



# Insider

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### Minnesota Festivals & Events Association

Web: [www.mnfea.com](http://www.mnfea.com)  
Email: [info@mnfea.com](mailto:info@mnfea.com)

facebook

Like us on Facebook  
to keep up to date on  
MNFEA events and news!

[facebook.com/MNFEA](https://www.facebook.com/MNFEA)

## 2017 MNFEA Annual Conference is March 8-10 in Brainerd

**The Minnesota Festivals and Events Association will host its annual conference at Cragun's Resort in Brainerd March 8-10.**

This year's conference will be packed with valuable information for event and festival professionals! Educational sessions begin Thursday morning, March 9. We will have a winter social Wednesday evening for those arriving early.

### Session topics include:

- Social Media
- Sponsorship
- Public Relations
- Drones
- Volunteer Management
- Food & Beverage Trends
- And more!

In addition to a great line-up of sessions, we've added additional networking time throughout the conference.

### Special Evening Events:

Join us Wednesday evening for curling and socializing at the Brainerd Lakes Curling Center. Thursday night's annual "Soirée" social will be packed with winter activities, including dog sledding, horse-drawn trolley rides, ice skating, bonfires, s'mores, a warming house and fireworks show!

Note: When registering, be sure to click on the Pay Online button in the yellow box to finish your registration. Payment must be made in full in order to be registered.

### Conference Hotel:

Cragun's Resort on Gull Lake  
11000 Craguns Drive  
Brainerd, Minnesota 56401

Make reservations online or call to make a reservation: Mention MNFEA  
Phone: 1-800-272-4867

- \$95 room rate (Wed. & Thurs.)
- Discount rates for cabins and extended weekend stays.

Visit [www.mnfea.com](http://www.mnfea.com) for a list of topics and speakers as it becomes available.

### Fees (Register at [mnfea.com](http://mnfea.com) beginning Nov. 7)

Member	Non-Member	Effective Dates
\$125	\$175	Jan. 15 - Feb. 28
\$145	\$195	March 1

Vendor partners: contact us for many fun opportunities to participate or exhibit at the 2017 Conference! [info@mnfea.com](mailto:info@mnfea.com)







## Wednesday & Thursday Networking Events!



Wed., March 10  
Brainerd Curling Center



Thurs., March 9  
Winter Themed Soirée

### Conference sessions include:

#### Snapshot of Site Services to Support Your Plan

Building your relationships with your suppliers is as important as building your site plan. When setting your project timeline, it is important to engage your suppliers to ensure a timely setup as well as having the right equipment available when you need it. This workshop will be a quick snapshot on designing a simple plan along with how each supplier works within that plan. *Panelists: Randy Dewitz - Fanfare Attractions, Diana Rohlfen - Biff's, Inc., Wendy Famodu - Ziegler Cat Rental, Vince Vanella - Vanella Group, Steve Madson - SRO Productions, Brad Kohorst - Party Time Rental*

#### Insider's Tips for Attracting Media Attention

*J. Marie Fieger - Nemer Fieger*

What are producers and editors looking for? What should be included in a fact sheet? What to consider when there is breaking news, how to treat media representatives prior to, and on-site and more.

#### Protecting Your Event

*Brian Lukasavitz - Lukasavitz Law Group, LLC*

This session will cover basic legal aspects of a variety of common festival and event contracts, including; performance agreements, vendor contracts and staff/volunteer contracts. The session will also cover steps that organizers can take to minimize liability and ensure compliance with local, state and federal laws.

#### The Ultimate ROI: Inside an Award-Winning Volunteer Program

Having trouble finding the right volunteers? Or getting them to stick around? Attend this session and learn recruitment tricks to get the right people, how to recognize them so they will return and brainstorm creative ways to recognize them on a budget. Come armed with questions and best practices. *Panelists: Ruth Glaser - Hazeltine GC / Ryder Cup, Jackie Maas - City of Plymouth, Theresa Janecek - Woodbury Days*

## 2017 CONFERENCE SESSIONS

#### Fireworks at Your Next Event?

Fireworks are a truly exciting art form, requiring creativity, skill and safety. Learn what goes into the planning of a great show, see samples up close and find out exactly what your money buys! RES Specialty Pyrotechnics provides an entire range of pyrotechnic arts: traditional fireworks displays, fireworks synchronized to music and multimedia, indoor pyrotechnics, and close proximity outdoor displays. Chances are, if you've been to a concert, sporting event or theme park recently, you've seen RES in action. Join us Thursday night for a product demo of RES products over Gull Lake at Cragun's!

