



Josh Wolsky <josh@downtownminot.com>

DBPA -- Board Email Action Requested -- Tourism Recovery & Resiliency Project -- Letter of Support

12 messages

Josh Wolsky <josh@downtownminot.com>

Mon, Nov 9, 2020 at 3:18 PM

To: Aaron Thompson <sourisriverbrewing@gmail.com>, Chad Thompson <chad@fmirestaurants.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Rod Wilson <sentrysales@srt.com>, Ryan Ackerman <ryan.ackerman@ackerman-estvold.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>

Cc: jessica@downtownminot.com

Hello Everyone!

I'm writing to request virtual action on a project that's been moving quickly through the formal political system. It is called the Tourism Recovery & Resiliency Project; it is sponsored by Visit Minot. Steph Schoenrock has been working diligently on this for many months. Previously, she was hoping to have it funded by a Federal EDA grant. That arm of the Federal government is out of money so the Visit Minot board approved seeking funding locally.

The draft outline of the project is attached below. The project has three primary legs:

1. Data Collection and Management
2. Destination Development
3. Team Events & Tourism Development

Both Jess and I have talked in detail with Steph about this project. With regards to the DBPA, there are two aspects we view as particularly exciting and beneficial for the organization and our membership, though it's easy to see value in all pieces. Of special note are:

1. The Data Collection & Management leg will set a Geo-Fence around Downtown and so we can begin tracking who visits, how they spend, and other key data points. In essence, this will paint a picture of who our downtown supporters are and the expectation is we're going to get a treasure chest of information.
2. On the Destination Development project, one focus area is on hospitality and event training. The value of this cannot be overstated with regards to helping Minot and our downtown merchants provide a cohesive, positive experience for all those visiting Minot and entering the downtown.

So, that leads us to the request part. Steph is hoping to have this project in front of City Council in one week on the 16th of November. It is a big financial ask; political success will require community support. As such, Steph requested the DBPA provide a letter of support. Jess and I believe doing so is in the best interest of the organization, the membership, and Minot.

Copied below is a draft letter of support. Upon reading it, we recommend an email motion, email second, and board vote on whether to provide a letter of support based on the draft provided to Visit Minot and authorize Board President Mr. Thompson to sign it.

If you have questions, I can be reached at (701) 340-1763

Respectfully,
Josh Wolsky

----- BEGIN DRAFT LETTER OF SUPPORT

Mayor Simpa, Members of Council:

Did you know Downtown Minot is home to twenty-six can-only-be-found-in-Minot food and beverage businesses? Yes, 26! It's a little-known fact about our downtown, but one we love to share because we're so proud of the culinary destination our local entrepreneurs are creating.

But 2020 has been a tough year for them. Their businesses depend on tourists and travelers, they depend on events and celebrations, and they depend on all of us being comfortable gathering in public places. None of those describe our current environment.

As we emerge from this year's difficulties, it's critical that Minot hits the ground running, that we position ourselves as a destination with world-class events, experiences, and hospitality. And it's critical that our local business owners see our leadership supporting them. To achieve those goals, we need a plan.

Visit Minot's Tourism Recovery & Resiliency Project is that plan. This plan's focus on information gathering, training and development, and investment and tracking are more than just ideas. These are tangible steps and tools that will lead to sustainable growth that is good for our members, good for downtown, and good for all of Minot.

With that, we the board and members of Minot's Downtown Business & Professional Association ask for your enthusiastic support of Visit Minot's Tourism Recovery & Resiliency Project.

*Respectfully,
Chad Thompson,
President, Downtown Business & Professional Association*

---- END DRAFT

Tourism Recovery and Resilience Project					
Project Timeline - 24-36 months			Year 1	Year 2	Year 3
Data Collection and management - 24 months		\$62,000	\$32,000	\$30,000	
Software and Administration	Develop a data collection and management plan to support strategic marketing for businesses and event organizations.				
Destination Development - 24 months		\$60,500	\$35,000	\$25,500	
Current Event/Attraction Support	Canvas available event/attraction organizations to identify gaps in tourism and support with marketing training and consulting.	\$12,500			
Marketing Development	The staff of Visit Minot will develop and implement marketing program and work to increase knowledge of and engagement in Minot's community brand development by multi-sector businesses.	\$18,000			
Training Community	Develop and deploy front-line and marketing training to events, restaurants, retail, and local attractions.	\$30,000			
Team Events Tourism Development - 24-36 months		\$355,000	\$130,000	\$157,500	\$67,500
Staff and Tools for development/administration	Cultivate opportunities for the untapped youth sports tourism industry and team events tourism, including stakeholder assembly and engagement, and event generation support.	\$175,000	\$87,500	\$87,500	
Establish New Events	Establish a minimum of five new events utilizing event coordination support and an event recruitment fund. Economic impact \$10 million minimum, from participants outside Ward County.	\$175,000	\$40,000	\$67,500	\$67,500
Tracking Economic Impact	Using the module and platform developed by Tourism Economics, which is a partnership with Destinations International and Sports Events and Tourism Assn, a report will be provided on each team event to ensure a measureable performance and benchmark.	\$5,000	\$2,500	\$2,500	
			Year 1	Year 2	Year 3
Total		\$477,500	\$197,000	\$213,000	\$67,500

Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>

Mon, Nov 9, 2020 at 3:21 PM

To: Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Chad Thompson <chad@fmirestaurants.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Rod Wilson <sentralsales@srt.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

I move approval.

