



Warrensburg Convention and Visitors Bureau
10 a.m. Thursday, April 8, 2021
Via Zoom

Hi there,

You are invited to a Zoom webinar.
When: Apr 8, 2021 10:00 AM Central Time (US and Canada)
Topic: WCVB Monthly Board Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/86380859353?pwd=NFEvOE9VNGFXSnIGc0ImVjRqT1VTUT09>

Passcode: 998706

Or One tap mobile :

US: +16465588656,,86380859353#,,,,*998706# or +13017158592,,86380859353#,,,,*998706#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 9128 or +1
253 215 8782 or +1 346 248 7799

Webinar ID: 863 8085 9353

Passcode: 998706

International numbers available: <https://us02web.zoom.us/j/86380859353?pwd=NFEvOE9VNGFXSnIGc0ImVjRqT1VTUT09>

1. Call To Order
Tom Koenigsfeld, President
2. Roll Call
Marcy Barnhart, Tourism Director
3. Adopt Agenda
Marcy Barnhart, Tourism Director
4. Minutes Of Prior Meeting-February 2021
Marcy Barnhart, Tourism Director

Documents:

[MINUTES 020112021.PDF](#)

5. Financial Report-April 2021
Marcy Barnhart, Tourism Director

Documents:

[LODGING TAX_21.PDF](#)
[FINANCIAL REPORT APRIL 2021.PDF](#)

6. Order Of Business: 417 Magazine Advertising Package
Marcy Barnhart, Tourism Director

Documents:

[417 AGREEMENT .PDF](#)
[417 MEDIA KIT.PDF](#)
[DIRECTOR NOTES 417 MAGAZINE.PDF](#)

7. Order Of Business: Internship Offering
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES INTERNSHIP.PDF](#)

8. Budget Update (No Action)
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES 20-21 BUDGET UPDATE .PDF](#)

9. Director's Report
Marcy Barnhart, Tourism Director

Documents:

[04062021 DIRECTORS REPORT-BOARD.PDF](#)
[MACVB PIECE 2021 .PDF](#)

10. Appearances By The Public

11. City Of Warrensburg Update
Danielle Dulin, Interim City Manager
Mayor Bryan Jacobs, City Council

12. Board Comments
WCVB Board Members

13. Closed Session
Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:
 - 1) Legal actions, causes of action or litigation involving the City and any confidential or privileged communication between the City and its representatives and its attorneys.
 - 2) Leasing, purchase or sale of real estate where public knowledge might adversely affect the amount paid in the transaction.
 - 12) Documents or any documents related to a negotiated contract until a contract is executed or all proposals are rejected

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, February, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, February 15, 2021 at 10:05 a.m. with Vice President Scott Thomason presiding. Roll was called as follows:

Present: Kelly Brooks, Ginny McTighe, Scott Thomason, Mason Wirsig and Diane Whitworth; exofficio member Danielle Dulin

Absent: Tom Koenigsfeld and Dana Phelps; and exofficio members Danielle Fesler and Bryan Jacobs

The adoption of the agenda was considered. McTighe made a motion to adopt the agenda as presented. The motion was seconded by Whitworth. Motion passed.

Minutes of the January 14, 2021 WCVB Board meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was seconded by McTighe. Motion passed.

Financial report was provided by the WCVB director. As of February 5, 2021, 41% of budgeted expenses have been incurred. The director noted January 2021 personnel expenses have not been posted as of the date of the meeting. As of February 5, 2021, the total lodging tax received for FY 20-21 is \$71,101. Total revenue (lodging tax and grants) received as of the meeting date is \$113,139.

WCVB director presented the Missouri Division of Tourism Marketing Matching Grant 2.0 for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$21,747. It is a 100% matching, reimbursement grant. The grant must be used for approved advertising completed prior to June 30, 2021. The WCVB has received this grant annually since 2017. The director recommended the Board approve the WCVB to apply for the MDT MMG in the amount of \$21,741. McTighe made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Whitworth. Motion passed.