#### Events & MNFEA 101

Are you new to event planning? Have questions about MNFEA? Want to network with others that are new to their organization or new to event planning? MNFEA board members will be on hand to answer questions and brainstorm ways to make your event shine. Topics will be participant driven but will cover the biggies...volunteer management, sponsorship and marketing. We look forward to meeting you! *Panelists: MNFEA Board*

#### Food & Beverage Trends

*Moderator: Stephanie Hansen: MyTalk 107.1's - the "Weekly Dish."*

*Panelists: Darren McConnell - Sysco, Ryan Parranto - Phillips Wine & Spirits*

#### Identifying, Securing and Retaining Quality Sponsors

*Rosanne Bump - President & CEO, Saint Paul Festival & Heritage Foundation*



#### Conference Hotel: Cragun's Resort

Book online or call to make a reservation:  
1-800-272-4867 - mention "MNFEA"  
to receive \$95 room rate (Wed. & Thurs.)

**This is just a partial list of conference sessions.  
Visit [mnfea.com](http://mnfea.com) for more details.**

**REGISTER ONLINE TODAY & SAVE AT [WWW.MNFEA.COM](http://WWW.MNFEA.COM)!**



## MNFEA Seeks Board of Director Nominations

MNFEA is making a call for nominations for board positions. MNFEA is a working board with many assignments due each month. Currently, three board positions are open and will be filled during the Annual Meeting at the March conference.

Candidate statements should contain contact information, a brief biography, resume, a statement of why you would like a board position, and what you will contribute to the future success of the Minnesota Festivals & Events Association.

**Please submit all information to [info@mnfea.com](mailto:info@mnfea.com), Attn: President by February 21, 2017.**

## Annual Meeting Notice

Notice is hereby given that the 2017 Annual Meeting of the Members of the Minnesota Festivals & Events Association (MNFEA) will be held during the 2017 Annual Conference at the following location and time: Cragun's Resort, Brainerd, MN, Friday, March 10, 2017 at 11:30 a.m. The Annual Meeting is directed by the bylaws of MNFEA and is for the purpose of transacting business as may properly come before the meeting or any adjournment thereof. As a member in good standing, you are cordially invited and encouraged to attend the meeting. Lunch may be purchased for an additional fee for those not attending the conference.



## President's Letter

**Danyl Vavreck**  
MNFEA President  
Minnesota State Fair

I want to take this time to thank all of you. From board members to each and every one of you as association members—past and present, as well as those who have joined us at one of our fantastic events, thank you for welcoming me, for helping me, for having confidence in me as your President, and for working with us to continue to grow MNFEA into something really special.

I am proud to say that over the past five years, membership has tripled and money in the bank has risen 3,000%—both of which has led to the ability to put on education and networking events with more frequency and of absolute quality. Our renewed relationships with Explore Minnesota Tourism (EMT), the International Live Events Association (ILEA), Minnesota Recreation & Park Association (MRPA), Saint Paul Festivals Association (SPFA), Visit Saint Paul, the University of Minnesota, as well as others, have given us the ability to reach out to more professionals like yourselves, to promote what we have to offer, and to tap new resources. We are also proud to soon announce an MNFEA scholarship to the Festival & Event Management Class offered by the U of M's Tourism Center.

I think it's fair to say that this past year has been intense. And although many people may think of what we do as fun and "nonessential," we know that deep within every individual there is a need for what we do. We provide camaraderie, celebration, education, excitement, and sometimes giving someone the simple opportunity to take a break from the real world (and just "be"), is what we provide best.

We are on common ground. We want successful events, safe events, fun, inspiring and noteworthy events. And even in this politically divisive climate, I think we can all agree that what makes events in our country great, is the effort, the long hours of planning, networking, involving, and engaging each other. It's about progress not perfection, and together that is what we will continue to do.

So don't wait! Go out and meet with your vendors, call the events you supply and say hello. Talk about issues that are curtailing your events and brainstorm solutions. And DO come to our events, whether it be the upcoming Minneapolis Panel, a Behind-the-Scenes event, or a simple Coffee Break. Definitely do not miss this year's annual meeting and conference in Brainerd. The companionship and fellowship that comes out of the networking at this conference is unmatched. Join us and bring someone who would benefit from sessions on social media, volunteer management, food & beverage trends, site services, online marketing and a whole lot more. Or if curling, dogsledding and fireworks are your thing, we've got you covered!

In closing I would like to thank my current board. They are amazing people to work with and they care significantly about MNFEA, as well as all of your events and businesses. As I leave my post as President this year at the annual conference in March, I will look forward to watching this association expand even further. Many great ideas are on the table and I hope you will take advantage of what is offered.

With gratitude,

A handwritten signature in blue ink that reads "Danyl Vavreck". The signature is fluid and cursive, written in a professional style.

## Upcoming MNFEA Association Events

### MNFEA Panel Discussion: Examining Minneapolis Event Permits, Purposes & Pitfalls

Wednesday, February 15, 2017

3-5 p.m.

Vic's Restaurant & Bar, St. Anthony Main, Minneapolis Riverfront

Join MNFEA Wednesday, February 15th for a panel discussion featuring people you need to know if you ever plan to produce a festival, block party or any public event in Minneapolis. We'll be examining a well-known Minneapolis event from start-to-finish. What permits need to be filed and why do they need them? What criteria do they use to create the event site plan? What problems do they face every year and how do they overcome them?

Members: Free; Non-Members: \$20  
Online pre-registration required.

Sponsored by: Vic's and Après Party and Tent Rental

### MNFEA Annual Conference

March 8-10, 2017

Cragun's Golf Resort & Conference Center, Brainerd, MN

Early-bird rate ends: Jan. 15, 2017

Regular rate ends: Feb. 28, 2017

Last-chance rate: March 1-6, 2017

Registration details at [mnfea.com](http://mnfea.com).

Watch the website for these additional 2017 events to be added. View full event details and register online at [www.mnfea.com](http://www.mnfea.com).

- **Coffee Break**  
Event Sound & Lighting
- **Solid Waste and Recycling Workshop**  
City of St. Paul
- **Coffee Break**  
Curly Creative
- **Behind-The-Scenes**  
Twin Cities Pride Festival
- **Behind-The-Scenes**  
10,000 Lakes Concours d'Elegance



## New Panel Coming Feb. 15

### MNFEA Panel Discussion: Examining Minneapolis Event Permits, Purposes & Pitfalls

Back by popular demand! Join us on **Wednesday, February 15th** for a new panel discussion featuring the contacts you need if you ever plan to produce a festival, block party or any public event in Minneapolis.

#### This time around we'll be examining a well-known Minneapolis event from start-to-finish.

- What permits need to be filed and why do they need them?
- What criteria do they use to create the event site plan?
- What problems do they face every year and how do they overcome them?

This panel will be held at Vic's Restaurant & Bar at St. Anthony Main on the Minneapolis Riverfront. The mediated discussion will start promptly at 3 p.m. so please arrive by 2:45 p.m. Stay for some "happy networking" afterwards.

Event is free for MNFEA members and \$20 for non-members or guests.

**Online pre-registration required.**

**Don't miss this unique educational opportunity from MNFEA!**

#### Our Minneapolis event panel includes:

*Phil Schliesman - License Inspector/Events Coordinator: City of Minneapolis*

*Doug Maday - Traffic and Parking Services: Minneapolis Public Works*

*Shane Stenzel - Manager of Permits and Events: Minneapolis Park and Recreation Board*

*Janna Beard - Registered Environmental Health Specialist/Sanitarian; Supervisor: Minneapolis Health Department*

*Brad Schmoll - Fire Inspection Services, Minneapolis*

*Moderator - Kent Gustafson, Gustafson Facilitation*



## Behind-the-Scenes at Coca-Cola

On Thursday, January 19, MNFEA members and guests visited Great Lakes Coca-Cola for a Behind-The-Scenes opportunity! We toured the bottling facility and learned how Coca-Cola works with events. Attendees gathered after the tour for some "happy networking" at Lone Oak Bar.