Ryan Ackerman, PE

Ackerman-Estvold

1907 17th Street SE

Minot, ND 58701

Office: 701.837.8737

Direct: 701.857.9113

www.ackerman-estvold.com

Follow us on Facebook, LinkedIn and Twitter!



Please consider the environment before printing this e-mail

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Tourism Recovery and Resilience Project				
Project Timeline - 24-36 months				
		Year 1	Year 2	Year 3
Data Collection and management - 24 months		\$62,000	\$32,000	\$30,000
Software and Administration	Develop a data collection and management plan to support strategic marketing for businesses and event organizations.			
Destination Development - 24 months		\$60,500	\$35,000	\$25,500
Current Event/Attraction Support	Canvas available event/attraction organizations to identify gaps in tourism and support with marketing training and consulting.	\$12,500		
Marketing Development	The staff of Visit Minot will develop and implement marketing program and work to increase knowledge of and engagement in Minot's community brand development by multi-sector businesses.	\$18,000		
Training Community	Develop and deploy front-line and marketing training to events, restaurants, retail, and local attractions.	\$30,000		
Team Events Tourism Development - 24-36 months		\$355,000	\$130,000	\$157,500
Staff and Tools for development/administration	Cultivate opportunities for the untapped youth sports tourism industry and team events tourism, including stakeholder assembly and engagement, and event generation support.	\$175,000	\$87,500	\$87,500
Establish New Events	Establish a minimum of five new events utilizing event coordination support and an event recruitment fund. Economic impact \$10 million minimum, from participants outside Ward County.	\$175,000	\$40,000	\$67,500
Tracking Economic Impact	Using the module and platform developed by Tourism Economics, which is a partnership with Destinations International and Sports Events and Tourism Assn, a report will be provided on each team event to ensure a measureable performance and benchmark.	\$5,000	\$2,500	\$2,500
			Year 1	Year 2
Total		\$477,500	\$197,000	\$213,000
			Year 3	
				\$67,500

Chad <Chad@fmirestaurants.com>

Mon, Nov 9, 2020 at 3:27 PM

To: Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>, Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Rod Wilson <sentrysales@srt.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
 Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

Do we have a 2nd?

Thank you very much

Chad Thompson

701.240.9938

From: Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>

Sent: Monday, November 9, 2020 3:22 PM

To: Josh Wolsky <josh@downtownminot.com>; Aaron Thompson <sourisriverbrewing@gmail.com>; Chad <Chad@fmirestaurants.com>; Jason Bentley <jsbentley@bremer.com>; Jeremy Mahaney <jeremymahany@gmail.com>; Lindsay Ulrickson <lyndsay@sourisbasin.org>; Margie Bolton <mbmargiez@gmail.com>; Rod Wilson <sentrysales@srt.com>; Sherry McGlaughlin <sherrymcgloughlin@srt.com>

Cc: jessica@downtownminot.com

Subject: RE: DBPA -- Board Email Action Requested -- Tourism Recovery & Resiliency Project -- Letter of Support

EXTERNAL

[Quoted text hidden]

Rod Wilson <sentrysales@srt.com>

Mon, Nov 9, 2020 at 3:30 PM

To: Chad <Chad@fmirestaurants.com>, Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>, Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

I will second that motion...

Rod W

Rod Wilson

Sales & Marketing Manager

701.721.9327

www.northernsentry.com

**northern
sentry**
MAFB NEWSPAPER

[Quoted text hidden]

Chad <Chad@fmirestaurants.com>

Mon, Nov 9, 2020 at 3:31 PM

To: Rod Wilson <sentrysales@srt.com>, Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>, Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

Motion and 2nd.

Please reply all yes or no

Thank you very much

Chad Thompson

701.240.9938

[Quoted text hidden]

Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>

Mon, Nov 9, 2020 at 3:32 PM

To: Chad <Chad@fmirestaurants.com>, Rod Wilson <sentrysales@srt.com>, Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

Yes

Ryan Ackerman, PE

Ackerman-Estvold

1907 17th Street SE

Minot, ND 58701

Office: 701.837.8737

Direct: 701.857.9113

www.ackerman-estvold.com

Follow us on Facebook, LinkedIn and Twitter!