The WCVB director presented the Board an agreement with Madden Media for digital advertising depending approval of the WCVB's application for the MDT MMG 2.0. The digital campaign would run May - June 2021. Included in the campaign would be Facebook/Instagram ads click to site, Facebook/Instagram remarketing and Facebook video distribution. The director recommended the Board approve the agreement for digital advertising services pending approval of the MDT MMG 2.0. McTighe made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT MMG 2.0. The motion was seconded by Wirsig. Motion passed.

The WCVB director presented revisions to the WCVB 2021 Community Grant Program. Event organizers are facing uncertainties due to Covid precautions. To continue the mission of the WCVB grant program, the director presented the following revisions:

Grant Application Deadlines: Add March 27, May 28 and July 31; Delete June 25 (Current dates January 29 and June 25); The May and July date are subject to fund availability.

Eligibility: Open to 501c6 and 501c3 nonprofit organizations (Current eligibility is restricted to only 501c3 nonprofit organizations.) This revision has been presented to legal counsel and auditors for approval. Both approved and reminded the WCVB any grant allocation must be tourism related.

McTighe made a motion to approve the revisions as presented to the WCVB 2021 Community Grant Program (application dates and eligibility criteria). The motion was seconded by Whitworth. Motion passed.

The WCVB director presented information regarding the MACVB 2021 Conference April 28-30 in Independence, Missouri. The director serves on the conference committee. The 2020 conference was cancelled. The expense of the director attending was not included in the FY 20-21 budget. MACVB is offering a stipend (Up to \$400) to help offset the cost of attending (travel expense, lodging and registration fee). The stipend would be reimbursed to the WCVB in May. If the conference is cancelled, any fee paid would be refunded to the WCVB. Whitworth made a motion to approve the expense of the WCVB director to attend the MACVB 2021 Conference, April 28-30. The motion was seconded by McTighe. Motion passed.

The WCVB director provided her director's report. Items highlighted were the WCVB website update, UCM 150th celebration, upcoming group: UCM Statewide High School Counselor and Community College Advisors, Visitor Center holiday closures and upcoming meeting dates.

The Board in consensus approved holding the March WCVB Board meeting via Zoom.

There were no appearances by the public or board comments.

Whitworth moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:

1. Legal actions, causes of action or litigation involving the City and any confidential or privileged communication between the City and its representatives and its attorneys.
2. Leasing, purchase or sale of real estate where public knowledge might adversely affect the amount paid in the transaction.
12. Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.