*Thank you Great Lakes Coca-Cola!*





## Upcoming MNFEA Member Events

### Social ICE – Rochester Ice Bar

Feb. 16-18, 2017  
Peace Plaza, Rochester  
downtownrochestermn.com

### Heart of the Arts

Feb. 18, 2017  
JX Event Venue, Stillwater  
stroixprep.org

### Twin Cities Auto Show

March 11-19, 2017  
Minneapolis Convention Center  
twincitiesautoshow.com

### Cinco de Mayo

May 6, 2017  
West St. Paul  
cincodemayosaintpaul.com

*Members: if you would like your events listed in the winter issue of this newsletter, please email Wendy Famodu at [wendy.famodu@zieglercat.com](mailto:wendy.famodu@zieglercat.com)*

## Newsletter Submissions

Have news or an event you would like listed in an upcoming issue of **MNFEA Insider**? Please email them by the submission deadlines to: [info@mnfea.com](mailto:info@mnfea.com).

All content must be submitted in an editable Word document. The MNFEA board reserves the right to edit or reject submissions for length, content or any other reason.

### Upcoming deadlines:

#### Spring 2017

Content deadline: April 15, 2017  
Mails: May 2017

#### Summer 2017

Content deadline: July 15, 2017  
Mails: August 2017

#### Fall 2017

Content deadline: October 15, 2017  
Mails: November 2017

#### Winter 2018

Content deadline: January 14, 2018  
Mails: February 2018



## MNFEA Holiday Party Held Dec. 14

MNFEA members, potential members and guests joined us for the annual MNFEA Holiday Party at the new Punch Bowl Social in St. Louis Park on Wednesday, Dec. 14. Our group enjoyed socializing, bowling, winning prizes, food and libations...and enduring tons of laughs!

*Find more photos from our party on our Facebook page.*

**The 2016 Holiday Party was sponsored by:**



Discover  
St. Louis Park  
MINNESOTA



## Welcome New Members\*

- Brookview Golf Course
- City of Prior Lake  
(December Dazzle)
- Fair State Brewing
- HealthPartners
- Ingster Experimental
- Loring Park Art Festival
- RiverSong Music Festival
- Sapphyre Group
- Sociable Cider Werks
- St. Croix Prep Academy
- Twin Cities Road Crew
- Visual Solutions

\*As of press time.



## Meet New MNFEA Members

**Ben Thul and  
Felicia Schaefer**  
*TurnKey Events & Promotions  
Twin Cities Road Crew*



Niche marketing is an ever-growing segment for companies that need to hire expertise to handle a certain portion of an event. Ben Thul and Felicia Schaefer started TurnKey Events and Promotions about three years ago to help fill that void. They've worked with corporations and non-profits to plan and execute kid and family-friendly events, produce and provide on-stage entertainment, facilitate celebrity meet and greets, creatively incorporate sponsor messages into their shows, along with providing emcee services for private and public events.

Thul and Schaefer got the idea for TurnKey back in 2014. Both were working and producing events for Radio Disney when they learned Disney was going digital and shutting down all 24 of their stations around the country. They decided to take their 14 years of experience and contacts in the industry and start their own company. Some of the events where they've worked include the Minnesota State Fair, Twin Cities Auto Show, Hormel, the Stone Arch Bridge Festival and the Como Zoo's Zoo Boo. Thul went on to share "The quirky part of the story came exactly one year later, when the Walt Disney Company contacted us, asking to facilitate an event on their behalf in the Twin Cities marketplace. It was nice to cash one more check from them!"

Thul and Schaefer like to create custom interactive experiences centered around a company's unique brand and initiatives. They do this through community events, community ambassador work, custom school assemblies, entertainment, event sponsorships and event marketing.

One of their proudest accomplishments is the work they've done with the Special Olympics of Minnesota. Thul said "We were brought on to help with their first annual Unified Dance Marathon. The event was a kids-driven fund raiser held at Mall of America. We took on so many roles with this partnership, and managed a lot of pieces of the event: We booked and facilitated three celebrity talents, provided entertainment from our Road Crew, a DJ for the entire 12 hours, hosted the event with multiple emcees, created a custom music remix, choreographed a special dance

for the event, secured additional interactive opportunities like a selfie station and henna tattoo artist. The day was a huge success, and we were proud to be such a big part of this amazing event!"

You can reach Ben at 612.599.4383 or Felicia at 612.719.8154. Their email addresses are [Ben@TwinCitiesRoadCrew.com](mailto:Ben@TwinCitiesRoadCrew.com) or [Felicia@TwinCitiesRoadCrew.com](mailto:Felicia@TwinCitiesRoadCrew.com)



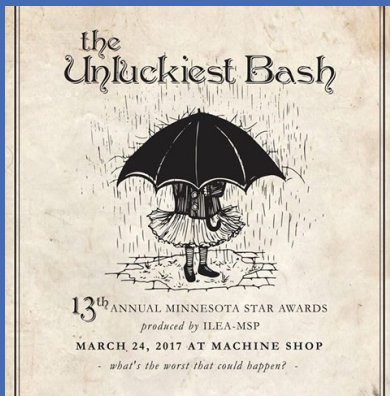
**Pat Parnow and Cindy Jacobson**  
*Loring Park Art Festival, Minneapolis*

The Loring Park Art Festival will present its 18th annual event this year on July 29th and 30th. Festival Director Pat Parnow is one of the original founders and works with assistant director Cindy Jacobson on this staple in the Twin Cities art community. Parnow says "our business name is Artists for Artists because we are working artists and all of our decisions are made with the artists in mind. We love this event and enjoy bringing artists and patrons together every year."

The art festival's biggest challenge was last year when numerous streets around Loring Park were closed during the festival. "Construction had been taking place since the spring, but we were assured that even though they wouldn't be completely finished until the fall, they would be at a point where the intersections would be open and usable by our weekend," Parnow said. The week of the festival, she received an email from the city saying an issue had come up and the main entry point to the park would be closed to both vehicle and pedestrian traffic. "We spent our final days before the show making maps and detours for the delivery of all of the services, for the artists, etc. and then posted maps and detours on our website, Facebook and Twitter for the patrons.

*Continues on page 7...*





## The 2017 ILEA Star Awards Bash is March 24

The 13th Annual Minnesota Star Awards, The Unluckiest Bash of the year, honors the best and brightest in the industry. This year's event will be held on Friday, March 24 at Machine Shop.

Stay up to date by visiting the **Star Awards Page** [http://ilea-msp.org/2017\\_ILEA\\_Minnesota\\_Star\\_Awards](http://ilea-msp.org/2017_ILEA_Minnesota_Star_Awards)

Contact the Star Awards team if you're interested in being a volunteer or sponsor! Email: [starawards@ilea-msp.org](mailto:starawards@ilea-msp.org)

Don't miss this adventurous night where we revel in the best and worst that can happen.

## Job Postings

- **St. Croix Preparatory Academy Communications & Events Manager**
- **Minnesota State Fair IT Supervisor**

For more information on these postings and other news visit <http://mnfea.com/news>



## Meet New MNFEA Members continued...

We got our park board person and neighborhood groups to email everyone in the area. This area is a bit of a tangle town from the "back way" but the funny thing is we learned some new streets and shortcuts and we ended up finding a college parking ramp that would give us free parking for artists and patrons that required several turns to get there, but was only a short walk back through the park. Most folks liked the new "back way" entrance. We actually ended up having higher attendance than usual!"

Parnow shared the experience of having one of their festival attendees, who had a peanut allergy, eat something with peanuts during the event. This person had a reaction and needed immediate medical attention. While they didn't have a formal emergency plan in place to handle this situation, her seasoned staff handled the situation with precision, directing the ambulance to the nearest pickup point. The patient successfully recovered and this experience is used at the festival's annual pre-show training session.

The festival's biggest accomplishment? Parnow says planning for their 18th year and being listed in the top 100 fine art festivals in Sunshine Magazine since 2004!

You can reach Pat Parnow at [www.loringparkartfestival.com](http://www.loringparkartfestival.com)

### **Kim Straw** Assistant Manager, Brookview Golf Course, City of Golden Valley



While working in the event industry, we all have experienced our share of odd or interesting requests. Has anyone ever asked you to drop thousands of golf balls from a helicopter? How about hosting the world's largest snowball fight? These are a few of the fun requests Kim Straw from the Brookview Golf Course in Golden Valley has had to respectfully decline during her 15 years with the facility. She is the assistant manager and oversees Brookview's food and beverage area. She works regularly with organizers to host small company parties, networking events and fundraisers.

The thing she likes most about hosting so many different events is the chance to try and accommodate all of the new ideas that potential customers bring to her.

In addition to the golf course, Brookview is also the location of the Golden Valley Community Center. The golf course works closely with the Park and Recreation department for a number of city sponsored events each year. In 2014, Brookview added a full liquor license and lawn bowling. This resulted in their food and beverage business doubling in just one year. That was a major challenge to keep up with customer demand with the same resources that were in place prior to the spike in business.

Straw started out as a part-time, seasonal worker at Brookview. She moved up the ladder quickly to become a full time supervisor and manager at a young age. One of the major accomplishments and challenges of her career was to successfully finesse the transition from being a peer co-worker to the management team.

While Brookview had number of major improvements recently, Straw says some larger things are still in the works for this year. "We are very proud of the new amenities that we added and the increased business that we received. I feel it is a great accomplishment for our entire staff that we have been on the forefront of the industry with ideas and changes, seen such growth, and still continue to create an environment that is fun for our guests and keep them returning year after year."

You can reach Kim Straw at 763-512-2314 or [kstraw@brookviewgolf.com](mailto:kstraw@brookviewgolf.com)



## In the News

### New Event Grants from Explore MN

Did you know Explore Minnesota offers New Event Grants? This pilot program is designed to generate economic impact and increase media awareness of the state as an event destination by securing new major events in communities throughout the state. Applicants must meet the minimum requirements in order to be considered for this opportunity.

Eligible events must be new to Minnesota and open to the public. Applicants must demonstrate support of the local tourism organization; have available lodging capacity and agree to generate other funding (minimally two-thirds of cash expenses).

#### FUNDING AVAILABILITY:

There are two funding categories:

- Event Bid and Sponsorship Grants - Grants range from \$1k - \$24k
- Event Operation Grants - Grants range from \$5k - \$200k

Note: Applications for Event Operations are due no later than 4:30 p.m. Central Time on Jan 5, 2017 and April 3, 2017

Find full details at: [bit.ly/EventGrants](http://bit.ly/EventGrants)

### MNFEA Featured in MRPA Magazine



Minnesota Recreation & Park Association's (MRPA) MINNESOTA magazine featured a *Special Events Buyer's Guide*. MNFEA vendors, suppliers and entertainers were included. See the guide on pages 20-22 here: [www.bit.ly/MRPABuyersGuide](http://www.bit.ly/MRPABuyersGuide).



## MNFEA Announces New Board Member

### Meet Jon Lafferty, Board Director Rock Events



John is currently the National Events Director for Rock Events and Rock Security. In this role he is the oversight for Rock Security's Las Vegas Event Division operations and manages large scale events for Rock on a national level.

John has worked in the hospitality and entertainment since his humble beginnings as a stagehand in 1994. In the past 22 years, John has worked in a myriad of roles and positions in the industry and proudly claims to have gotten his hands dirty in just about every job imaginable. For the first 12 years, John worked in venue operations

in the upper Midwest. He later became a freelance manager who assisted with the operations of conventions, trade shows, sporting events, concerts and festivals all over the U.S. (Coachella/Stagecoach Music & Arts Festival, Electric Daisy Carnival, ASAE Convention, ComiCon – San Diego, Detroit Auto Show, and many more)

With Rock Security, in addition to other roles mentioned, John offers consultation and management oversight to festivals and events. His main focus is tailored to guest experience with highlighting proper training and execution of event staff. John is a proud Minnesotan and represents the MNFEA Board of Directors as a director who lives outside of the Metro area in Greater MN in the town of Comfrey.