Please consider the environment before printing this e-mail

[Quoted text hidden]

Rod Wilson <sentrysales@srt.com>

Mon, Nov 9, 2020 at 3:34 PM

To: Chad <Chad@fmirestaurants.com>, Ryan Ackerman <Ryan.Ackerman@ackerman-estvold.com>, Josh Wolsky <josh@downtownminot.com>, Aaron Thompson <sourisriverbrewing@gmail.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>
Cc: "jessica@downtownminot.com" <jessica@downtownminot.com>

Yes

Rod Wilson

[Quoted text hidden]

Chad <Chad@fmirestaurants.com>
To: Josh Wolsky <josh@downtownminot.com>

Mon, Nov 9, 2020 at 4:36 PM

It should be good for you to move forward.

Thanks Josh!

Thank you very much

Chad Thompson
701.240.9938

Sent from my iPhone

On Nov 9, 2020, at 3:18 PM, Josh Wolsky <josh@downtownminot.com> wrote:

EXTERNAL
[Quoted text hidden]
[Quoted text hidden]
[Quoted text hidden]
<image002.png>

Tourism Recovery and Resiliency Progress			
Project Schedule - All 18 months			
		Year 1	Year 2
State Collection and Management - Milestones		\$6,000	\$16,000
Survey and Assessment	Develop data collection and management plan for support groups, including the business and economic impact.		
Marketing/Development - Milestones		\$60,000	\$22,000
Market Research/Marketing	Market research/Marketing services to determine the appropriate support for tourism and support with marketing training and consulting.	\$60,000	
Marketing/Development	The staff will collaborate with development marketing program and work to increase knowledge of local businesses in Minot and identify new development projects and other business.	\$60,000	
Marketing/Development	Marketing and sales from town and marketing training to events, festivals, and other activities.	\$60,000	
State Parks Tourism Development - 18 Months		\$50,000	\$10,000
State Parks Tourism Development	Develop opportunities for the development of state parks, trails, and other assets, including the local community and engagement, and economic support.	\$50,000	\$10,000
Establish New Parks	Establish connections for the state parks, trails, and other assets, including the local community and engagement, and economic support.	\$50,000	\$10,000
Marketing/Development	Marketing and sales from town and marketing training to events, festivals, and other activities.	\$50,000	\$10,000
Training Economic Impact		\$2,500	\$2,500
Training Economic Impact	Long-term marketing and public relations for Tourism Economics, which is a partnership with the National Hotel and Lodging Association and the State and Tourism Association, a regional organization that organizes annual business performance and benchmarking.	\$2,500	\$2,500
		Year 1	Year 2
Total		\$115,000	\$30,500

image002.png
61K

Josh Wolsky <josh@downtownminot.com>
To: Chad <Chad@fmirestaurants.com>

Mon, Nov 9, 2020 at 4:42 PM

Yep, thanks for the support, Chad! We've got a talented person at VisitMinot, really hoping the Council will support her!
JW
[Quoted text hidden]

Chad <Chad@fmirestaurants.com>
To: Josh Wolsky <josh@downtownminot.com>

Mon, Nov 9, 2020 at 4:49 PM

Absolutely!!!

Thank you very much

Chad Thompson
701.240.9938

Sent from my iPhone

[Quoted text hidden]

Josh Wolsky <josh@downtownminot.com>
To: caribbeancolor2017@gmail.com

Mon, Nov 9, 2020 at 5:37 PM

Hey Sherry!

The original message is copied below... Sorry we didn't have the right email.

JW

----- Forwarded message -----

From: **Josh Wolsky** <josh@downtownminot.com>

Date: Mon, Nov 9, 2020 at 3:18 PM

Subject: DBPA -- Board Email Action Requested -- Tourism Recovery & Resiliency Project -- Letter of Support

To: Aaron Thompson <sourisriverbrewing@gmail.com>, Chad Thompson <chad@fmirestaurants.com>, Jason Bentley <jsbentley@bremer.com>, Jeremy Mahaney <jeremymahany@gmail.com>, Lindsay Ulrickson <lyndsay@sourisbasin.org>, Margie Bolton <mbmargiez@gmail.com>, Rod Wilson <sentrysales@srt.com>, Ryan Ackerman <ryan.ackerman@ackerman-estvold.com>, Sherry McGlaughlin <sherrymcgloughlin@srt.com>

Cc: <jessica@downtownminot.com>

[Quoted text hidden]

Sherry McGlaughlin <caribbeancolor2017@gmail.com>
To: Josh Wolsky <josh@downtownminot.com>, chad@fmirestaurants.com

Mon, Nov 9, 2020 at 6:02 PM

Yes!

Let me know what if anything I can do to help support this project!

[Quoted text hidden]