



CITY COUNCIL WORKSESSION AGENDA

Monday, May 23, 2022

4:00 PM

CALL TO ORDER: Pursuant to due notice and call thereof, a Worksession meeting of the Grand Rapids City Council will be held on Monday, May 23, 2022 at 4:00 PM in the City Hall Council Chambers, 420 North Pokegama Avenue, Grand Rapids, Minnesota.

ROLL CALL:

BUSINESS:

1. Visit Grand Rapids Annual Update

DEPARTMENT HEAD REPORT:

2. Public Works / Engineering Department Head Report

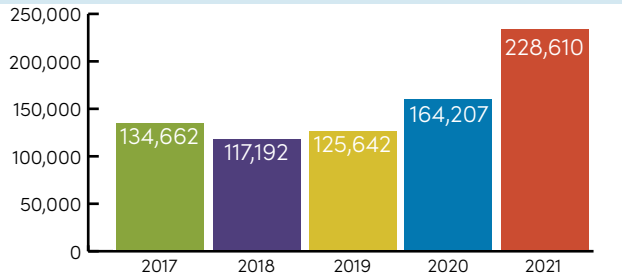
REVIEW OF REGULAR AGENDA:

ADJOURN:

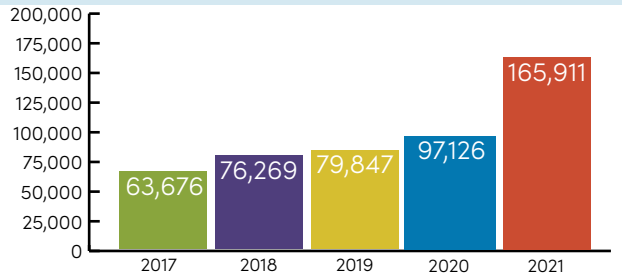
Attest: Kimberly Gibeau, City Clerk

OWNED

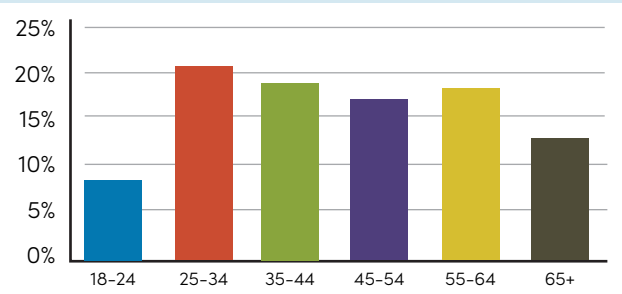
Website Visits



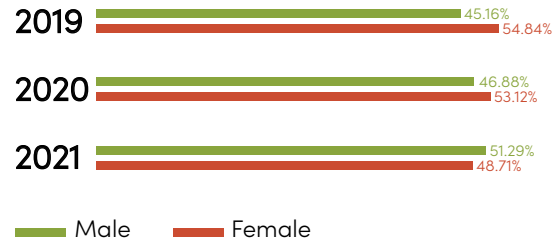
Mobile Visits



Age of Users



Gender of Users



Top Countries

1. United States	87,323
2. Canada	1,972
3. Mexico	381

Top States

1. Minnesota	96,537
2. Illinois	29,762
3. Michigan	11,395
4. Wisconsin	10,093
5. Iowa	5,436
6. North Dakota	3,427
7. California	3,191
8. Texas	3,112
9. South Dakota	2,715
10. Indiana	2,346

Top 10 Pages

1. Places to Stay	6. Visitor Guide
2. Home Page	7. Festival/Events
3. Things To Do	8. Hiking
4. Events Calendar	9. Snowmobiling
5. Book>Direct	10. ATV/OHV

