

# devils lake

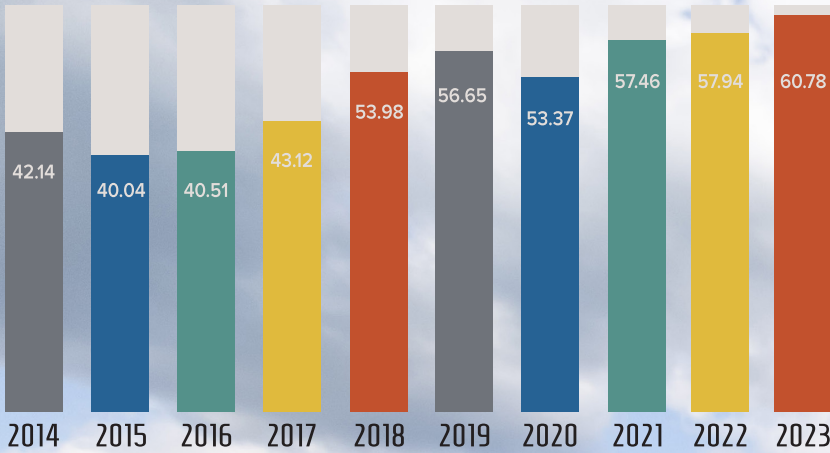
Tourism

2024 FISCAL REPORT





## RAMSEY COUNTY VISITOR SPENDING (millions)



-  [devislakend.com](http://devislakend.com)
-  [facebook.com/devislake](https://facebook.com/devislake)
-  [instagram.com/devislakend](https://instagram.com/devislakend)
-  [youtube.com/user/NDdevislake](https://youtube.com/user/NDdevislake)
-  #devislakend + #hellodevyslake

**devils lake**  
Tourism





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# 2023-2025 GOALS

## MISSION

Devils Lake Tourism is dedicated to improving the economic vitality and livability of our community by encouraging the development and growth of the region's visitor and hospitality industry through marketing and advocacy.

## VISION

To continue to build Devils Lake's reputation as one of the most naturally beautiful and sought-after lake destinations in the US.

### **Goal #1: We will use the Devils Lake Tourism brand to promote and market Tourism in the Lake Region**

- **Strategy 1:** Explore traditional and new media opportunities to utilize the brand
- **Strategy 2:** Increase communication regarding Tourism
- **Strategy 3:** Develop co-op marketing programs in Devils Lake to boost economic impact to businesses
- **Strategy 4:** Continue public relations activities
- **Strategy 5:** Analyze consumer & industry research to make sound decisions for marketing & other activities

### **Goal #2: Develop new grant opportunities for tourism related activities**

- **Strategy 1:** Develop an "Artists on Main Street" grant program to enhance the art experience in Devils Lake
- **Strategy 2:** Develop a "Tourism Infrastructure Capital Grant" program to help create new attractions and activity, especially during the off-peak season
- **Strategy 3:** Continue to improve on Bridgestone Park in downtown Devils Lake

### **Goal #3: Support & grow the efforts to deliver hospitality for visitors whose activities support tourism**

- **Strategy 1:** Continue to advocate for the development of an event and/or activity center
- **Strategy 2:** Develop working relationships with existing entities to support conferencing and sporting activities that create spending, which benefit local businesses

### **Goal #4: We will work to expand winter visitation in the Lake Region**

- **Strategy 1:** Work to find funding to enhance the winter access on Devils Lake
- **Strategy 2:** Grow winter month activities in the Lake Region
- **Strategy 3:** Advocate for development of facilities that offer year-round opportunities

### **Goal #5: We will work with local leaders on lake issues to continue to grow tourism**

- **Strategy 1:** Continue to work towards keeping Devils Lake free of Aquatic Nuisance Species
- **Strategy 2:** Continue to work towards tourism expansion around Devils Lake

### **Goal #6: We will work to expand workforce in the Devils Lake area**

- **Strategy 1:** Develop a new relocation book, and mail out packets with the Chamber of Commerce
- **Strategy 2:** Enhance the website experience for relocation information
- **Strategy 3:** Help the Devils Lake Chamber of Commerce engage a new Emerging Leaders group

### **Goal #7: Continue with staff development to grow our knowledge**

- **Strategy 1:** Increase staff and partner knowledge and use of the Simpleview CRM
- **Strategy 2:** Send staff to appropriate training conferences and sessions throughout the year



# Building a Stronger Workforce in Devils Lake: RWIP Grant Initiatives

In 2024, the Devils Lake Chamber of Commerce made significant strides in workforce development, thanks to the Regional Workforce Impact Grants (RWIP) from the North Dakota Department of Commerce. With a total of \$490,000 allocated for retention and attraction initiatives, these grants are shaping the future of workforce engagement, business collaboration, and regional marketing.

## Strengthening Workforce Retention

The RWIP Retention Grant supported several impactful programs designed to engage students and connect them with local businesses:

**DLHS Career Fair** (October 3, 2024): With 39 booths representing local businesses, educational institutions, and healthcare providers, this event saw 160 attendees and contributed to record parent-teacher conference participation. The overwhelming success has solidified this as an annual event for the Chamber.

**Job Shadow Program:** Launched in September, this initiative has 85 students participating in hands-on experiences with local businesses. Employers are enthusiastic about the program, recognizing its potential to cultivate future employees.

**Local Business Video Series:** A professional contractor is producing 20 career-focused videos showcasing local job opportunities. Despite some seasonal delays, these videos will be used as recruitment tools by businesses and featured on the Chamber's website.

**DLHS Business Meeting Series:** Quarterly meetings, hosted at local businesses, connect students with employers. Topics include marketing, workplace culture, youth engagement, and professional development, fostering collaboration between the education and business sectors.

**DLHS Summer Job Fair** (March 26, 2025): This event, designed to maximize student participation, has already garnered interest from businesses that participated in the fall career fair.

**Collaboration with Lake Region State College:** Efforts include job shadow opportunities, marketing local careers through digital displays, and outreach sessions in the LRSC Student Union.

## Attracting Talent to Devils Lake

In late 2024, the Chamber secured the additional \$240,000 RWIP Attraction Grant, further amplifying workforce recruitment efforts. Key initiatives include:

**Odney Advertising Partnership:** A comprehensive branding and marketing strategy will leverage online advertising, video, social media, billboards, and print campaigns to attract new talent to the region. The creative strategy will have a media launch planned for spring 2025.

**Video Production Initiatives:** Two video series—one highlighting life in Devils Lake and another featuring families who have relocated—will be produced for cross-platform use, reinforcing the region's appeal.

**Website Enhancements:** The Chamber's relocation pages are being upgraded to include interactive features, cost-of-living data, and a **Community Captains program**, which connects new residents with local ambassadors.

**Expanded Visitor Guide:** Renamed the Devils Lake Inspiration Guide, this publication will incorporate new workforce and relocation content to align with tourism branding efforts.

## A Transformational Investment

These grants represent a historic investment in Devils Lake's workforce and economic growth. While quantitative metrics are still developing, the impact is already evident:

**Stronger collaborations** between schools, businesses, and community leaders

**Increased student engagement** in career development opportunities

**Expanded marketing efforts** to attract new residents and workers

Through these initiatives, the Chamber is laying the foundation for long-term workforce sustainability, ensuring that Devils Lake remains a thriving destination for businesses, students, and families alike.









