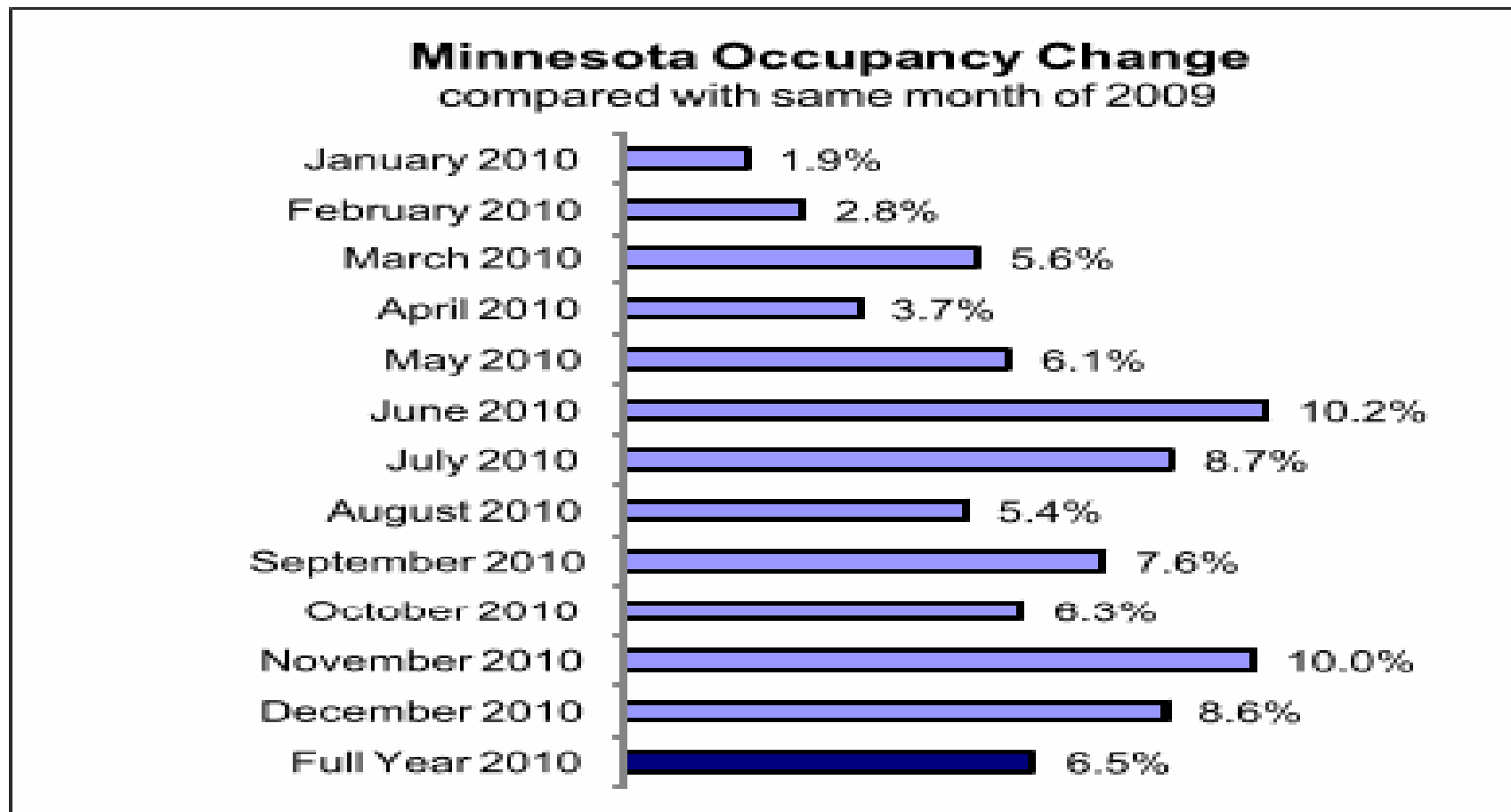
Congratulations Partners!



- The Wild took to the gigantic, shiny ice surface of the John Rose Oval in Roseville for practice the morning of Saturday, February 19 with 1,800 fans and spectators to see the players work out under a mostly cloudy sky with the temperature below 20 degrees.
- Craig Leipold "The players are absolutely loving this," he said. "When they walked off the bus, I think they had as big a grin as the spectators did. This is good for the game of hockey. Everybody's having fun. No question, we'll do this again, at least once a year."



The Year Ahead- Occupancy is Improving!



STR Report

Occupancy (%)	2009					2010												2011	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2009	2010	2011	2009	2010	2011
City of Roseville	68.3	67.4	66.8	53.3	44.8	49.1	51.5	60.6	62.0	65.6	68.4	69.3	73.7	68.7	66.6	52.0	46.5	48.5	47.4	49.1	48.5	66.6	60.3	61.2
Slected Properties	67.9	68.0	63.4	53.2	41.3	43.1	53.6	59.2	57.5	60.1	73.4	71.1	73.7	69.2	69.1	56.9	44.9	47.9	48.7	43.1	47.9	65.7	58.5	61.4
Index	100.5	99.2	105.3	100.1	108.5	114.0	96.0	102.3	107.8	109.3	93.2	97.4	100.0	99.3	96.4	91.5	103.6	101.2	97.3	114.0	101.2	101.4	103.2	99.6

% Chg

City of Roseville	-16.5	-10.9	-2.6	-6.8	-3.5	3.6	-7.0	4.8	-2.0	8.1	-0.8	1.6	7.9	1.9	-0.2	-2.4	3.8	-1.3	-6.2	3.6	-1.3	-3.9	-9.4	1.4
Slected Properties	-18.5	-7.9	-7.8	-3.8	-1.8	-11.6	4.4	0.9	-5.0	4.1	9.4	0.3	8.4	1.7	9.0	6.9	8.6	11.1	-8.9	-11.6	11.1	-1.8	-11.0	5.1

ADR	2009					2010												2011	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2009	2010	2011	2009	2010	2011
City of Roseville	78.97	77.63	76.17	71.16	68.99	67.58	68.09	70.88	71.30	70.16	81.81	75.57	80.37	78.14	76.67	71.17	66.87	68.77	73.3	67.6	68.8	81.6	74.8	73.9
Slected Properties	94.45	99.15	101.19	95.21	87.87	90.52	92.19	96.60	94.49	94.02	98.66	100.46	98.09	98.70	98.18	95.01	90.37	93.15	95.79	90.52	93.15	102.40	98.05	96.27
Index	83.6	78.3	75.3	74.7	78.5	74.7	73.9	73.4	75.5	74.6	82.9	75.2	81.9	79.2	78.1	74.9	74.0	73.8	76.5	74.7	73.8	79.7	76.3	76.8

% Chg

City of Roseville	-14.3	-17.2	-7.5	-7.8	-4.8	-7.7	-8.2	-3.8	-0.9	-2.5	-0.8	-2.5	1.8	0.7	0.6	0.0	-3.1	1.8	-3.5	-7.7	1.8	4.1	-8.4	-1.2
Slected Properties	-10.9	-13.8	-1.8	-4.2	-6.6	-5.5	-6.7	-3.4	-5.9	-6.0	-2.5	-1.8	3.8	-0.5	-3.0	-0.2	2.8	2.9	1.0	-5.5	2.9	3.8	-4.2	-1.8



I love this Country.™

