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City of Duluth Communications Office

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SUBJECT: City selects Tricia Hobbs as senior economic developer

BY: Kate Van Daele, Public Information Officer

City selects Tricia Hobbs as senior economic developer

[Duluth, MN] The City of Duluth is proud to announce the hiring of Tricia Hobbs as senior economic developer – a newly established position within the Planning and Economic Development department to focus on Tourism, Arts and Culture for the City of Duluth. In this role, Tricia will be the front facing liaison with all destination marketing and tourism promotion of the City, managing the outcomes and contracts with Belmont Partners, Lawrence and Schiller and Visit Duluth, and leading the annual tourism tax allocation process. Additionally, Tricia will provide staff support to the Duluth Public Arts Commission, working in support of implementation actions of the Creative Watershed Arts + Culture plan.

This position is funded by annual tourism tax collections and it's anticipated that the staff focus on this important area will help grow the tourism industry, expand the city's visitor base, and increase annual tourism tax collections. Creation of this position and the collaboration it will foster helps to solidify the commitment by the City of Duluth to stimulate economic development and growth through the arts – already a robust cultural, quality of life, and economic driver for our community, but one with substantial room for growth.

"I am excited to serve in this new capacity," Tricia Hobbs said. "I love Duluth and all that it has to offer. I have strong relationships in the public and private sectors and look forward to helping the City expand the strong tourist footprint that it has within Minnesota, our region, and the rest of the country."

Ms. Hobbs was selected for her experience in the business community and understanding of the importance of relationship building.

"Tricia is a dynamic leader who is ready for this work and understands Duluth's tremendous potential for growth through tourism, arts and culture. She understands the power of relationships, but also the importance of measurable outcomes," Mayor Emily Larson said. "Tricia's personal and work history lends itself exceptionally well to this work and her focus and energy are the perfect fit for what we are ready to do. I'm excited to welcome Tricia to our team, and am eager for the community to see her impact in this new role."

Ms. Hobbs has spent the last ten years at Thrivent Financial as a community and regional engagement leader. She has led cross-departmental project teams and engagement programs, developed and executed regional marketing and communication plans, and leveraged data to develop and manage a region-wide strategic plan.

Tricia has a master's in advocacy and political leadership from the University of Minnesota Duluth and a bachelor's in political science and psychology. She served in the 2017 Leadership Duluth cohort and was recently awarded the Duluth News Tribune's 20 Under 40 honor. She serves on the boards of Head of the Lakes United Way Board of Directors and SOAR Career Solutions. She was recently elected to serve on the Visit Duluth Board, which will begin in January of 2022.

Ms. Hobbs will begin her new role with the City in mid-January.

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Ms. Tricia Hobbs