# 2024 OVERVIEW



## 2024 Budget Overview

|                              | <i>FY2020</i><br>Budget | <i>FY2021</i><br>Budget | <i>FY2022</i><br>Budget | <i>FY2023</i><br>Budget | <i>FY2024</i><br>Budget |
|------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Administrative Expense       | \$109,500               | \$120,450               | \$124,000               | \$124,000               | \$130,000               |
| City Expenses                | \$10,000                | \$7,000                 | \$15,000                | \$5,000                 | \$5,000                 |
| Software/Books               | \$10,548                | \$5,548                 | \$23,032                | \$23,317                | \$10,167                |
| Dues/Subscriptions           | \$2,245                 | \$1,995                 | \$1,995                 | \$2,145                 | \$2,745                 |
| Telephone/Communication      | \$4,800                 | \$4,300                 | \$4,300                 | \$4,000                 | \$4,300                 |
| Supplies                     | \$500                   | \$500                   | \$500                   | \$1,000                 | \$1,000                 |
| Equipment Expense            | \$3,750                 | \$2,350                 | \$3,250                 | \$2,750                 | \$4,500                 |
| Repair/Maintenance           | \$250                   | \$250                   | \$250                   | \$250                   | \$250                   |
| Misc. Expense                | \$750                   | \$750                   | \$750                   | \$750                   | \$750                   |
| Printing/Copying             | \$2,000                 | \$2,000                 | \$2,000                 | \$2,000                 | \$2,000                 |
| Postage                      | \$2,500                 | \$2,500                 | \$2,500                 | \$2,500                 | \$2,500                 |
| Travel & Meetings            | \$16,700                | \$16,695                | \$18,800                | \$15,700                | \$18,700                |
| Large Projects               | \$750                   | \$400                   | \$750                   | \$0                     | \$500                   |
| Special Events/Grants        | \$16,500                | \$19,500                | \$20,000                | \$19,000                | \$49,000                |
| Events                       | \$7,500                 | \$6,450                 | \$6,500                 | \$27,000                | \$7,000                 |
| Building Loan                | \$7,015                 | \$0                     | \$0                     | \$0                     |                         |
| <b>Marketing/Advertising</b> |                         |                         |                         |                         |                         |
| Advertising                  | \$164,270               | \$214,860               | \$239,672               | \$192,726               | \$272,228               |
| Website/Calendar             | \$7,900                 | \$7,507                 | \$9,207                 | \$9,600                 | \$9,250                 |
| Writing                      | \$3,500                 | \$3,500                 | \$3,500                 | \$4,500                 | \$4,500                 |
| Video Production             | \$14,100                | \$5,000                 | \$0                     | \$0                     |                         |
| Photography/Video            | \$8,000                 | \$12,000                | \$20,000                | \$11,940                | \$14,340                |
| Printing                     | \$22,400                | \$0                     | \$18,500                | \$22,000                | \$23,500                |
| Promotional Items            | \$4,000                 | \$4,000                 | \$8,100                 | \$0                     | \$7,000                 |
| Public Relations             | \$15,500                | \$14,500                | \$17,500                | \$21,500                | \$22,000                |
| Sport/Travel Shows           | \$19,750                | \$11,000                | \$20,500                | \$8,700                 | \$14,700                |
| Tradeshow Booth              | \$790                   | \$100                   | \$0                     | \$1,400                 | \$1,400                 |
| <b>Total Expense</b>         | <b>\$455,518</b>        | <b>\$463,155</b>        | <b>\$560,606</b>        | <b>\$501,778</b>        | <b>\$607,330</b>        |



# 2024 Budget Overview Advertising

| Description of Expenditure                   | sub-total | Total Amount for Line Item |
|----------------------------------------------|-----------|----------------------------|
| <b>Website/Social Media/Digital</b>          |           |                            |
| RawFish Media                                | 13,800    |                            |
| Jason Mitchell Outdoors Podcasts             | 2,000     |                            |
| You Tube Advertising                         | 1,500     |                            |
| Johnnie Candle Seminars of Devils Lake       | 10,000    |                            |
| Digital Retargeting                          | 10,000    |                            |
| Digital Targeting (Events)                   | 5,000     |                            |
| Total Website & Social Media                 |           | \$42,300                   |
| <b>Television</b>                            |           |                            |
| Jason Mitchell Outdoors                      | \$22,000  |                            |
| Connected TV Advertising                     | 8,000     |                            |
| College Hockey (away Lbar & Scorebug)        | 8,000     |                            |
| Outdoor Bound                                | 13,000    |                            |
| Fish Addictions                              | 6,000     |                            |
| Total Television                             |           | \$57,000                   |
| <b>Print</b>                                 |           |                            |
| Dakota Country                               | 3,000     |                            |
| Iowa Sportsman                               | 7,200     |                            |
| Ice Team                                     | 1,330     |                            |
| Local Visitor Guides                         | 3,000     |                            |
| ND Tourism                                   | 3,500     |                            |
| Outdoor News                                 | 5,000     |                            |
| Total Print                                  |           | \$23,030                   |
| <b>Radio</b>                                 |           |                            |
| 4 Outdoorsmen                                | \$11,400  |                            |
| In-State Radio (KFGO)                        | \$12,638  |                            |
| Local Radio                                  | 3,500     |                            |
| Total Radio                                  |           | \$27,538                   |
| <b>Email Marketing</b>                       |           |                            |
| E-blasts/Act On                              | \$5,000   |                            |
| Target Walleye                               |           |                            |
| (KFGO) Targeted Emails - 4                   | 0         |                            |
| ND Tourism (3)                               | 1,500     |                            |
| Total Email                                  |           | \$6,500                    |
| <b>Miscellaneous/Mix Marketing</b>           |           |                            |
| ND Tourism Misc Co-Ops                       | \$11,000  |                            |
| Peak Productions Contract                    | \$15,000  |                            |
| Northland Outdoors (mix of web, tv, pod \$14 | \$14,000  |                            |
| Midwest Outdoors (mix of email, social, web  | \$20,610  |                            |
| Midwest Outdoors Segment Filming (2)         | \$5,000   |                            |
| Influencer Marketing/ProStaff team           | \$14,250  |                            |
| Co-op guide Marketing Program                | \$10,000  |                            |
| Miscellaneous Marketing                      | \$20,000  |                            |
| Total Misc                                   |           | \$109,860                  |
| <b>Advertising Accommodations</b>            |           |                            |
| Total Adv Accommodations                     | \$6,000   | \$6,000                    |
| <b>Total for this account</b>                |           | <b>\$272,228</b>           |



## 2024 Profit & Loss - Budget Vs Actual

|                                         | Oct '23 - Sep '24 | Budget     |
|-----------------------------------------|-------------------|------------|
| Income                                  |                   |            |
| Advertising Income                      |                   |            |
| Visitor Guide Ad Income                 | 10,825.00         | 9,500.00   |
| Total Advertising Income                | 10,825.00         | 9,500.00   |
| Chamber Intercompany                    | 0.00              |            |
| Event Income                            |                   |            |
| Shiverfest                              | 3,500.00          |            |
| Total Event Income                      | 3,500.00          |            |
| Interest Income                         | 8,243.06          |            |
| Lodging Tax                             | 205,276.43        | 175,000.00 |
| Miscellaneous Income                    | 6,845.52          |            |
| Restaurant Tax                          | 324,380.04        | 265,000.00 |
| VC Merchandise                          |                   |            |
| VC Merchandise - Other                  | 13,448.72         | 8,000.00   |
| Total VC Merchandise                    | 13,448.72         | 8,000.00   |
| Lodging Tax - County                    | 48,167.47         | 43,000.00  |
| Restaurant Tax - County                 | 55,245.06         | 40,000.00  |
| Total Income                            | 675,931.30        | 540,500.00 |
| Cost of Goods Sold                      |                   |            |
| Cost of Goods Sold                      | 12,957.28         |            |
| Total COGS                              | 12,957.28         |            |
| Gross Profit                            | 662,974.02        | 540,500.00 |
| Expense                                 |                   |            |
| Administrative & Operations             |                   |            |
| Administrative Costs                    | 133,087.50        | 130,000.00 |
| Communications                          |                   |            |
| Cell Phone                              | 1,450.00          | 1,800.00   |
| Internal Telephone                      | 2,521.38          | 2,500.00   |
| Total Communications                    | 3,971.38          | 4,300.00   |
| Equipment Expense                       | 2,454.80          | 4,500.00   |
| Facilities and Equipment                |                   |            |
| Equip Rental and Maintenance            | 24.63             | 250.00     |
| Total Facilities and Equipment          | 24.63             | 250.00     |
| Miscellaneous Expense                   | 980.78            | 750.00     |
| Postage                                 |                   |            |
| Postage - Other                         | 1,960.78          | 2,500.00   |
| Total Postage                           | 1,960.78          | 2,500.00   |
| Printing and Copying                    | 5,601.91          | 2,000.00   |
| Software, Books & Subscriptions         |                   |            |
| Software, Books & Subscriptions - Other | 11,273.46         | 10,167.00  |
| Total Software, Books & Subscriptions   | 11,273.46         | 10,167.00  |
| Supplies                                | 992.07            | 1,000.00   |
| Total Administrative & Operations       | 160,347.31        | 155,467.00 |
| Bad Debt Expense                        | 500.00            |            |
| Chamber Expense-Misc                    | 0.00              |            |
| City Expenses                           |                   |            |
| City Beautification                     | 10,000.00         | 5,000.00   |
| Total City Expenses                     | 10,000.00         | 5,000.00   |
| Dues & Publications                     | 3,157.92          | 2,745.00   |



|                                        |            |            |
|----------------------------------------|------------|------------|
| Events                                 |            |            |
| Chamber Walleye Fishing Tourney        | 3,500.00   | 3,500.00   |
| Devils Lake Park Board                 |            |            |
| Devils Lake Park Board - Other         | 1,000.00   | 1,000.00   |
| Total Devils Lake Park Board           | 1,000.00   | 1,000.00   |
| Devils Lake Public Schools             | 2,500.00   | 2,500.00   |
| National Fishing Tournaments           | 0.00       | 25,000.00  |
| Tourism Dept Events                    | 3,000.00   |            |
| Total Events                           | 10,000.00  | 32,000.00  |
| Events - Special                       |            |            |
| Grant Request Events                   | 5,175.77   | 5,000.00   |
| Uncommitted Funds Events               | 3,837.22   | 15,000.00  |
| Yearly Events                          |            |            |
| Arts In the Park                       | 1,000.00   | 1,000.00   |
| Devils Run                             | 1,500.00   | 1,500.00   |
| ShiverFest                             | 4,428.50   | 1,500.00   |
| Total Yearly Events                    | 6,928.50   | 4,000.00   |
| Total Events - Special                 | 15,941.49  | 24,000.00  |
| Large Projects                         |            |            |
| Large Projects - Other                 | 333.23     | 500.00     |
| Total Large Projects                   | 333.23     | 500.00     |
| Marketing & Promotional Items          |            |            |
| Advertising                            |            |            |
| Advertising Accommodations             | 5,074.28   | 6,000.00   |
| E-mail Advertising                     |            |            |
| ND Tourism                             | 3,300.00   | 1,500.00   |
| E-mail Advertising - Other             | 8,836.00   | 5,000.00   |
| Total E-mail Advertising               | 12,136.00  | 6,500.00   |
| Miscellaneous Adv. & Marketing         |            |            |
| ND Tourism Misc Co-Ops                 | 12,805.40  | 11,000.00  |
| Midwest Outdoors                       | 23,110.00  | 25,610.00  |
| Influencer/ProStaff Marketing          | 16,000.00  | 14,250.00  |
| Peak Productions                       | 20,592.00  | 15,000.00  |
| Northland Outdoors                     | 14,000.00  | 14,000.00  |
| Co-Op Guide Marketing Program          | 3,500.00   | 10,000.00  |
| Miscellaneous Adv. & Marketing - Other | 21,904.61  | 20,000.00  |
| Total Miscellaneous Adv. & Marketing   | 111,912.01 | 109,860.00 |
| Print Advertising                      |            |            |
| Dakota Country Magazine                | 1,992.00   | 3,000.00   |
| Ice Team Destination Guide             | 0.00       | 1,330.00   |
| In-Fisherman Ad                        | 1,188.75   |            |
| Iowa Sportsman                         | 9,600.00   | 7,200.00   |
| Miscellaneous Print Advertising        | 2,950.00   |            |
| ND Tourism                             | 3,425.00   | 3,500.00   |
| Outdoor News                           | 5,200.00   | 5,000.00   |
| Local Visitor Guides                   | 3,118.00   | 3,000.00   |
| Total Print Advertising                | 27,473.75  | 23,030.00  |
| Radio Advertising                      |            |            |
| North Dakota Radio Market              | 11,948.20  | 12,638.00  |
| Out of State Radio Market              | 10,400.00  | 11,400.00  |
| Local Radio                            | 3,500.00   | 3,500.00   |
| Total Radio Advertising                | 25,848.20  | 27,538.00  |
| Television Advertising                 |            |            |
| Jason Mitchell Outdoors                | 22,000.00  | 22,000.00  |
| Midcontinent Communications            | 15,740.92  | 16,000.00  |
| Outdoor Bound                          | 12,948.00  | 13,000.00  |



|                                       |            |            |
|---------------------------------------|------------|------------|
| Fish Additions                        | 0.00       | 6,000.00   |
| Total Television Advertising          | 50,688.92  | 57,000.00  |
| Website/Social Advertising            |            |            |
| RawFish                               | 14,039.88  | 13,800.00  |
| Retargeting                           | 14,209.08  | 15,000.00  |
| Jason Mitchell Podcast                | 6,000.00   | 2,000.00   |
| Targeted Display Ads                  | 3,000.00   |            |
| You Tube Advertising                  | 0.00       | 1,500.00   |
| Johnnie Candle Seminars               | 10,000.00  | 10,000.00  |
| Website/Social Advertising - Other    | 4,687.50   |            |
| Total Website/Social Advertising      | 51,936.46  | 42,300.00  |
| Total Advertising                     | 285,069.62 | 272,228.00 |
| Photography/Videography               | 13,331.60  | 14,340.00  |
| Printing                              | 20,614.10  | 23,500.00  |
| Promotional Items/Giveaways           | 9,126.56   | 7,000.00   |
| Public Relations                      |            |            |
| FAM Tour/Outdoor Writers              | 1,530.40   | 6,000.00   |
| Media Event                           | 17,360.68  | 15,000.00  |
| Miscellaneous                         | 20.41      | 1,000.00   |
| Public Relations - Other              | 2,274.38   |            |
| Total Public Relations                | 21,185.87  | 22,000.00  |
| Sports Shows                          |            |            |
| Midwest Travel Bloggers               | 1,000.00   | 0.00       |
| Wisconsin                             | 3,332.21   | 4,500.00   |
| St. Paul Ice Fishing Show             | 3,545.23   | 4,500.00   |
| Writers Conference                    | 2,614.79   | 4,500.00   |
| Rocky Mountain Internation            | 620.00     | 3,000.00   |
| Total Sports Shows                    | 11,112.23  | 16,500.00  |
| Trade Show Booth Expense              |            |            |
| Trade Show Booth Expense - Other      | 4,177.81   | 1,400.00   |
| Total Trade Show Booth Expense        | 4,177.81   | 1,400.00   |
| Travel and Meetings                   |            |            |
| Conference, Convention, Meeting       |            |            |
| AGLOW                                 | 5,333.36   | 4,500.00   |
| In-Town Meetings                      | 656.70     | 300.00     |
| National Conferences                  | 2,437.34   | 8,000.00   |
| ND Travel Conference                  | 1,522.02   | 1,600.00   |
| ND Main Street Summit                 | 672.36     | 1,000.00   |
| IPW                                   | 0.00       | 1,200.00   |
| Simpleview                            | 0.00       | 0.00       |
| Total Conference, Convention, Meeting | 10,621.78  | 16,600.00  |
| Monthly Mileage                       |            |            |
| Monthly Mileage - Other               | 1,730.74   | 1,800.00   |
| Total Monthly Mileage                 | 1,730.74   | 1,800.00   |
| Out of Town Travel                    | 1,733.28   | 1,500.00   |
| Total Travel and Meetings             | 14,085.80  | 19,900.00  |
| Website                               |            |            |
| Website - Other                       | 16,356.00  | 9,250.00   |
| Total Website                         | 16,356.00  | 9,250.00   |
| Writing                               | 3,150.00   | 4,500.00   |
| Total Marketing & Promotional Items   | 398,209.59 | 390,618.00 |
| Other Types of Expenses               | 99.00      |            |
| Tourism Capital Grant                 | 86,549.10  |            |
| Total Expense                         | 685,137.64 | 610,330.00 |
| Net Income                            | -22,163.62 | -69,830.00 |



