

**CITY OF PLYMOUTH
AGENDA
Regular Destination Marketing Organization Advisory Board
Mooney Lake Room
Plymouth City Hall
3400 Plymouth Boulevard, Plymouth, MN 55447
July 23, 2025, 10:00 AM**

1. CALL TO ORDER

- 2. PUBLIC FORUM** - Individuals may address the advisory board about any item not contained on the regular agenda. A maximum of three minutes is allotted per individual with a total of 15 minutes for the forum. If the full 15 minutes are not needed for the forum, the advisory board will continue with the agenda. The advisory board will take no official action on items discussed at the forum, with the exception of referral to staff for future report.

3. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

- 4. APPROVE AGENDA** - Advisory Board members may add items to the agenda for discussion purposes or staff direction only. The board will not normally take official action on items added to the agenda.

- 5. CONSENT AGENDA** - These items are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless an advisory board member or individual so requests, in which event the item will be removed from the consent agenda and placed elsewhere on the agenda.

5.1 Adopt proposed Destination Marketing Organization Advisory Board meeting minutes

1. Proposed Minutes 05-28-2025

6. GENERAL BUSINESS

6.1 2026 Goals & Strategic Plan

1. 2026 Hello Plymouth Strategic Plan

6.2 Review Marketing Initiatives

6.3 Quarterly Special Event Review/Upcoming Events Update

1. Special Events 2025

6.4 Discuss 4th Quarter Meeting and Plymouth Tour

7. REPORTS AND STAFF RECOMMENDATIONS

8. ADJOURNMENT



To: Destination Marketing Organization Advisory Board

Prepared by: Megan Schirmers, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **Adopt proposed Destination Marketing Organization
Advisory Board meeting minutes**

1. Action Requested:

Adopt attached minutes from the meeting held on May 28, 2025

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:

1. Proposed Minutes 05-28-2025

Proposed Minutes

Destination Marketing Organization Advisory Board

Wednesday, May 28, 2025

MEMBERS PRESENT: Chair Tim Naumann, Vice Chair Troy Reding, Board Members: Kym Joles, Jess Riley, Erik Halverson, Jennifer Erickson, Lynda Ellingson

STAFF PRESENT: Parks and Recreation Director Jennifer Tomlinson, Recreation Manager Kari Hemp, Destination Marketing Coordinator Katie Langland, Office Support Specialist Megan Schirmers, Plymouth Community Center Supervisor Jake Widmyer

COUNCIL REPRESENTATIVE: Clark Gregor

1. CALL TO ORDER

Advisory Board Chair Tim Naumann called the meeting to order at 10:15 a.m.

2. PUBLIC FORUM

No one was present to speak at the public forum.

3. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

No presentations or public information announcements.

4. APPROVE AGENDA

Motion by Board Member Jennifer Erickson and seconded by Board Member Kym Joles recommending approval of the May 28, 2025 Destination Marketing Organization Advisory Board agenda. With all members voting in favor, the motion carried.

5. CONSENT AGENDA

(6.1) Adopt Proposed Destination Marketing Organization Advisory Board Minutes from January 22, 2025 Meeting

Motion by Vice Chair Troy Reding and seconded by Board Member Erik Halverson recommending approval of the January 22, 2025, Destination Marketing Organization Advisory Board Meeting Minutes. With all members voting in favor, the motion carried.

6. General Business-

(6.1) Opening Remarks & Board Introductions

Kari Hemp the Recreation Manager welcomed everyone to the first annual meeting. Tim Naumann introduced the DMO Advisory Board and identified Hello! Plymouth's mission: to promote Plymouth's activities and events, dining, hotels, attractions and recreation opportunities while fostering economic impact and enhancing the quality of life.

(6.2) 2024 Hello Plymouth Annual Report

Destination Marketing coordinator Katie Langland discussed research that helped to develop the Hello Plymouth brand and marketing initiatives that included digital and print billboards, targeted ads on social media, email marketing and promotional materials. Langland outlined two marketing campaigns, the business passport program and winter venue promotion.