## Now is the Time to Renew or Join!

Have you renewed your membership to MNFEA? Know of anyone who should be considering membership? Now is the perfect time to come on board! Membership grants discounted rates to the Annual Conference, free registration to many events, and other perks throughout the year. To become a new or returning member, visit: [mnfea.com/membership](http://mnfea.com/membership)

#### Questions? Contact a membership committee member:

- Wendy Famodu, [Wendy.Famodu@zieglercat.com](mailto:Wendy.Famodu@zieglercat.com)
- John Lafferty, [john@rockeventsdivision.com](mailto:john@rockeventsdivision.com)
- Vince Vanella, [vince@vanellagroupmn.com](mailto:vince@vanellagroupmn.com)

Is your member profile up-to-date? Please log into your account to update your event information at [mnfea.com](http://mnfea.com)!

## New Member Referral Drive

Current MNFEA Members: we are running our Member Referral program once again. For every new member you refer through May 2017 you will earn a \$25 gift card for stores like Starbucks, iTunes, and more!

The top recruiter will win a special MNFEA prize pack.

All new members must join by midnight on May 31, 2017. Prizes will be awarded in June 2017. Members must be a new member; not valid on renewals.

Referrals must be listed on the new member online application.

Member Referral Campaign 2017  
MNFEA Members:  
Earn a \$25 gift card for every new member you recruit.



# Using Your MNFEA Online Account

## Get the most out of your membership!

The sooner you get involved with MNFEA and our fun and knowledgeable members, the sooner you will reap the rewards! Below, please find information to help you log in to your online membership, update your membership “bundle,” how you can promote your organization, how to use the MNFEA website, post jobs, register for MNFEA events, use our email, newsletters, social media, add photos and much more.

Remember, we are here to support you. If you have questions about MNFEA, or want to share hot topics, struggles in the industry, share information about an award, or anything else, we want to hear from you! Our goal is for you to get the most out of your membership, so please let us know what we can do to help.

### Log into your online account and profile at MNFEA.com

- Go to <http://mnfea.com>
- Top bar click on LOGIN
- Enter email address and password you used to join

### Forget your log-in information?

- If you don't remember your email, please request help at [info@mnfea.com](mailto:info@mnfea.com)
- If you don't remember your password, click FORGOT PASSWORD

### MY PROFILE

Next you will come to MY PROFILE, or click on your name in the top bar.

#### Here you can:

- Edit your profile
- View privacy options
- View invoices and balances
- Search transactions
- View email subscriptions
- View and created member photo albums

### EDIT PROFILE

#### Click on EDIT PROFILE to:

- View bundle summary (current and archived members)  
Your “bundle” is the membership group for which you have paid the annual fee. Five people from your business or organization are allowed under this fee. Additional members will require additional fees.
- View directory profile
- Update all information for contact(s), event(s), organization  
Complete as many fields as possible for better exposure.
- Add logo

### PRIVACY

Select your options. If it prompts “invalid or missing” go back to EDIT PROFILE and enter missing information.

### INVOICES & PAYMENTS

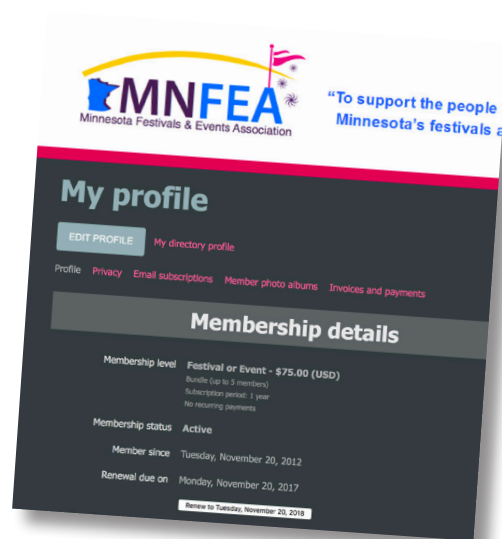
View past transactions, invoices, balances, etc.

### EMAIL SUBSCRIPTIONS

Please subscribe to both “event announcements” and “manual eblasts.”

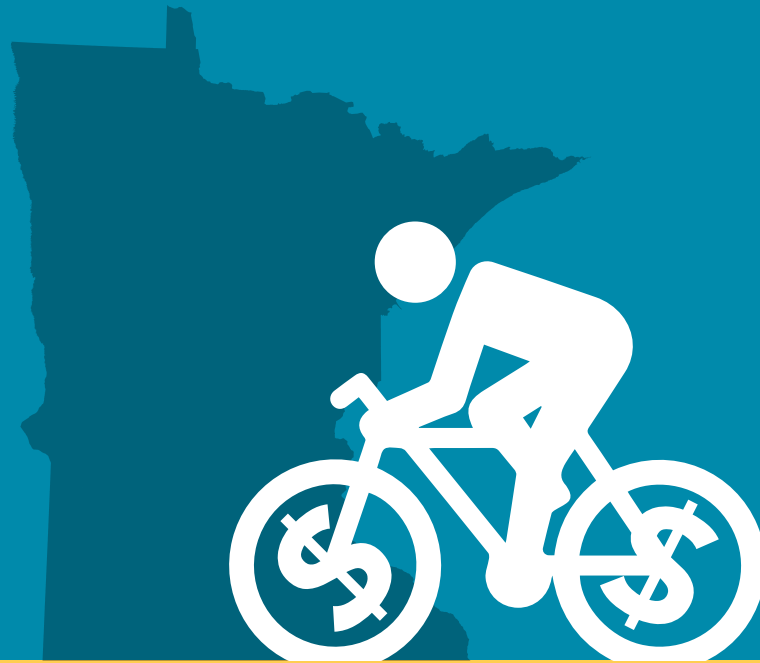
### MEMBER PHOTO ALBUM

- Click on CREATE ALBUM
- Add title and description
- Upload photos  
You can edit or delete albums once you have created an album



# ECONOMIC IMPACT OF BICYCLING EVENTS IN MINNESOTA

Bicycling events in Minnesota attract thousands of visitors annually. These visitors generate economic activity. Growth in events will lead to growth in economic activity. This component of the study focused on visitor characteristics and their spending patterns at a selected sample of bicycling events.



## Goals of the study were to estimate the:

- ☑ economic impact of bicycling industry
- ☑ volume of bicycling infrastructure/facilities use
- ☑ economic impact of bicycling events
- ☑ health benefits of bicycle commuting

## Why is this study needed?

- To date, no measure of the economic contribution of bicycle event visitors in the state exists
- Quantifying this activity is critical to understand bicycle events' role in the tourism economy

## Who are visitors?

Visitors are people who travel more than 50 miles for an event or who stay overnight in the event area away from home

This information was obtained to measure the direct effect of bicycle event visitors:

- Average daily spending
- Ratio of visitors to attendees
- Number of event attendees
- Number of days per event



## Methodology

A list of Minnesota bicycling events was compiled and 26 events were surveyed. Online surveys were sent to event attendees via event organizers, generating 1,257 responses.

Events included non-race rides, high school races, mountain bike events, bicycle races, bicycle tours and one fundraiser.

Demographic information collected included: gender, age, income level, educational level, ethnicity, racial composition, zip code of primary residence.

Findings were summarized according to event type.

## Findings

- Different types of bicycling events attract different types of people, although similarities exist.
- Participants also visited friends/relatives, did sight-seeing, attended nightlife/evening activities, went shopping, visited state parks and camped.
- Survey respondents were more than satisfied with the events.
- Primary reasons for attending the event were to ride bicycles, social interaction, physical activity, the event location and route.
- All six types of events would benefit from increasing racial and economic diversity among attendees.



*In 2015, bicycle event visitors supported*

**\$14.3 MILLION** of economic activity, including **\$4.6 MILLION** in labor income and **150** jobs

The average bicycle event visitor spent

**\$121.20 PER DAY**

Major expenses were event registration fees, lodging and dining out

Bicycle event visitors spent an estimated

**\$8.5 MILLION**

while attending events

**93.4%**

of bike tour participants dined out while attending events

## How can this information be used?

Findings can help event organizers and economic development, tourism and transportation officials plan bicycling events to promote the facilities where the events take place, the communities where the facilities are located and bicycle tourism as a whole.

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