# 2024 Balance Sheet

## As of September 30, 2024

|                                       | Sep 30, '24       |
|---------------------------------------|-------------------|
| <b>ASSETS</b>                         |                   |
| Current Assets                        |                   |
| Checking/Savings                      |                   |
| Cash on Hand                          | 200.00            |
| Special Event Fund - Mkt Acct         | 9,337.78          |
| Tourism Checking                      | 175,456.12        |
| North Star Checking Account           | 21,510.28         |
| Western CD                            | 206,057.37        |
| Total Checking/Savings                | 412,561.55        |
| Other Current Assets                  |                   |
| Inventory                             | 37,229.86         |
| Total Other Current Assets            | 37,229.86         |
| Total Current Assets                  | 449,791.41        |
| Fixed Assets                          |                   |
| Furniture and Equipment               |                   |
| Accumulated Depreciation              | -10,946.57        |
| Furniture and Equipment - Other       | 10,946.57         |
| Total Furniture and Equipment         | 0.00              |
| Website Asset                         |                   |
| Accumulated Amortization              | -28,813.75        |
| Website Asset - Other                 | 28,813.75         |
| Total Website Asset                   | 0.00              |
| Total Fixed Assets                    | 0.00              |
| <b>TOTAL ASSETS</b>                   | <b>449,791.41</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                   |
| Liabilities                           |                   |
| Current Liabilities                   |                   |
| Accounts Payable                      |                   |
| Accounts Payable                      | 37,932.82         |
| Total Accounts Payable                | 37,932.82         |
| Other Current Liabilities             |                   |
| Sales Tax Payable                     | 725.29            |
| Total Other Current Liabilities       | 725.29            |
| Total Current Liabilities             | 38,658.11         |
| Total Liabilities                     | 38,658.11         |
| Equity                                |                   |
| Unrestricted Net Assets               | 433,296.92        |
| Net Income                            | -22,163.62        |
| Total Equity                          | 411,133.30        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>449,791.41</b> |



# 2024 Marketing/Media Overview

## Media Events & Travel Show Opportunities

### Attend Sport and Travel Shows

|                                                                            |                |
|----------------------------------------------------------------------------|----------------|
| St. Paul Ice Fishing Show.....                                             | December 2023  |
| Wisconsin Ice Fishing Expo, Osh Kosh .....                                 | December 2023  |
| IPW, International Travel Conference (co-op with Minot & Grand Forks)..... | May 2023       |
| Small Media Event.....                                                     | January 2024   |
| Travel Influencer with ND Tourism, Kristen Potega .....                    | January 2024   |
| Rawfish Media Shoot.....                                                   | February 2024  |
| Cabelas Experience Trip .....                                              | March 2024     |
| Large Media Event.....                                                     | May 2024       |
| Rawfish Media Shoot.....                                                   | May 2024       |
| Attend AGLOW Outdoor Writer Conference, Kentucky .....                     | September 2024 |
| Ducks Unlimited Hunt .....                                                 | October 2024   |
| Travel Writers, Ken Perrotte & Paul Waite.....                             | October 2024   |

## Marketing & Other Media

Johnnie Candle 6 part seminar series on Facebook Live in May - October 2024

Utilize "Pro Staff" on Devils Lake Tourism team

Continued to work with our outdoor writers and sent out monthly press releases to a list of media outlets

Continue blog posts on the local and outdoor markets

Partner with ND Tourism on event RSS feed with [ndtourism.com/devilslakend.com](http://ndtourism.com/devilslakend.com)

Continue to push member partner portal with our new website



# 2024 Top Facebook Posts



3/30

## Good Luck Grant Nelson!

82.3k people reached  
1.3k likes/reactions, 116 shares  
and 87.5k impressions

Still Looking For Teams  
42.3k people reached  
75 likes/reactions, 25 shares  
and 42.7k impressions

4/08



4/17

## Grahams Island State Park

47.7k people reached  
162 likes/reactions, 21 shares  
and 48.4k impressions

## Put Your Hands Up In The Air

32.3k people reached  
74 likes/reactions, 12 shares  
and 33k impressions

7/08



12/26

## Take Someone New Ice Fishing!

34.8k people reached  
54 likes/reactions, 6 shares  
and 34.8k impressions



# 2024

## SHAREABLE

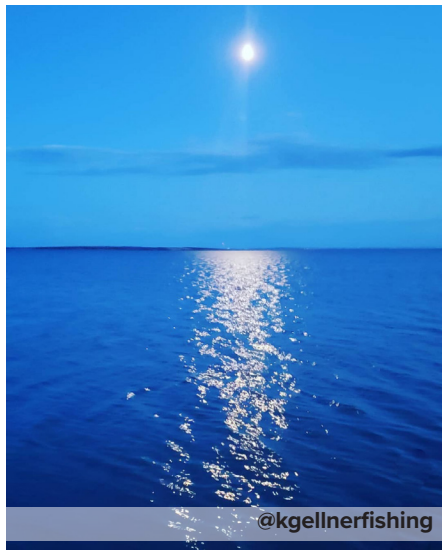
## INSTAGRAM

## MOMENTS!

A picture is worth a thousand words and you can say them all with just a hashtag. These are the best **#devilslakend** and **#hellodevilslake** experiences on Instagram in 2024 on our Visit Devils Lake page.

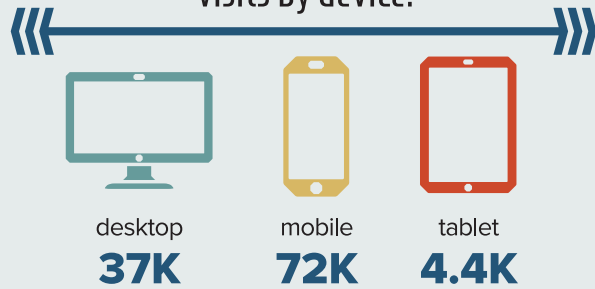
@devilslakend

/devilslakend

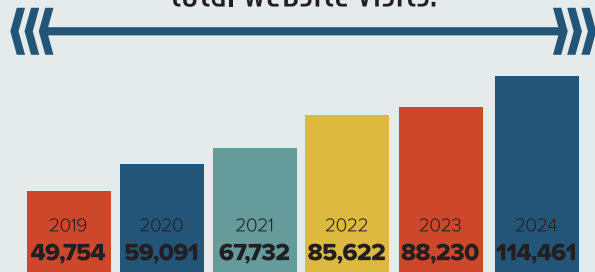


# 2024 Website & Arrivalist Statistics

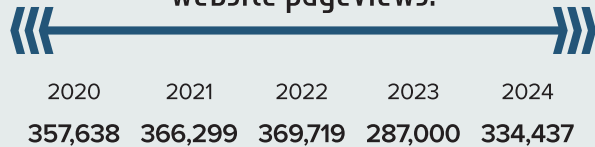
## visits by device:



## total website visits:



## website pageviews:



New website launched November 2022 and will skew pageviews

## top 15: cities that most visit devislakend.com

|    | 2024        | 2023        | 2022        |
|----|-------------|-------------|-------------|
| 1  | Minneapolis | Minneapolis | Minneapolis |
| 2  | Chicago     | Chicago     | Chicago     |
| 3  | Devils Lake | Devils Lake | Devils Lake |
| 4  | Dallas      | Dallas      | Ashburn     |
| 5  | Fargo       | Columbus    | Grand Forks |
| 6  | Grand Forks | Grand Forks | Columbus    |
| 7  | Bismarck    | Denver      | Fargo       |
| 8  | Ashburn     | Fargo       | Bismarck    |
| 9  | Coffeyville | Bismarck    | Denver      |
| 10 | New York    | Omaha       | Berlin      |
| 11 | Omaha       | Minot       | Omaha       |
| 12 | Columbus    | Ashburn     | Milwaukee   |
| 13 | Minot       | Fort Totten | Minot       |
| 14 | Fort Totten | West Fargo  | West Fargo  |
| 15 | Denver      | Winnipeg    | Dallas      |

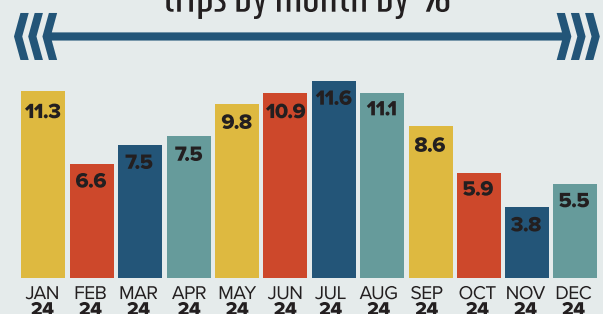
## ARRIVALIST DATA

In 2024, 28.8% of travelers took day trips and 71.2% took overnight trips. The average time spent in the destination was 1.7 nights, up from 0.9 last year.

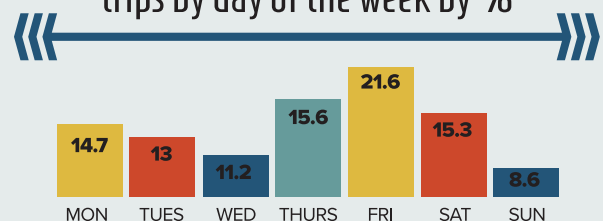
## top origin DMAs



## trips by month by %



## trips by day of the week by %











# 2025 FISCAL YEAR PLANNING



## 2025 Budget Overview

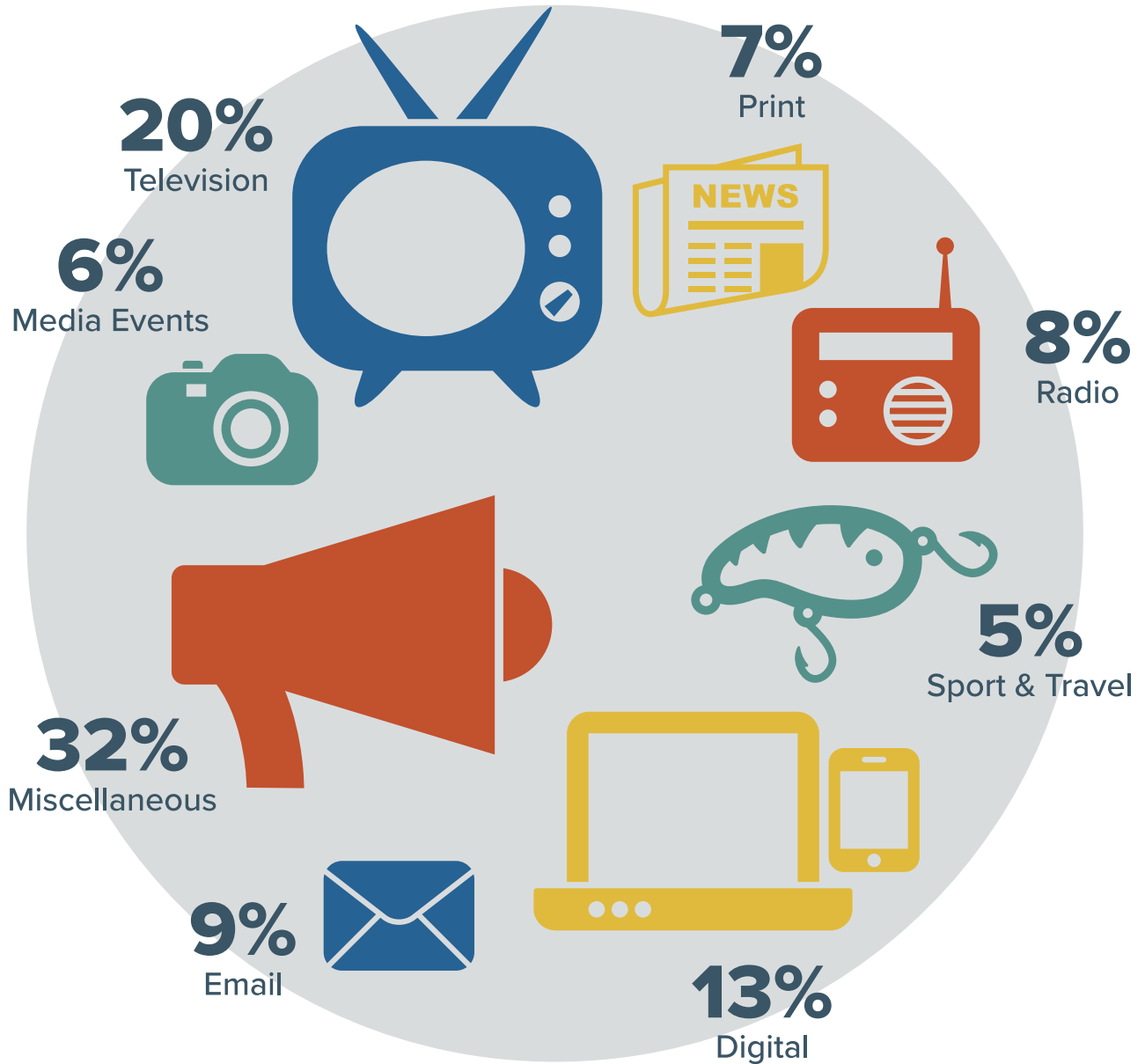
|                              | <i>FY2020</i><br>Budget | <i>FY2021</i><br>Budget | <i>FY2022</i><br>Budget | <i>FY2023</i><br>Budget | <i>FY2024</i><br>Budget | <i>FY2025</i><br>Budget |
|------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Administrative Expense       | \$109,500               | \$120,450               | \$124,000               | \$124,000               | \$130,000               | \$165,000               |
| City Expenses                | \$10,000                | \$7,000                 | \$15,000                | \$5,000                 | \$5,000                 | \$10,000                |
| Software/Books               | \$10,548                | \$5,548                 | \$23,032                | \$23,317                | \$10,167                | \$10,282                |
| Dues/Subscriptions           | \$2,245                 | \$1,995                 | \$1,995                 | \$2,145                 | \$2,745                 | \$3,255                 |
| Telephone/Communication      | \$4,800                 | \$4,300                 | \$4,300                 | \$4,000                 | \$4,300                 | \$4,300                 |
| Supplies                     | \$500                   | \$500                   | \$500                   | \$1,000                 | \$1,000                 | \$1,000                 |
| Equipment Expense            | \$3,750                 | \$2,350                 | \$3,250                 | \$2,750                 | \$4,500                 | \$2,000                 |
| Repair/Maintenance           | \$250                   | \$250                   | \$250                   | \$250                   | \$250                   | \$250                   |
| Misc. Expense                | \$750                   | \$750                   | \$750                   | \$750                   | \$750                   | \$750                   |
| Printing/Copying             | \$2,000                 | \$2,000                 | \$2,000                 | \$2,000                 | \$2,000                 | \$5,000                 |
| Postage                      | \$2,500                 | \$2,500                 | \$2,500                 | \$2,500                 | \$2,500                 | \$2,500                 |
| Travel & Meetings            | \$16,700                | \$16,695                | \$18,800                | \$15,700                | \$18,700                | \$23,600                |
| Large Projects               | \$750                   | \$400                   | \$750                   | \$0                     | \$500                   | \$0                     |
| Special Events/Grants        | \$16,500                | \$19,500                | \$20,000                | \$19,000                | \$49,000                | \$32,500                |
| Events                       | \$7,500                 | \$6,450                 | \$6,500                 | \$27,000                | \$7,000                 | \$6,500                 |
| <b>Marketing/Advertising</b> |                         |                         |                         |                         |                         |                         |
| Advertising                  | \$164,270               | \$214,860               | \$239,672               | \$192,726               | \$272,228               | \$317,528               |
| Website/Calendar             | \$7,900                 | \$7,507                 | \$9,207                 | \$9,600                 | \$9,250                 | \$19,250                |
| Writing                      | \$3,500                 | \$3,500                 | \$3,500                 | \$4,500                 | \$4,500                 | \$4,500                 |
| Video Production             | \$14,100                | \$5,000                 | \$0                     | \$0                     |                         |                         |
| Photography/Video            | \$8,000                 | \$12,000                | \$20,000                | \$11,940                | \$14,340                | \$14,340                |
| Printing                     | \$22,400                | \$0                     | \$18,500                | \$22,000                | \$23,500                | \$21,500                |
| Promotional Items            | \$4,000                 | \$4,000                 | \$8,100                 | \$0                     | \$7,000                 | \$10,500                |
| Public Relations             | \$15,500                | \$14,500                | \$17,500                | \$21,500                | \$22,000                | \$23,000                |
| Sport/Travel Shows           | \$19,750                | \$11,000                | \$20,500                | \$8,700                 | \$14,700                | \$17,200                |
| Tradeshow Booth              | \$790                   | \$100                   | \$0                     | \$250                   | \$1,400                 | \$250                   |
|                              |                         |                         |                         |                         |                         |                         |
| <b>Total Expense</b>         | <b>\$455,518</b>        | <b>\$463,155</b>        | <b>\$560,606</b>        | <b>\$500,628</b>        | <b>\$607,330</b>        | <b>\$695,005</b>        |

# 2025 Budget Overview Advertising

| Description of Expenditure                        | sub-total | Total Amount for Line Item |
|---------------------------------------------------|-----------|----------------------------|
| <b>Website/Social Media/Digital</b>               |           |                            |
| RawFish Media                                     | \$13,800  |                            |
| Jason Mitchell Outdoors Podcasts                  | \$4,000   |                            |
| You Tube Advertising                              |           |                            |
| Johnnie Candle Seminars of Devils Lake            | \$10,000  |                            |
| Digital Retargeting                               | \$10,000  |                            |
| Digital Targeting (Events)                        | \$7,000   |                            |
| Total Website & Social Media                      |           | \$44,800                   |
| <b>Television</b>                                 |           |                            |
| Jason Mitchell Outdoors                           | \$22,000  |                            |
| Connected TV Advertising                          | \$8,000   |                            |
| College Hockey (away Lbar & Scorebug)             | \$8,000   |                            |
| Ron Shara Productions                             |           |                            |
| Dialed In Angling (Regional) 1/2                  | \$8,550   |                            |
| Made for the Outdoors (National)                  | \$22,100  |                            |
| Total Television                                  |           | \$68,650                   |
| <b>Print</b>                                      |           |                            |
| Dakota Country                                    | \$3,000   |                            |
| Iowa Sportsman                                    | \$8,900   |                            |
| Ice Team                                          | \$1,330   |                            |
| Local Visitor Guides                              | \$3,000   |                            |
| ND Tourism                                        | \$3,500   |                            |
| Outdoor News                                      | \$5,000   |                            |
| Total Print                                       |           | \$24,730                   |
| <b>Radio</b>                                      |           |                            |
| 4 Outdoorsmen                                     | \$11,400  |                            |
| In-State Radio (KFGO)                             | \$12,638  |                            |
| Local Radio                                       | \$4,000   |                            |
| Total Radio                                       |           | \$28,038                   |
| <b>Email Marketing</b>                            |           |                            |
| E-blasts/Act On                                   | \$5,000   |                            |
| Simpleview-Email Marketing Automation             | \$24,000  |                            |
| ND Tourism (3)                                    | \$1,500   |                            |
| Total Email                                       |           | \$30,500                   |
| <b>Miscellaneous/Mix Marketing</b>                |           |                            |
| ND Tourism Misc Co-Ops                            | \$11,000  |                            |
| Peak Productions Contract                         | \$8,000   |                            |
| Northland Outdoors (mix of web, tv, pod \$14 or 2 | \$14,000  |                            |
| Midwest Outdoors (mix of email, social, web & t   | \$23,310  |                            |
| Midwest Outdoors Segment Filming (2)              | \$3,500   |                            |
| Influencer Marketing/ProStaff team                | \$25,000  |                            |
| Co-op guide Marketing Program                     | \$10,000  |                            |
| Miscellaneous Marketing                           | \$20,000  |                            |
| Total Misc                                        |           | \$114,810                  |
| <b>Advertising Accommodations</b>                 |           |                            |
| Total Adv Accommodations                          | \$7,000   | \$6,000                    |
| <b>Total for this account</b>                     |           | \$317,528                  |



## 2025 Media Mix



# 2025 Marketing/Media Overview

## Media Events & Travel Show Opportunities (known as of 01/01/25)

### Attend Sport and Travel Shows

|                                                                                    |                                  |
|------------------------------------------------------------------------------------|----------------------------------|
| St. Paul Ice Fishing Show.....                                                     | December 2024                    |
| Wisconsin Ice Fishing Expo, Osh Kosh .....                                         | December 2024                    |
| Wisconsin Fishing Expo, Madison .....                                              | February 2025                    |
| Rocky Mountain International, International Travel Conference, Rapid City SD ..... | May 2025                         |
| IPW, International Travel Conference (co-op with Minot & Grand Forks).....         | June 2025                        |
| Professional Outdoor Media Association (POMA) Conference, Ohio .....               | June 2025                        |
| Association of Great Lakes Outdoor Writers Conference, Wisconsin .....             | September 2025                   |
| Dialed Up Angling .....                                                            | December 2024                    |
| The Crappie Chronicles.....                                                        | December 2024                    |
| ND Tourism Influencer trip with Sobi.....                                          | February 2025                    |
| 4 Outdoorsmen here .....                                                           | March 2025                       |
| Large Media Event.....                                                             | May 2025                         |
| Travels with Darley (filming).....                                                 | August 2025                      |
| Rawfish Media Filming .....                                                        | February, March, May & June 2025 |

## Year At A Glance

|                 |                                   |
|-----------------|-----------------------------------|
| January.....    | Tourism Day at the Capitol        |
| February.....   | Shiverfest/Influencer             |
| February.....   | Madison Fishing Show              |
| March.....      | 4 Outdoorsmen                     |
| May.....        | International Roundup/Media Event |
| June .....      | Wheelchairs & Walleyes            |
| June .....      | IPW/POMA                          |
| June .....      | Chamber Walleye Tournament        |
| September ..... | GNDC Tourism Policy Summit        |
| October.....    | Chamber Annual Meeting            |
| November.....   | Holiday Showcase                  |
| November...     | Hometown Holiday Celebration      |
| December.....   | St Paul & Wisconsin Ice Expo      |

## Regional Workforce Impact Grant - Attraction

The DLCC will be working with **Odney Advertising for branding, paid media strategy & execution and creative deliverables**. Odney has nearly 40 years of experience developing brands and executing marketing plans that influence and change behavior, particularly in workforce recruitment, the travel and tourism industry, community and economic development and destination verticals. They have developed all of the existing creative and paid media strategies for the NDDoC talent attraction campaign, Find the Good Life.

They will support the DLCC by identifying optimal audience segments, target markets and industry focus and will develop a strategic media and creative plan for Devils Lake.

### Campaign channels include:

- Online display advertising
- Video
- Connected TV
- Targeted email campaign
- Facebook/Instagram/Linked In/You Tube Advertising
- Billboards
- Print Ads

**Video Production** utilizing a 7-part series on why people love to live in Devils Lake and a 4-part video series showcasing different families in the area.

**Website enhancements** on the “live” tab of the website, incorporating “Community Captains” and adding new interactive features to devilslakend.com







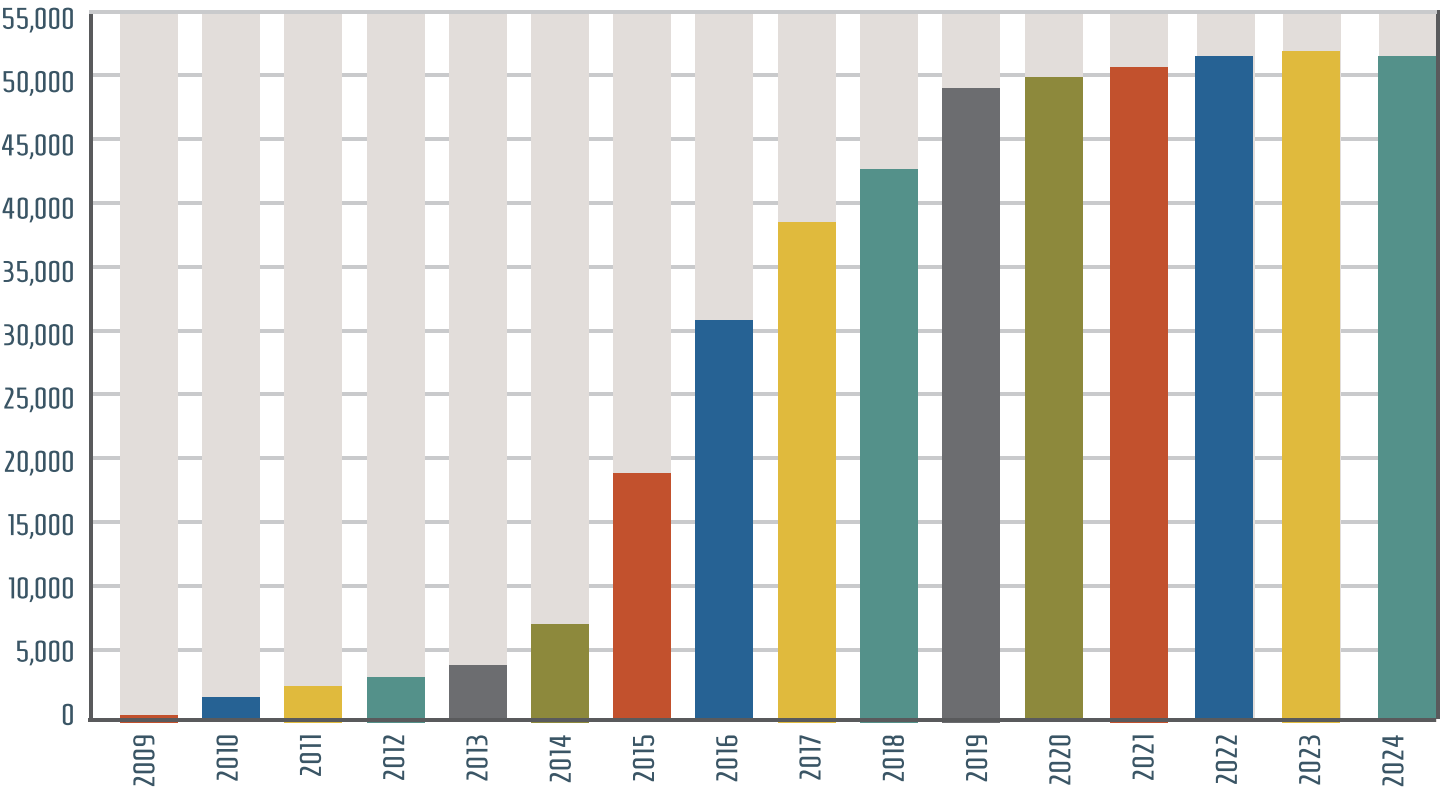
# 2024 BY THE NUMBERS





# FACEBOOK FAN LIKE

facebook.com/devilslake



|           |         |
|-----------|---------|
| 2009..... | started |
| 2010..... | 2,226   |
| 2011..... | 2,634   |
| 2012..... | 2,902   |
| 2013..... | 4,069   |
| 2014..... | 6,200   |
| 2015..... | 18,950  |
| 2016..... | 30,266  |
| 2017..... | 37,941  |
| 2018..... | 42,364  |
| 2019..... | 48,959  |
| 2020..... | 49,652  |
| 2021..... | 50,207  |
| 2022..... | 50,281  |
| 2023..... | 50,721  |
| 2024..... | 50,523  |

Facebook Reach in 2024  
472.2K



## INSTAGRAM PAGE

instagram.com/devilslakend

| 2023                       | 2024                       |
|----------------------------|----------------------------|
| Instagram Followers: 2,180 | Instagram Followers: 2,240 |
| People Reached: 6K         | People Reached: 8.7K       |

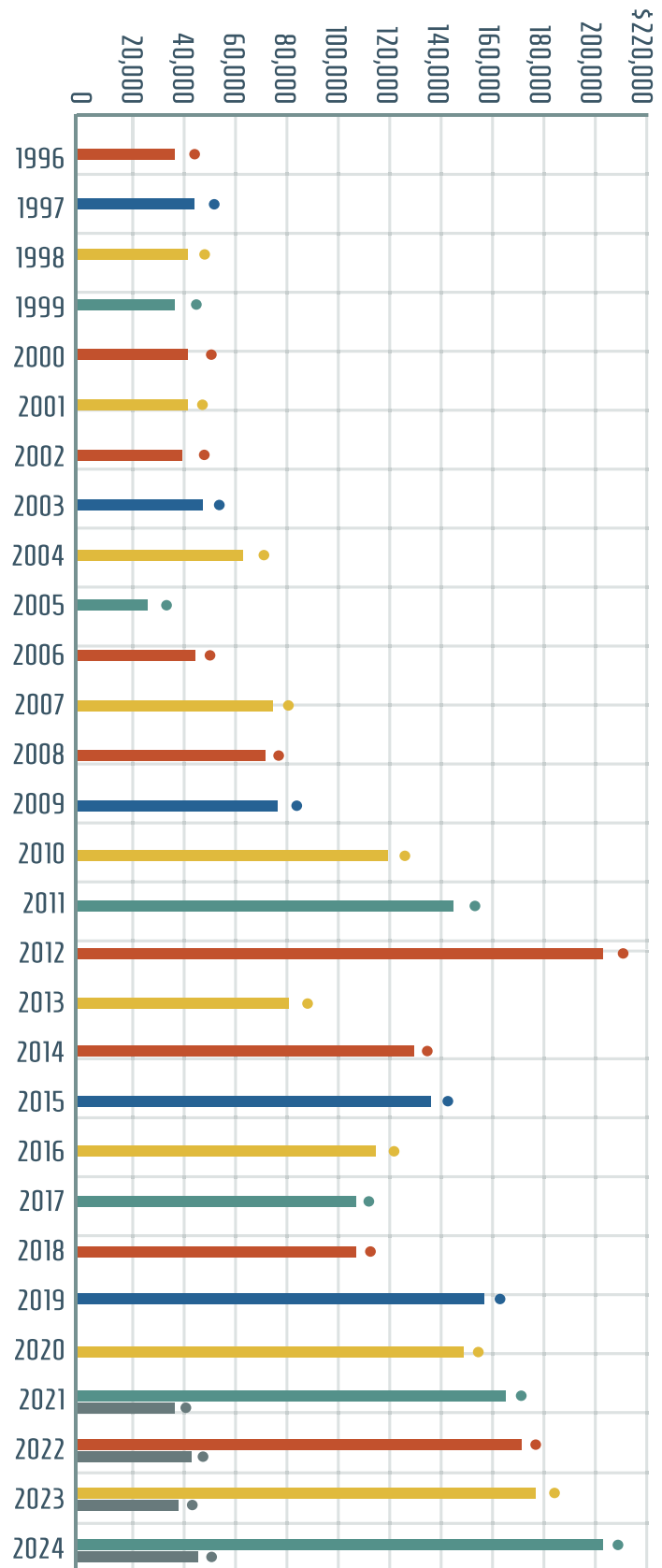
# LODGING TAX COLLECTIONS

## City Devils Lake Lodging Tax

|      |          |
|------|----------|
| 1989 | \$24,927 |
| 1990 | 28,038   |
| 1991 | 20,132   |
| 1992 | 25,023   |
| 1993 | 33,370   |
| 1994 | 27,465   |
| 1995 | 43,449   |
| 1996 | 43,683   |
| 1997 | 55,342   |
| 1998 | 46,323   |
| 1999 | 50,781   |
| 2000 | 52,977   |
| 2001 | 49,548   |
| 2002 | 53,232   |
| 2003 | 55,373   |
| 2004 | 75,123   |
| 2005 | 58,641   |
| 2006 | 52,578   |
| 2007 | 80,363   |
| 2008 | 77,856   |
| 2009 | 83,606   |
| 2010 | 124,437  |
| 2011 | 155,111  |
| 2012 | 210,256  |
| 2013 | 89,807   |
| 2014 | 137,921  |
| 2015 | 142,449  |
| 2016 | 122,387  |
| 2017 | 109,693  |
| 2018 | 112,841  |
| 2019 | 161,812  |
| 2020 | 156,866  |
| 2021 | 169,636  |
| 2022 | 178,787  |
| 2023 | 184,559  |
| 2024 | 213,027  |

## Ramsey County Lodging Tax

|      |          |
|------|----------|
| 2021 | \$41,315 |
| 2022 | 50,127   |
| 2023 | 45,512   |
| 2024 | 47,345   |





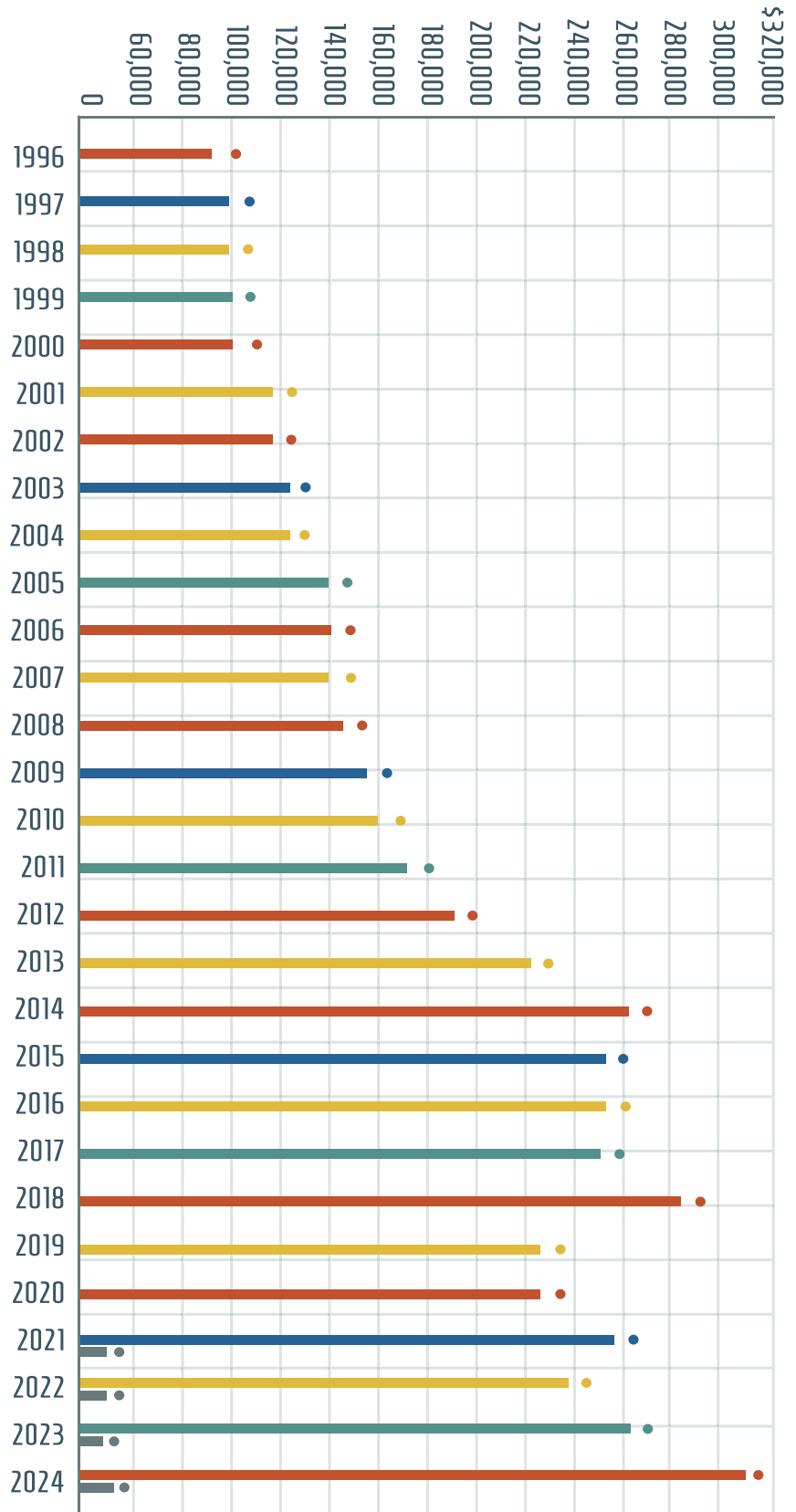
# RESTAURANT TAX COLLECTIONS

## City Devils Lake Restaurant Tax

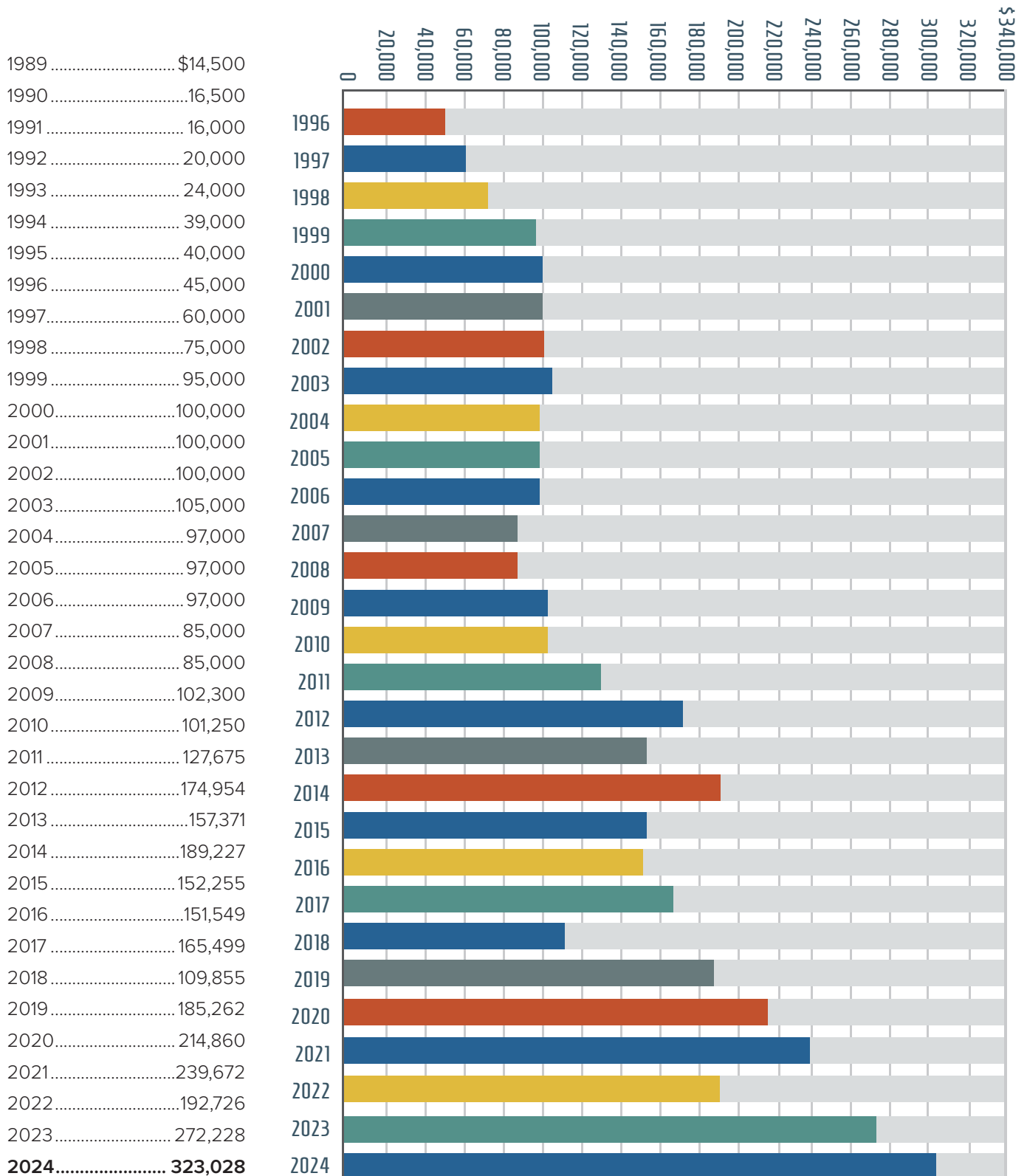
|      |           |
|------|-----------|
| 1996 | \$105,478 |
| 1997 | 116,207   |
| 1998 | 114,424   |
| 1999 | 113,192   |
| 2000 | 116,962   |
| 2001 | 126,089   |
| 2002 | 125,712   |
| 2003 | 129,962   |
| 2004 | 129,644   |
| 2005 | 148,833   |
| 2006 | 150,929   |
| 2007 | 148,111   |
| 2008 | 155,251   |
| 2009 | 164,572   |
| 2010 | 168,208   |
| 2011 | 182,911   |
| 2012 | 196,925   |
| 2013 | 229,906   |
| 2014 | 269,855   |
| 2015 | 261,795   |
| 2016 | 263,826   |
| 2017 | 259,890   |
| 2018 | 292,415   |
| 2019 | 233,554   |
| 2020 | 234,163   |
| 2021 | 263,877   |
| 2022 | 252,524   |
| 2023 | 277,679   |
| 2024 | 316,629   |

## Ramsey County Restaurant Tax

|      |          |
|------|----------|
| 2021 | \$47,190 |
| 2022 | 47,110   |
| 2023 | 44,095   |
| 2024 | 56,067   |



# ADVERTISING BUDGET





# VISITOR COMMITTEE BOARD 2025

**Ryan Nelson**, Grahams Island State Park, President

**Terra Eriksson**, CHI St. Alexius Health, Chamber of Commerce President

**Tom Haahr**, Farmers Union Oil

**Erin Wood**, Lake Region State College

**Kristen Schlieve**, Proz End of the Line

**Christina Jaeger**, Mr. & Mrs. J's

**Jeff Schooler**, Sleep Inn & Suites

**Louise Prozinski**, Proz Lakeside at the Cove

**Kyle Blanchfield**, Woodland Resort

**Mayor Jim Moe**, Ex Officio



## CONTACT US



**devils lake**  
Tourism

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*Executive Director*

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#devislakend #hellodevilslake

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