(6.3) Looking Ahead

Langland discussed future plans for 2025 which included: branded clothing and promotional items, a new vehicle wrap for the parks and recreation van, and the launch of the new Hello Plymouth website.

(6.4) City Center Project Update

Recreation Director Jennifer Tomlinson provided an update on City Center including the renovation of Plymouth Boulevard and installation of four roundabouts. The city invested \$15 million into roadway projects and is revisiting zoning codes to allow residential units and regional stormwater ponds within City Center to revitalize the area and bring in more visitors. The public art program was also discussed, and a Baltimore artist was picked for an art installation at the Hilde.

(6.5) 2025 Special Event/Upcoming Events Update

Recreation Manager Kari Hemp introduced the recreation team and presented upcoming parks and recreation events: the farmers market starting June 18 and the first Hilde Night's concert on June 20 featuring the Fabulous Armadillos. Hemp highlighted the Hilde Performance Center as a large city-owned venue behind city hall for events such as Music in Plymouth, which hosts around 15,000 attendees.

7. Reports and Staff Recommendations

No reports or staff recommendations.

Adjournment

Motion by Board Member Jess Riley and seconded by Vice Chair Reding recommending adjournment of the Destination Marketing Advisory Board meeting. With no objection, Chair Naumann adjourned the meeting at 10:47 a.m.



To: Destination Marketing Organization Advisory Board

Prepared by: Megan Schirmers, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **2026 Goals & Strategic Plan**

1. Action Requested:

Approve the 2026 strategic plan and goals.

2. Background:

The DMO Advisory Board should approve the attached strategic plans and goals.

3. Budget Impact:

N/A

4. Attachments:

1. 2026 Hello Plymouth Strategic Plan



2026 Strategic Plan

Mission Statement

To promote Plymouth as a city of choice – offering vibrant activities and events, quality dining, robust hotel options, engaging attractions, and premier recreation opportunities while fostering economic impact and enhancing the quality of life.

Vision

Hello! Plymouth aims to transform Plymouth, Minnesota, into a destination that offers unforgettable experiences for visitors while fostering economic growth and community development. With a new community center, amazing entertainment venues and plans to reimagine city center, it is time to create a brand that caters to regional vacationers and corporate travelers alike. Plymouth will be positioned as a place that is easily accessible, relaxed, and friendly, in order to set it apart from cities with similar offerings.

1. Marketing and Visitor Data

- Monitor lodging metrics monthly to evaluate the performance of Plymouth’s hotels with a goal to increase year-over-year occupancy and Average Daily Rate (ADR).
- Track and analyze visitor data in Zartico, including visitor trends and spending—share a monthly report with the advisory board. The goal is to increase year-over-year spending by 5%.
 - Use this data to make informed marketing decisions.
- Hire a consultant to customize economic impact initiatives in our community for large events (over 5,000 people).

2. Enhance the Visitor Experience

- Maintain and expand the Hello! Plymouth website to include:
 - A regularly updated calendar of events.
 - Group travel resources and itineraries based on season.
 - Interactive features such as enhancing the filtering tools.
- Promote and distribute the Plymouth area map and information across hotels and digital platforms.

3. Strengthen Hospitality and Tourism Partnerships

- Maintain consistent outreach to local DMOs and tourism businesses, with a goal of meeting with three tourism partners each month and gathering input from hotels on ways to boost overnight stays and event bookings.
- Attend at least three tourism and destination marketing conferences or summits to continue professional development and industry engagement.



- Continue monthly updates to the advisory board and launch a quarterly partner newsletter for tourism stakeholders.
- Introduce a sponsorship and grant program aimed at attracting and supporting events that generate economic activity in Plymouth.

