

2019

Annual Report



Executive Director's Report

2019 was a terrific opportunity to reflect on the Minot Convention & Visitors Bureau as a whole, the goals, and evaluate the opportunities ahead. Great things were accomplished, thanks to strong community partnerships and the CVB's unwavering dedication to its mission.

Minot has so much to offer our visitors – unique attractions, cultural and entertainment events, shopping, and exceptional dining. They come here for getaways and vacations, to visit family and friends, enjoy sporting events, attend conferences and strike up new business deals. Our guests contribute direct visitor spending to the local economy, generating tax revenues and sustaining local businesses and jobs.

Tourism has been and will continue to be a local economic engine. As Minot's destination marketing organization, Visit Minot has entered 2020 with a strong determination to make an even greater impact. Visit Minot has a new strategic plan and is transitioning from hospitality industry ownership to being community owned. Our fundamental purpose hasn't changed, but we are taking a new approach to attract additional tourism.

You'll hear more from us throughout the year. But as we move forward, it's important to acknowledge the contributions of the board of directors, staff and Phyllis Burckhard in 2019. Thank you for your hard work, leadership, and commitment.

Stephanie Schoenrock
Executive Director



Visit Minot assisted 80 conferences and events during 2019.



Visit Minot increased their Facebook followers by more than 2,200 fans.



Visit Minot concluded a 2 year video project, which produced over 140 videos featuring local business, events and attractions.



Visit Minot hosted 3 bloggers in July, which led to a national feature of a downtown bar on FoodNetwork.com.

Roosevelt Park Zoo opened the Severson Ahart African Lion Savanna.



Visit Minot Community Calendar hosted 2,807 events.



North Dakota State Fairgrounds hosted the Family Motorcoach Association in August. The city of Minot welcomed almost 1,800 motorcoaches, representing 46 states and 6 Canadian provinces.

Statement of Financial Position

	2019	2018
ASSETS		
Current Assets		
Cash & Cash Equivalents	\$ 575,223.00	\$ 435,280.00
Accounts Receivable	\$ 25,481.00	\$ 47,388.00
Prepaid Insurance	\$ 4,291.00	\$ 7,287.00
Prepaid Maintenance	\$ 4,878.00	\$ 6,654.00
Inventory	\$ 7,712.00	\$ 12,833.00
Total Current Assets	\$ 617,585.00	\$ 509,442.00
Fixed Assets		
Property & Equipment	\$ 317,969.00	\$ 309,429.00
Less Accumulated Depreciation	\$ (201,382.00)	\$ (192,144.00)
Net Fixed Assets	\$ 116,587.00	\$ 117,285.00
TOTAL ASSETS	\$ 734,172.00	\$ 626,727.00
LIABILITIES & NET ASSETS		
Current Liabilities		
Accounts Payable	\$ 29,083.00	\$ 33,655.00
Payroll Liabilities	\$ 13,975.00	\$ 13,512.00
Future Commitments Payable (short-term)	\$ 65,000.00	\$ 53,400.00
Total Current Liabilities	\$ 108,058.00	\$ 100,567.00
Long Term Liabilities		
Future Commitments Payable (long-term)	\$ 108,000.00	\$ 106,500.00
Total Long Term Liabilities	\$ 108,000.00	\$ 106,500.00
Total Liabilities	\$ 216,058.00	\$ 207,067.00
Net Assets		
Unrestricted	\$ 518,114.00	\$ 419,660.00
Total Net Assets	\$ 518,114.00	\$ 419,660.00
TOTAL LIABILITIES & NET ASSETS	\$ 734,172.00	\$ 626,727.00

No assurance is provided. Substantially all disclosures required by accounting principles generally accepted in the United States of America are not included.

2020 Board of Directors

Executive Committee

Megan Laudenschlager – President, Community at Large
Josh Galloway - 1st Vice-President, Minot Hotels
Randy Conway - 2nd Vice-President, Minot Area Businesses
Amanda Shappell - Secretary/Treasurer, Minot Hotels

Board Members

Jessica Ackerman – Community at Large
Gabriel Mejia – Minot Hotels
Shannon Straight – Minot City Council
Jesse Zwak – Minot Area Businesses

Staff

Stephanie Schoenrock - Executive Director
Rianne Kuhn - Director of Marketing & Communications
Rhonda Lang - Administrative Assistant
Kaylee Jacksen - Marketing Intern

A note of thanks...

We would like to extend a special thank you to our Board of Directors for their hard work and dedication throughout the year. Their continued support of the CVB Staff on our mission of promoting tourism in Minot has not gone unnoticed. Many thanks also to our Visitor Center Volunteers for all their endless hours of help during the year promoting the magic of the 'Magic City'.