EARNED



Likes
2019 21,394
2020 21,482
2021 21,656



Organic Reach
2020 1,225,688
2021 1,846,380



Followers
2019 1,112
2020 1,350
2021 1,991



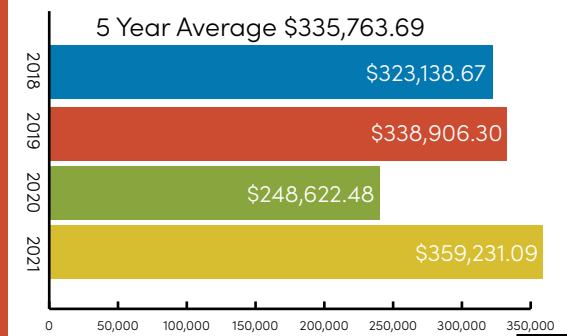
TikTok
2021
289 Followers
722 likes

Book>Direct Data

Searches 18,309

\$198,133.76 booked through top states:
MN, IL, MI, WI, ND, IA, OH, TX, CA, CO

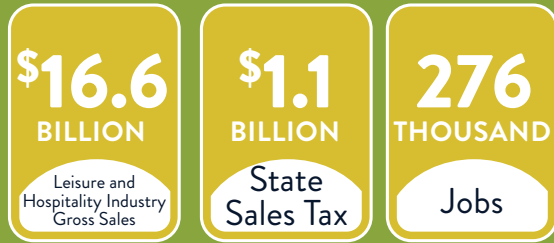
LODGING TAX



MISSION

To generate a positive economic impact through destination marketing, and tourism and hospitality advocacy in the greater Grand Rapids, Minnesota area.

TOURISM'S ECONOMIC IMPACT ON MINNESOTA



2019



2020

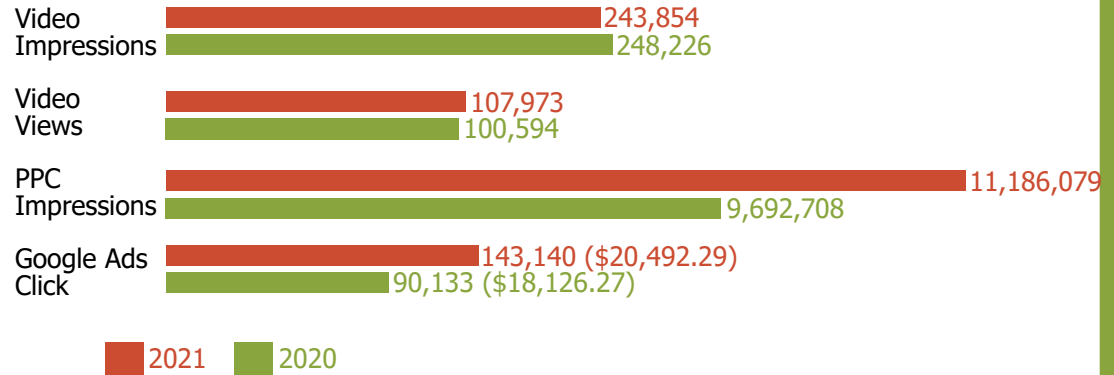
TRAVEL AND TOURISM IN NE MINNESOTA

NORTHEAST REGION	Gross Sales	State Sales Tax	Private Sector Employment
Carlton	\$49,412,312	\$3,185,631	917
Cook	\$67,897,385	\$4,453,808	773
Itasca	\$69,954,973	\$4,358,173	1,259
Kanabec	\$14,595,215	\$984,821	274
Koochiching	\$31,056,022	\$1,968,264	528
Lake	\$37,670,370	\$2,443,071	571
Pine	\$51,230,209	\$2,816,908	815
St Louis	\$436,164,247	\$28,508,724	8,701
Region Total	\$757,980,733	\$48,719,400	13,838

Year	Gross Sales	Jobs
2018	\$76,695,437	1,524
2019	\$79,946,569	1,501
2020	\$69,954,973	1,259

PAID DIGITAL ADS

Item 1.



SCAN THE QR CODE TO
ACCESS THE INTERACTIVE
VISITOR GUIDE



For More
Information Contact:

Megan Christianson
Visit Grand Rapids Executive Director
218-326-9607
megan@visitgrandrapids.com

www.visitgrandrapids.com

Check-Out NEW Website →

ITEM # _____



WORKSESSION COVERSHEET

AGENDA DATE: May 23, 2022
TITLE: Public Works / Engineering Department Head Report
PREPARED BY: Matt Wegwerth

BACKGROUND:

Public Works / Engineering Department Head Report

ATTACHMENTS: