

THE CHATFIELD ALLIANCE

2021 REPORT

ACCOMPLISHMENTS

- Created community brand website:
 - www.chatfieldmn.org/com
 - Umbrella slogan: "Choose Chatfield"
- Created a FB and Instagram Page.
@ChooseChatfieldMN
- Print Ads : Driftless Magazine, Visit Bluff Country
- Designed and updated the Chatfield Community Guide.
- Began New Resident Welcome Bags
- Facilitated membership in Root River Trail Towns.
 - Contributed Chatfield-related content to Root River Trail Towns website.
- Began designing a Historic Walking Tour in partnership with the HPC.
- Partnered with Shrupa day-trip curation and regional marketing hub.
- Coordinated visitors center volunteers and weekend basket watering.
- Downtown decorating.
- Staffed Visitor Center on Mondays
- Began monthly community emails to residents and business organizations

Chatfield Alliance

PARTNER, PROMOTE, PROSPER

EVENTS (ASSISTED/ORGANIZED)

- Gone Hunting Getaway (Nov)
- Xmas in the Valley (Dec)
- ChillFest/Bites and Barrels (Feb)
- Chosen Valley Women's Meet-Up
 - April - Larabee Agency / PawPrint
 - June - Alliance / Magnum
 - August - Civil Sass Hops / Hopyard
- Trash and Treasure Weekend Flyer Ads (May)
- Taste of the Trail (Sept)

METRICS & NUMBERS

FACEBOOK

- Followers: 877
- Highest Ad Reach: 8,292 People / 347 Clicks to Website

WEBSITE VIEWS

- per/Month: 1000
- Top Sites: Events Page, Individual Events, Services

INCOME TO DATE

INITIAL EDA SUPPORT

- \$7,500

ADDITIONAL REVENUE GENERATED

- \$2,200 - Explore MN Tourism
- \$6,700 - Project Grants & Donations
- \$6,400 - Event Income

2022 GOALS

- Create community videos/commercials.
 - Livable Community
 - Tourism Destination
 - Entrepreneurial Opportunities
- Promote new businesses through ribbon cuttings
- Develop more community/retail activities.
- Assist Community Education in the development of a Community Enrichment Guide.