

Visit Marshall Review & Update

Cassi Weiss | Director of Visit Marshall



Presentation Topics

- 2021 in Review
- Financials
- 2021 Goal Recap & 2022 Goals
- Red Baron Arena & Expo



2021 in Review

- Marketing
- Events
- Community Tourism Support Grant



Financials

- Direct Spending – 75%
 - Marketing – 30%
 - Events – 15%
 - Community Support – 20%
- Indirect Spending – 25%
 - Staffing (Full-time Communication Coordinator)
 - Local Community Marketing/Advertising
 - Print Materials; Visitor Guide & Printed Maps, etc.



2021 Goal Recap

- *Create a stronger relationship with sports associations and local event organizers*
- *Get the word out to local community partners about our Tourism Grant program*
- *Strengthen our relationship with SMSU*



2022 Goals

- Implement Digital Marketing into our 2022 Marketing Plan
- Work with our Community Tourism Grant Applicants for Events to apply 5+ months in advance so we can do more regional marketing for the event
- Assist the Lyon County Museum in opening an affiliate welcome center in conjunction with Explore Minnesota.
- Take the “FAM” (Familiarize) tour we did with SMSU and develop that into a perk for our hospitality partners to send their employees on for free.
- Continue to Strengthen our relationship with SMSU
 - Work with the Athletics department on Training Coaches on the Community for recruiting purposes
 - Work with the Athletic department for when teams are in town for camp, tournaments etc.
 - Working with the Center for International Education on new event “World Fest” at the Red Baron Arena & Expo



Questions on Visit Marshall?

Cassi Weiss | Director of Visit Marshall

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Red Baron Arena & Expo

2021 Events

Jan. – April

17 - Ice Dog NAHL Hockey Games

Squirt Tournament

Sticks & Stones Curling
Tournament

Home Show by Marshall Radio

May – Aug.

Craft Show

5 Weddings

High School Summer Hockey
Tournament

Prairie Home Hospice Charity
Event

Sept. – Dec.

Craft Show

Gun Show

Guns & Diamonds Bingo

Taste of Marshall

High School Thanksgiving Classic
Hockey Tournament

2 Ice Dog Games

10u / 12u Tournament

Bantam Tournament

Weddings:

2018 – 1

2019 – 3

2020 – 6 1

2021 – 5

2022- 7



Red Baron Arena & Expo

2021 Goal Recap / 2022 Goals

2021 Goal Recap

- Utilize the meeting room & Vast club room for more community business meetings
- Work with the NAHL on hosting Exhibition Hockey Game for 2021-2022 season.
- Book more weddings as we see more people starting to host again

2022 Goals

- Streamline the scheduling and booking process to make it easier for the consumer
- Develop a strategic plan for the Red Baron Arena with long term goals
- Strengthen the relationship with Red Baron Sponsors
 - Helping them plan events with there free days



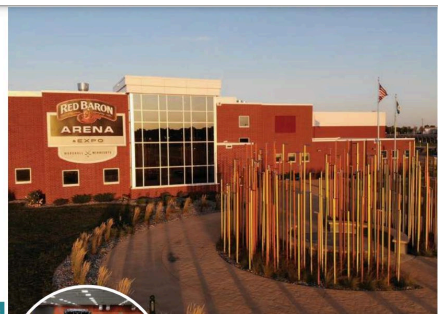
Red Baron Arena & Expo

Fairbanks Ice Dogs

- June 2020 started the Partnership with the North American Hockey League Team Fairbanks Ice Dogs
- Supposed to come in 2020
- In 2021... Brought in an additional 58 practice hours 68 game hours of ice time pre-December.
 - December 2021, they booked an additional 11 practice hours and 8 game hours.
- Community Impact of over \$750,000.
- Visitor from Alaska, Colorado, Connecticut, Florida, Illinois, Michigan, Missouri, Nevada, New York, California, South Dakota, Utah, & Wisconsin,



Red Baron Arena & Expo



AT A GLANCE

MEETING SPACE (SQ. FT.):
25,300

MAXIMUM CAPACITY:
1,800

OF MEETING ROOMS:
3

OF HOTEL ROOMS:
400

RED BARON ARENA & EXPO

1651 VICTORY DR, MARSHALL, MN 56258

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ABOUT THE VENUE – The Red Baron Arena & Expo in Marshall, MN, accommodates events large and small, including trade shows, expos, weddings, concerts and various sized meetings. The Reinhart Expo Floor has built-in bleachers to accommodate up to 1,800 people when pulled out and paired with seating also available on the floor. A 23x14 ft HD video board is also available in this space. Large products can easily be brought onto the expo floor with use of our street level loading dock and 20-foot overhead door. Vendors can drive onto the expo floor to place necessary set up items. The Vast Club Room overlooks the Reinhart Expo Floor and can be set up in many different arrangements. The room is equipped with wired internet and comes with use of a projector and podium.

REDBARONARENA.COM



1651 Victory Drive | Marshall, MN



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~2 SHEETS OF ICE
~STATE OF THE ART VIDEOBOARD
~LIVE STREAMED TOURNAMENTS
~BEST FAN EXPERIENCE IN MN

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Business Snapshot
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By Anna Vargason

Red Baron Arena & Expo Provides Much-Needed Entertainment Space for Marshall

The Red Baron Arena & Expo in Marshall may be in full hockey mode right now, but thanks to a busy five years since opening its doors, it's proving itself to be anything but just a hockey rink.

Visit Marshall Director Cassi Weiss, along with Communication Coordinator Adri DeBoer, facilitate the use of the space which has seen, on average, 19 large events (mostly of the Expo Floor) during Event Season of March through October.

"We can host everything from weddings and honeymoons to craft shows, concerts, hockey games and meetings," Weiss said. "I like to call the arena a blank space to make it your own."

With enough room to host a wedding for 800 guests or a concert for 1,300 party guests, the Red Baron Arena, which is situated off of Highway 23 in Marshall, is a one-of-a-kind location in its area which has helped it rise in popularity, Weiss said.

"Before the Red Baron, we didn't have a space that could fit more than 400 people

for a wedding or a banquet; that's why we built it," she said. "We also needed a new hockey rink with an additional sheet of ice. It just made sense to combine spaces. We were just trying to provide a new space that we didn't have."

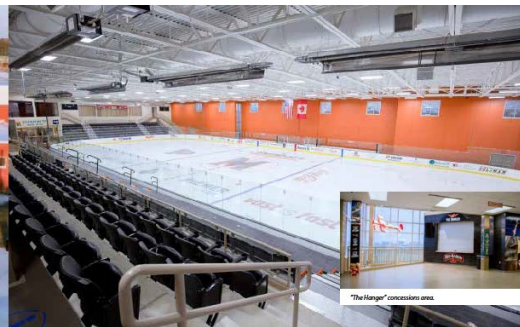
With its downtown meeting room that has the capability to be split into two separate meeting rooms, the Red Baron also offers the Vast Club Room that overlooks the Reinhart Rink/Expo Floor. The entire space is equipped with electrical hookups in the ceiling and floors, white boards, ceiling projectors and access to a 24x14 foot Daktronics videoboard.

"It's like what we can do with the space we have is pretty incredible," Weiss said. "What we can do with the video cameras and microphones is the best part of our facility. Marshall is a regional hub in the area, so to offer a location like this to individuals an hour around us is a huge selling point." For the first five years since it has been open, most events at the Marshall facility

have occurred via word of mouth, Weiss said. Getting people through the door to check out all that the Red Baron offers proved to have worked in their favor.

"We really have just been trying to get people coming in the doors to see the space," she said. "As more people have come in, more people have been realizing that, 'wow, I could really host a wedding or work event here.' We really have just been trying to get as many people coming to events as possible – that's how most leads came. What's worked the best is people sharing their experiences when they visited."

Events at the Red Baron have been filling up fast and include hosted games by the MNHL Fairbanks Ice Dogs, along with four upcoming hockey tournaments. The addition of the second sheet of ice, which has largely increased the footprint of the arena and expo area, has been a big economy booster for the City of Marshall, Weiss said. "Every tournament we host fills up



"The larger" concessions area.

because of the capacity to host 16 teams at a time," she said. "From an event side, when we host weddings and such, that means people are staying in town. Every wedding probably fills up at least 100-150 hotel rooms. Even if people aren't staying in one of our hotels, they're likely filling up with gas, eating at our restaurants or shopping downtown. The Red Baron has helped immensely with getting people to come to Marshall."

Weiss said she's looking forward to the future of the Red Baron Arena & Expo and hopes that people have begun to see the building's offering as more than just a hockey rink. She has been busy filling up the calendar with a multitude of events for 2022, including World Fest, which will be hosted by Southwest Minnesota State University.

Visit redbaronarena.com for more information.

Visit Marshall

1651 Victory Dr.
Marshall, MN 56258
Phone: (507) 537-1865



With a variety of spaces, the facility accommodates events and gatherings large and small, including trade shows, expos, weddings, concerts and meetings, etc.



WWW.REDBARONARENA.COM

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