Roll Call

Yes: Brooks, McTighe, Thomason, Wirsig and Whitworth

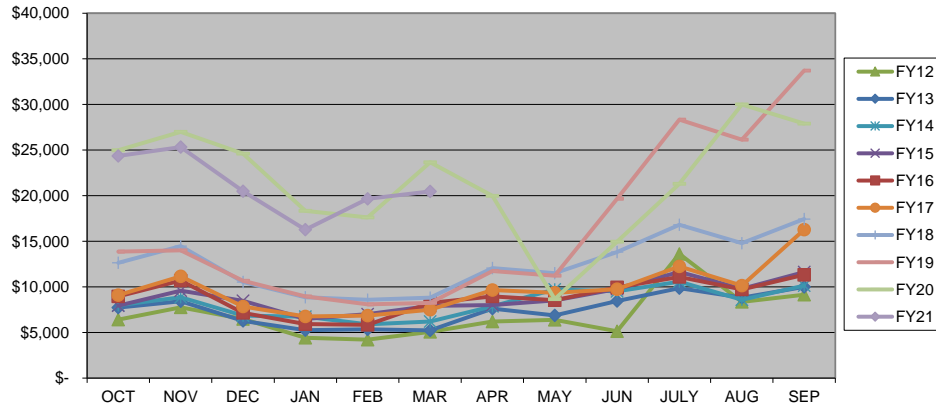
Absent: Koenigsfeld and Phelps

CITY OF WARRENSBURG LODGING TAX TEN YEAR COMPARISON

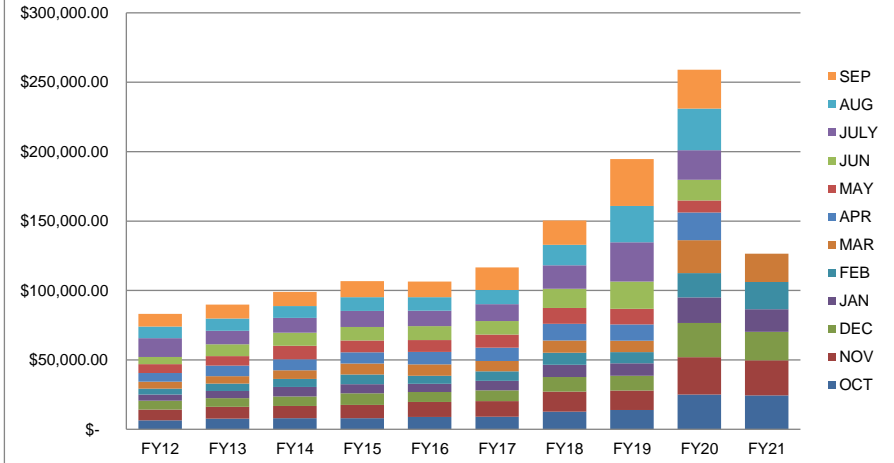


	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	CHANGE	%	
OCT	\$ 6,406.60	\$ 7,723.43	\$ 7,986.37	\$ 7,944.91	\$ 8,961.97	\$ 9,085.49	\$ 12,636.49	\$ 13,877.01	\$ 24,977.90	\$ 24,347.24	\$ (630.66)	-2.52%	OCT
NOV	\$ 7,756.13	\$ 8,415.18	\$ 8,871.14	\$ 9,579.17	\$ 10,703.06	\$ 11,154.30	\$ 14,468.77	\$ 14,015.82	\$ 27,005.32	\$ 25,326.19	\$ (1,679.13)	-6.22%	NOV
DEC	\$ 6,481.50	\$ 6,262.96	\$ 6,855.56	\$ 8,466.41	\$ 7,148.61	\$ 7,853.81	\$ 10,528.83	\$ 10,666.06	\$ 24,615.47	\$ 20,490.14	\$ (4,125.33)	-16.76%	DEC
JAN	\$ 4,413.01	\$ 5,252.02	\$ 6,743.77	\$ 6,486.34	\$ 5,933.36	\$ 6,761.43	\$ 8,856.81	\$ 8,952.64	\$ 18,335.22	\$ 16,270.94	\$ (2,064.28)	-11.26%	JAN
FEB	\$ 4,213.85	\$ 5,350.15	\$ 5,892.83	\$ 7,022.53	\$ 5,841.01	\$ 6,859.50	\$ 8,585.46	\$ 8,085.59	\$ 17,619.90	\$ 19,663.07	\$ 2,043.17	11.60%	FEB
MAR	\$ 5,062.21	\$ 5,233.70	\$ 6,191.44	\$ 7,906.67	\$ 8,244.96	\$ 7,494.34	\$ 8,820.73	\$ 8,230.30	\$ 23,653.79	\$ 20,474.39	\$ (3,179.40)	-13.44%	MAR
APR	\$ 6,193.02	\$ 7,607.40	\$ 7,872.30	\$ 8,006.72	\$ 8,960.32	\$ 9,642.68	\$ 12,066.80	\$ 11,733.92	\$ 19,979.19				APR
MAY	\$ 6,382.92	\$ 6,881.96	\$ 9,724.76	\$ 8,523.28	\$ 8,549.17	\$ 9,345.76	\$ 11,512.11	\$ 11,226.30	\$ 8,657.81				MAY
JUN	\$ 5,146.29	\$ 8,443.39	\$ 9,506.14	\$ 9,766.52	\$ 9,943.30	\$ 9,755.36	\$ 13,826.67	\$ 19,644.72	\$ 14,961.95				JUN
JULY	\$13,618.72	\$ 9,862.72	\$10,571.90	\$ 11,636.91	\$ 11,094.25	\$ 12,252.02	\$ 16,799.73	\$ 28,344.47	\$ 21,300.31				JULY
AUG	\$ 8,357.75	\$ 8,809.59	\$ 8,581.40	\$ 9,787.08	\$ 9,724.77	\$ 10,131.03	\$ 14,783.69	\$ 26,127.03	\$ 29,994.32				AUG
SEP	\$ 9,133.46	\$ 9,995.08	\$10,130.43	\$ 11,619.68	\$ 11,328.39	\$ 16,271.16	\$ 17,440.58	\$ 33,716.82	\$ 27,888.67				SEP
TOTAL	\$83,165.46	\$89,837.58	\$98,928.04	\$106,746.22	\$106,433.17	\$116,606.88	\$150,326.67	\$194,620.68	\$258,989.85	\$126,571.97	\$ (9,635.63)	-8.56%	TOTAL