4. Increase Event Bookings

- Launch targeted, seasonal campaigns to attract meetings, sports tournaments, weddings, and celebrations—incorporating digital, print, and public relations strategies.
- Place strategic advertising in event-focused publications to reach meeting and event planners.
- Promote Plymouth’s venues at select industry tradeshow, with an emphasis on group travel and sport markets.

5. Marketing Initiatives

- Collaborate with professional creatives and agencies to ensure Hello! Plymouth’s brand is fresh, engaging, and reflective of the community.
- Develop a video campaign showcasing the Plymouth experience—including bike trails, breweries, restaurants, and hotels. Strategically distribute the content through targeted local and regional advertising.
- Continue leveraging co-op marketing opportunities with Explore Minnesota and other partners.
- Launch influencer marketing campaigns in summer and fall 2026 to highlight key experiences and events in Plymouth.
- Advertise in at least two of Plymouth’s top visitor and visitor spending markets with campaigns to drive awareness and travel.
- Expand advertising into one new target market based on performance analytics and emerging trends (targeted campaign tailored to visitor interests and motivations).

Performance Measurement and Evaluation

To evaluate the effectiveness of strategic efforts, Hello! Plymouth will track the following KPIs:

- **Economic Impact** (visitor volume and spending via Zartico)
- **Lodging Data** (occupancy rates, ADR, RevPAR)
- **Social Media Performance** (reach, engagement, audience growth)
- **Website Analytics** (traffic, time on site, referrals)
- **Advertising ROI** (campaign performance and reach per dollar spent)



To: Destination Marketing Organization Advisory Board

Prepared by: Megan Schirmers, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **Review Marketing Initiatives**

1. Action Requested:

The board will hear updates on the recent launch of the new tourism website, ongoing efforts to build local brand awareness, current social media activity, and recent media coverage. Highlights will include a recap of a recent influencer visit, as well as updates on local brand projects such as the Parkers Lake tunnel mural and other community-facing efforts. The board will also receive a live demonstration of the new helloworldplymouth.com website and have an opportunity to provide feedback and discuss ideas for future marketing efforts.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Megan Schirmers, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **Quarterly Special Event Review/Upcoming Events Update**

1. Action Requested:

Hear an update on Plymouth Parks and Recreation special and upcoming events.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:

1. Special Events 2025



Artisan Market



Summer Beach Series



Kids Fest



Farmers Market



Halloween Event



2025 SPECIAL EVENTS

FEB. 1	Fire & Ice - new location!
FEB. 22	Puzzle Palooza
MAR. 14	Pie Day
MAR. 22	Discover Plymouth
APR. 4	Pint-Size Prom
APR. 10-13	Primavera
MAY 1	Walk with the Mayor
MAY 17	Bark in the Park
MAY 22	Memorial Day Event
MAY 22	Beaches and Bonfires
JUNE 17	Plymouth Concert Band
JUNE 17	Summer Skate Series
JUNE 18-OCT. 1	Farmers Market
JUNE 20	Hilde Nights - Fabulous Armadillos
JUNE 28	Music in Plymouth 5K
JULY 2	Music in Plymouth
JULY 11	Hilde Nights - Rival 5 and The Hype
AUG. 8	Beaches, Bands and Brews
AUG. 15	Hilde Nights - Rumors: the Ultimate Fleetwood Mac Tribute Show
AUG. 19	Plymouth Rockers
AUG. 21	Kids Fest
OCT. 24	Halloween Event
NOV. 6	Veterans Day Event
NOV. 22	Plymouth Artisan Market
DEC. 6	Merry Market
DEC. 7	Santa Visits the Sensory Room
DEC. 31	New Year's Eve at the K.U.B.E.

763-509-5200
plymouthmn.gov/specialevents



To: Destination Marketing Organization Advisory Board

Prepared by: Megan Schirmers, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **Discuss 4th Quarter Meeting and Plymouth Tour**

1. Action Requested:

Discuss and set time for the 4th Quarter advisory board meeting and Plymouth tour.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments: