



Beth Pierce, Executive Director
Iron Range Tourism
111 Station 44 Rd
Eveleth, MN 55734

Greetings from Discover the Range! We are the nonprofit destination marketing organization of the Iron Range, also known as Iron Range Tourism.

We're excited that you are now among the lodging properties that we promote and support, and we look forward to helping you achieve your occupancy goals.

Some things to know about us:

We are funded in large part by a 3% lodging tax, required by city ordinances to be charged on gross lodging receipts. In accordance with state law, the tax is used by Discover the Range to promote the area, including your property, to travelers.

As a destination marketing organization, Discover the Range creates marketing plans that promote the region to potential visitors from our primary markets, including the Twin Cities, Chicago, and border state metro areas. If you are interested in learning more about our marketing plan and overall budget please contact me, or consider joining our board of directors or committees.

As a benefit to being part of the lodging family on the Range, your property will be promoted on our social media, website and printed materials. We'll be reaching out to arrange a time to meet with you and get some photos and videos of your property. As another benefit to you, we often partner with our lodging properties when we have travel writers, media or online influencers touring our area, and we often showcase our properties through national contests and sweepstakes.

Additionally, we recognize excellence in our service area through the annual Spirit of Hospitality Awards, and offer a four-hour customer service and area information training session known as the Iron Range Certified Tourism Ambassador program. Please visit our website, follow our socials, and reach out by phone or email to connect with us! We look forward to meeting you.

Sincerely,

BethPierce

Beth Pierce





Information about the Lodging Tax

In the late 1980s the communities of Aurora, Biwabik, Chisholm, Embarrass, Eveleth, Gilbert, Hibbing, Hoyt Lakes, Mountain Iron and Virginia, individually enacted the Local Option Lodging Tax per Minnesota Statute 469.190.

Together, these communities entered into a joint powers agreement that names Iron Range Tourism (dba Discover the Range) the recipient of the tax, and the City of Eveleth as the tax administrator.

Collection of the Lodging Tax is not optional, it is required by city ordinance. The tax you are required to collect is 3% of gross lodging receipts on any stay that is less than 30 days.

You must remit the amount monthly to the City of Eveleth, using the attached form.

PLEASE NOTE: In this jurisdiction, Airbnb, Vrbo and other online travel agents do NOT automatically charge the lodging tax to your guests. You need to enter this tax manually.

In Airbnb, you can learn how to manually enter the Lodging Tax and keep track of it here: <https://www.airbnb.com/help/article/1036/how-does-occupancy-tax-collection-and-remittance-by-airbnb-work>

In Vrbo, you have options for how the tax is collected and remitted. You may have it go to your bank account and remit to the City of Eveleth on a monthly basis. There is also a paid service that Vrbo partners with to handle the tax collection for you. Again, charging and remitting this tax is not optional – it is a city ordinance and therefore the law.

Learn more about charging and collecting the lodging tax in Vrbo here: <https://help.vrbo.com/articles/What-is-lodging-tax>

If you have questions, or are having difficulty entering the tax in Vrbo, Airbnb or other online travel agencies, please reach out. Beth@ironrange.org 218-749-8161.