LODGING TAX TEN YEAR FISCAL



LODGING TAX TAXES RECEIVED



APRIL 2021

EXPENSES

	FY21 BUDGET	DISBURSED	CURRENT BALANCE
SALARIES & PT WAGES	\$ 52,910.00	\$ 22,856.95	\$ 30,053.05
EMPLOYEE TAXES	\$ 4,048.00	\$ 1,793.45	\$ 2,254.55
RETIREMENT	\$ 3,333.00	\$ 1,496.63	\$ 1,836.37
EMPLOYEE INSURANCE	\$ 8,378.00	\$ 3,153.55	\$ 5,224.45
WORKERS COMPENSATION	\$ 125.00	\$ 42.36	\$ 82.64

PROGRAM & OTHER SUPPLIES	\$ 13,940.00	\$ 1,368.90	\$ 12,571.10
UTILITIES	\$ 4,820.00	\$ 2,047.68	\$ 2,772.32
OUTSIDE SERVICES	\$ 22,956.00	\$ 1,713.46	\$ 21,242.54
INSURANCE	\$ 2,000.00	\$ 1,900.00	\$ 100.00
TRAINING & TRAVEL	\$ 500.00	\$ -	\$ 500.00
DUES & MEMBERSHIPS	\$ 837.00	\$ 825.00	\$ 12.00
MARKETING & COMMUNICATION	\$ 100,000.00	\$ 69,216.38	\$ 30,783.62
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 10,000.00	\$ -	\$ 10,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 6,820.80	\$ 9,179.20
TOTALS	\$ 239,847.00	\$ 113,235.16	\$ 126,611.84

As of April 2, 2021

47.21%

REVENUE

	FY 21 BUDGET	COLLECTED	CURRENT BALANCE
LODGING TAX	\$ 166,773.00	\$ 104,304.00	\$ 62,469.00
GRANTS-STATE	\$ 71,600.00	\$ 54,062.88	\$ 17,537.12
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 1,500.00	\$ 1,788.77	\$ (288.77)
EARNINGS CREDIT	\$ -	\$ 241.49	\$ (241.49)
CLAIMS/REIMBURSEMENT			\$ -
TOTALS	\$ 239,873.00	\$ 160,397.14	\$ 79,475.86

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As of April 2, 2021

67%

*Not Audited



417 Magazine
 2111 South Eastgate
 Springfield, MO 65809

Warrensburg Chamber of Commerce

Sold To
 Marcy Bryant
 100 S Holden St
 Warrensburg, MO 64093

Bill To
 Marcy Bryant
 100 S Holden St
 Warrensburg, MO 64093

Proposal #: 128586
Date: Feb 09, 2021
Account Rep: Jami Wightman

Billing Email
 marcy.bryant@warrensburg-mo.com

Product	Rate	Discount	Taxable	Net
Print Magazine 417 Magazine				
April 2021 - Travel & Tourism - 1/3H - 4.875 x 4.875 Inches	\$1,897.00	\$0.00		\$1,897.00
April 2021 - Travel & Tourism - Travel & Tourism Advo - 1/3 (100 words, no photo) - 2.375 x 4.875 Inches	\$0.00	\$0.00		\$0.00
September 2021 - Travel & Tourism - 1/3H - 4.875 x 4.875 Inches	\$1,897.00	\$0.00		\$1,897.00
Sub Total:				\$3,794.00
Directory Directory Listing				
Travel - 1 x 1 Apr 01, 2021 - Apr 30, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 May 01, 2021 - May 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Jun 01, 2021 - Jun 30, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Jul 01, 2021 - Jul 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Aug 01, 2021 - Aug 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Sep 01, 2021 - Sep 30, 2021	\$30.00	\$30.00		\$0.00
Sub Total:				\$0.00
Sub Total				\$3,794.00
Discount				\$0.00
Tax				\$0.00
Total				\$3,794.00

Terms and Conditions

For instruction on your Client Portal, please see below.

Sales Agreement:

Invoices are sent upon issue release date and are due in full on the 15th of the month. If payment is not received by the end of that month, a statement is sent and a courtesy call is made to receive payment. If payment is not received by the 15th of the following month, your credit or debit card will automatically be charged on the 16th (or first business day thereafter). 417 Magazine requires a valid credit card to be on file.

New advertisers must pay for their first ad upfront, unless other arrangements are made. The card on file will be charged. Ad production is included, with up to two revisions, which includes the use of copywriting, stock photography, catalog photography or existing photography. All ad and photo rights are owned by 417 Magazine. If you are interested in using your ad or photo for other publications or personal use please contact the Client Services Director for pricing.



417 Magazine
 2111 South Eastgate
 Springfield, MO 65809

Warrensburg Convention & Visitors Bureau

Sold To
 Marcy Bryant
 407A East Russell, Suite 2
 Warrensburg, MO 64093

Bill To
 Marcy Bryant
 407A East Russell, Suite 2
 Warrensburg, MO 64093

Proposal #: 128646
Date: Mar 09, 2021
Account Rep: Jami Wightman

Billing Email
 marcy.bryant@warrensburg-mo.com

Product	Rate	Discount	Taxable	Net
Print Magazine 417 Magazine				
September 2021 - Travel & Tourism - 1/3V - 2.375 x 10 Inches	\$1,897.00	\$0.00		\$1,897.00
September 2021 - Travel & Tourism - Travel & Tourism Advo - 1/3 (100 words, no photo) - 2.375 x 4.875 Inches	\$0.00	\$0.00		\$0.00
Sub Total:				\$1,897.00

Sub Total	\$1,897.00
Discount	\$0.00
Tax	\$0.00
Total	\$1,897.00

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Should an account become delinquent, 417 Magazine reserves the right to refuse to publish further advertising until payment is received in full. Advertiser agrees to pay any costs of collection incurred by the publication, including collection agency fees, court costs, attorney's fees and other associated costs.

Unless stated otherwise, a 15% commission to recognized advertising agencies is allowed on display space when camera-ready art is provided. Agencies hired mid-contract receive 7.5% when camera-ready art is provided. A 7.5% commission to recognized advertising agencies is allowed if camera-ready art is not provided. Agency commission is not applicable if account is more than 45 days past due. This signed contract is a personal guarantee that cannot be revoked.

Advertisements may be canceled only by written confirmation from the Advertiser or Agency. Cancellations cannot be accepted after the space closing date or within 60 days of publication release date. This contract amount is based on a frequency, and should cancellation occur, the amount may be adjusted to reflect the number of ads ran at time of cancellation.

Travel & Tourism Guide



Our Travel & Tourism series invites the active, affluent readers of 417 Magazine to your regional travel destination through this multimedia campaign. Along with your display ad, your business receives advertorial that runs in both the print issue and as native content on 417mag.com.

*Did you know?

61% of our readers are planning to travel in the next 12 months

51% of our readers are planning weekend and day trip getaways

53% of US travelers report using a printed source in planning their travel

78% of our readers frequently purchase products/services seen in the magazine

April 2021

Ultimate Guide to Breakfast
Space closes 2/12/2021

September 2021

Fall Festivals
Space closes 7/16/2021

Add on Advertorial

\$600 250 words, 1 photo*

\$500 200 words, 1 photo*

\$400 150 words, 1 photo*

\$300 100 words, 1 photo*

	6x	2x	Advertorial
Full Page	\$2,785 + Advo in April & Sept.	\$3,780 + Advo in April or Sept.	250 words, photo*
2/3 Page	\$2,334 + Advo in April & Sept.	\$3,363 + Advo in April or Sept.	200 words, photo*
1/2 Page	\$2,020 + Advo in April & Sept.	\$2,733 + Advo in April or Sept.	150 words, photo*
1/3 Page	\$1,321 + Advo in April & Sept.	\$1,897 + Advo in April or Sept.	100 words, photo*
1/4 Page Ad Stack Only, \$680 for 1x	-	\$597	-

PLUS

Digital Exposure on 417mag.com



Global Directory Listing

- This includes:
- Profile information
 - A link to your website
 - Three photos
 - Map to your location
 - Contact information

PLUS Submit a video at no extra cost!

Renew your lifetime listing for \$50/year



Native Content

The entire Travel & Tourism section runs as native content on 417mag.com and is SEO-optimized for maximum exposure, giving you invaluable access to our highly engaged digital audience.

value
\$600

Call 417-883-7417 for more details on this package.



*Photo may or may not be included, depending on section layout

Source: 2016, 2019 Circulation Verification Council Publication Audit Report and Digital Audit 2016

WCVB Board Meeting

Meeting: April 8, 2021

Item: Advertising 417 magazine

Overview:

417 Magazine contacted me early February regarding the WCVB advertising in the publications travel and tourism issues. The issues are distributed in April and September. By advertising in both issues, a discount would be provided. The package includes two 1/3 page ads, listing in the digital directory (April-Sept) and an advertorial. The total package is at a cost of \$3,794.

Having never advertised with the publication, I asked if we could do the April ad and then decide if we would like to proceed with September. The cost of the April issue was \$1,897. 417 agreed to proceed pending the WCVB's approval of entire package at a later date.

Working with them on the April print/digital pieces was a positive experience.

417 Magazine has 135,000 subscribers and approximately 72,000 monthly visitors to their website. A large portion of the subscribers are in southwest Missouri. The WCVB has not focused on the 417 area with past marketing efforts.

Staff Recommendation:

Staff recommends the board approve the WCVB to proceed with the September ad with 417 magazine, thus approving the total package of \$3,794.

The cost of the package is included in the FY 20-21 budget.

Additional Resources:

Proposed total package agreement dated Feb. 9, 2021

Agreement for only the September ad dated March 9, 2021

WCVB Board Meeting

Meeting: April 8, 2021

Item: WCVB Internships

Overview:

I have been contacted by two UCM students regarding internship opportunities with the WCVB this summer (May-July). Both would need to be paid internships. One would like a regular internship possibly up to 10 weeks and the other would like a short internship up to four weeks.

Currently, the WCVB 2020-2021 budget does not include the allocation of this expense. If the Board would like to proceed with offering these opportunities, the budget would need to be revised at a later date

Estimated Calculations on Cost:

Regular Internship: 10 weeks x 40 hours: 400 hours total

400 hours x \$10.57 = \$4,228

FICA (7.65%) x \$4,228 = \$23.45

WC (0.21%) x \$4,228 = \$8.87

Cost: \$4,261

Short Internship: 4 weeks x 40 hours: 160 hours total

160 hours x \$10.57 = \$1,691

FICA (7.65%) x \$1,691 = \$129.36

WC (0.21%) x \$1,691 = \$3.55

Cost: \$1,824

Total Estimated Cost: \$6,085

Staff Recommendation:

Staff recommends the board approve the director to proceed with posting the internship opportunities (2) not to exceed a cost of \$6,500 (calculations above were an estimate).

WCVB Board Meeting

Meeting: April 8, 2021

Item: FY 20-21 Budget Update

Overview:

The FY 20-21 budget will be revised during the FY 21-22 budget process.

There are a few expense accounts that will need to be revised. The items have been presented for board approval prior to acting, except Utilities-Gas. Having the gas service is a requirement as per our lease and overall maintenance of the Visitor Center.

Utilities Gas	830-611-5102	Est. Revised Amount \$900.00
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(Staff was not aware Visitor Center had an account with Spire. The account had not been switched over or paid since the WCVB moving into the Visitor Center, July 2019. The statement paid on November 2020 had the service for July 2019-October 2020, along with a new account charge.)

Communication	830-611-5699	Est. Revised Amount \$4,249
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(Website-Upgraded Header Package)

Advertising	830-611-5601	Est. Revised Amount \$31,000
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(Missouri Division of Tourism grants - Marketing Matching and Marketing Matching 2.0)

Schools and Seminars	830-611-5404	Est. Revised Amount \$160
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Travel-Rooms	830-611-5403	Est. Revised Amount \$240
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(MACVB Annual Conference-stipend of up to \$400 will be available to offset the expense.)

All of the revenue accounts will need to be revised (positive) when the budget is revised.

No action needed at this time.

WCVB DIRECTOR'S REPORT
Marcy Bryant, Director of Tourism
April 6, 2021

Recap: WCVB Received Grants

Since October 2020, the WCVB has received \$101,907 in grant funding. A percentage of the amount received was posted to FY 20-21, as the expenses occurred during that fiscal year.

The WCVB has been awarded \$30,410 since January 2021 to assist with advertising expenses. The grants are reimbursement, minimal match. The funds will be received in FY 20-21. The WCVB was recently notified it has received the Missouri Division of Tourism Marketing Matching Grant 2.0 for \$21,739.

In less than a year, the WCVB will have administered over \$130,000 in grant funding. Most of the funds, more than 80%, have/will be utilized for advertising expenses. A big thank you to the City Finance Department for all their support and assistance with the grant administration.

American Rescue Plan

The City of Warrensburg has been allocated to receive \$3.7 million for the American Rescue Plan. The plan stipulates the funds be utilized for a variety of needs for the municipality including aid to impacted areas such as tourism, premium pay for essential workers, government revenue losses due to the pandemic, and necessary investments in water, sewer or broadband infrastructure. The City has created a task force and is in the information gathering stage. I have been invited to serve on this task force.

As you can see this is a rather long list. The City has a big undertaking in developing a plan for the fund allocation. More details to come on the impact this may have for the WCVB.

Website

VisitWarrensburg.com has been redesigned and launched. The WCVB Board approved the expense of upgrading the department header package. The upgrade allowed the WCVB to utilize features not available on the basic department header package.

The WCVB greatly appreciates the City allowing the WCVB to partner on this project. We had a friendly reminder when Covid hit how important our digital presence is.

I received notice from Missouri Division of Tourism on Monday, April 5 the MDT logo must be present on the website to continue receiving the MDT grants. I contacted CivicPlus to get the logo added to the footer of the home page. They are going to contact me regarding the cost to make this revision since it is out of the scope of the work in the agreement. I will update the Board as soon as I know the cost.

UCM 150 Celebration in 2021 - 150 Years of Education For Service

UCM 150 Upcoming Event: Thursday, March 25 (Postponed to Thursday, April 2 due to weather)

UCM Historic Tour and Ghost Buildings of the Great Fire

The event was free. The WCVB, Chamber of Commerce and Warrensburg Main Street sponsored the event by providing flashlights and refreshments. The organization's directors assisted at the event with registration and serving the refreshments.

The UCM 150 book is available at the University Store for \$50.00. I believe there is discussion regarding the hosting of a book signing event in the future.

I continue to attend the UCM 150 Celebration Committee meetings each week.

WCVB Video

I am working with Roy Millen on a video the WCVB can utilize this summer highlighting the Burg on social media. Roy has a longstanding history of doing incredible work. I will keep the Board updated on the pieces progress. We are currently working on pulling all the resources (images, film, etc.) to assist him with the video's production.

Presentations

This week I will be presenting to two groups regarding the WCVB and area tourism.

April 6-Johnson County Retired Teachers

April 6-Warrenburg Noon Rotary

Internship-Summer

I have been contacted by two UCM students interested in completing an internship with the WCVB this summer. This would be at a cost to the WCVB. One student would be for the entire summer (est. 10 weeks) and one would be for a few weeks.

This would be at a cost for the WCVB. This expense was not included in the FY 20-21 budget. The revenue received for this budget year are coming in higher than projected. The WCVB has the funds to make this revision.

If the Board agrees in consensus, I will proceed with getting numbers for the board to review and approve at the May WCVB meeting.

WCVB Board Meetings

The WCVB continues to meet via Zoom the second Thursday of the month at 10 a.m. The log in information is on the meeting's agenda and on the VisitWarrensburg.com site. Next meeting is Thursday, May 13.

Upcoming Events:

April 28-30

MACVB Conference, Independence MO

May 28, 2021

Next WCVB Grant Application Deadline

August 10, 2021

In celebration of the 200th anniversary of Missouri's statehood. We will be working with the City to bring this event to the Burg. To learn more about the statewide event, visit missouri2021.org/ice-cream-social. More details to come for the event here in Warrensburg.

Upcoming Projects:

WCVB Strategic Plan (Update)

The WCVB has a strategic plan, but it needs to be revised. The plan was adopted January 2019, prior to the lodging tax increase in April and Visitor Center relocation in July. Several of the goals were focused on these two items.

The WCVB Board will meet in July to revise.

WCVB Budget FY 21-22

A preliminary budget will be presented for review at the July meeting. Following the strategic plan update, the budget will have necessary revisions made and presented to the board for approval (tentatively at the August WCVB Board Meeting).

Summer Social Media Campaign

In 2020, the WCVB adopted its brand with a new logo and callout...Small Town + Big Soul. This summer, we are working on a social media campaign that will focus on those who make our community what it is. Those working behind the scenes, making the Burg the vibrant, dynamic community we all know it to be.

Out of Office:

April 26-28 (MACVB Conference)

May 12 MTA (Planning Retreat)

May 30-June 4 PTO

July 12-16 PTO

MACVB

MISSOURI ASSOCIATION OF CONVENTION & VISITORS BUREAUS



During 2020, the COVID pandemic had a devastating impact on the tourism industry impacting local communities across the state from a financial perspective as well as a direct impact on tourism related jobs. Outlined below are just a few of the most alarming statistics relating to job losses, decreases in visitor spending, and MO tax revenue losses from the COVID 2020 Impact Report compiled by the MO Division of Tourism Research Team. In his FY 2021 budget, Governor Parson recommended \$18.6M for the Division of Tourism, the MO Association of Convention & Visitors Bureaus and MO Travel Alliance are supportive of this recommendation and urge House and Senate leaders to support this recommendation.

- **Decreases in visitation and spending resulted in a \$682.9 million decline in local and state taxes collected** (*Source: MO Department of Revenue and Tourism Economics*).
- **Through December 2020, the estimated lost visitor spending in MO was \$6.6 billion** (*Source: Tourism Economics*).
- **The occupancy change compared to 2019 by the end of December 2020 was -28.6%** (*Source: STR Lodging Stats*).
- **After recovery over the summer, Leisure and Hospitality jobs in November 2020 were at nearly 81% of February levels, with a difference of 60,000 jobs still to recover** (*Source: Tourism Economics*).

2020 COVID-19 Impact

MO Sales Tax Loss

Places to Eat	- \$70,018,507.78
Places to Stay	- \$40,854,536.46
Things to Do	- \$23,620,808.67
Total	- \$134,493,852.91

Source: MO Department of Revenue based on 45 tourism NAICS codes

Missouri Tourism Impact

	FY 2019	FY 2020
Number of Visitors	42.9 Million	36.3 Million
Economic Impact – MO Tourism Industry	\$17.7 Billion	\$14.5 Billion
Missourians directly employed in tourism	304,329	279,602
State tax revenue received by MO for every dollar in MDT's budget	\$3.21	\$1.26
Visitor expenditures in MO businesses for every dollar invested in MDT's budget	\$76	\$33
Travelers visiting official MO Welcome Centers	307,096	312,396
Amount spent per person per overnight trip	\$290	\$285
Total visits to VisitMO.com	2.1 Million	2.06 Million