

Warrensburg Convention and Visitors Bureau

10 a.m. Wednesday, July 8, 2021

Via Zoom

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/83932184007?pwd=U0xDeHltVXhuN29RSVl1Y1QyTjdqQT09>

Passcode: 923341

Or One tap mobile :

US: +13017158592,,83932184007#,,,,\*923341# or +13126266799,,83932184007#,,,,\*923341#

Or Telephone:

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

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

Webinar ID: 839 3218 4007

Passcode: 923341

International numbers available: <https://us02web.zoom.us/j/kzraOrV2F>

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

Documents:

[MINUTES 06132021.PDF](#)

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

Documents:

[LODGING TAX ACTUAL.PDF](#)  
[FINANCIAL REPORT JULY 2021.PDF](#)

6. Director's Report  
Marcy Barnhart, Tourism Director

Documents:

[07072021 DIRECTORS REPORT.PDF](#)  
[SUPPORT LETTER FOR CITY OF WARRENSBURG RAISE GRANT  
07012021.PDF](#)  
[WARRENSBURG FY22 MMG AWARDS LETTER CONTRACT.PDF](#)  
[STRATEGIC PLAN APPROVED 0111019.PDF](#)

7. Board Member Recognition
8. Board Sine Die
9. Call Meeting To Order
10. Roll Call
11. Adoption Of New Business Agenda
12. Election Of President, Vice President, Secretary And Treasurer
13. Committee Appointments  
WCVB Board
14. Presentation Of FY 2020-2021 REVISED Budget Draft  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES REVISED FY 2020-21 BUDGET DRAFT .PDF](#)  
[WCVB 2021-2022 07062021.PDF](#)

15. Presentation Of FY 2021-2022 Budget Draft  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES FY 2021-22 BUDGET DRAFT .PDF](#)  
[WCVB 2021-2022 07062021.PDF](#)

16. Other Business
17. Adjournment

# Warrensburg Convention & Visitors Bureau Minutes

Via Zoom  
10 a.m. Thursday, June 10

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, June 10, 2021 at 10:06 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Diane Thompson and Diane Whitworth; exofficio members Danielle Dulin and Jim Kushner

Absent: Kelly Brooks and Scott Thomason; and exofficio member Danielle Fesler

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

Minutes of the May, 13 2021 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Phelps. Motion passed.

Financial report was provided by the WCVB director. As of June 8, 2021, 59% of budgeted expenses have been incurred. As of June 8, 2021, the total lodging tax received for FY 20-21 is \$155,745. Total revenue (lodging tax and grants) received as of the meeting date is \$212,748. President Tom Koenigsfeld provided an update on behalf of the area lodging industry.

The WCVB director presented the Board a revision to the agreement with Madden Media for digital advertising pending approval of the WCVB's application for the MDT 2022 MMG. The cost presented to the Board at the May meeting was \$87,500. Due to the match, the cost reported should have been \$93,333 to secure the full amount eligible for reimbursement (\$70,000). The grant is a 75/25 reimbursement. Thompson made a motion to approve the director to sign a revised agreement with Madden Media pending approval of the MDT 2022 MMG for \$93,333. The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director presented the 2022 Search Engine Marketing program with Madden Media. Missouri Division of Tourism provides the 100 percent matching program. The WCVB has participated since 2016. In 2016, the WCVB allocated amount per month was \$500. The amount was reduced to \$250 in 2017 due to budget cuts. The program is first-come, first-served. The WCVB has been working with Madden Media to get back to the \$500 a month allocation since 2017. Madden contacted the WCVB and stated due to the increase in funds by the Missouri Division of Tourism, the increase would be possible. Staff recommends the board approve the 2022 SEM agreement with Madden Media for \$500 a month. McTighe made a motion to approve the director to sign the agreement with Madden Media for the SEM program at \$500 per month (July 2021-June 2022). The motion was seconded by Whitworth. Motion passed.

The WCVB director provided a brief update on the FY 20-21 budget.

The WCVB director provided her director's report. Items highlighted were the grant program, UCM 150<sup>th</sup> celebration, budget, internships, and upcoming projects/closures.

The Board in consensus approved holding the July WCVB Board meeting via hybrid style pending the City of Warrensburg's Information Technology team's assistance with setup.

There were no appearances by the public or board comments.

Interim City Manager Danielle Dulin provided an update from the City of Warrensburg.

Meeting was adjourned.

**CITY OF WARRENSBURG  
LODGING TAX TEN YEAR COMPARISON**



	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	CHANGE	%	
OCT						\$ 10,664.28	\$ 14,468.77	\$ 18,136.08	\$ 15,413.84	\$ 25,326.19	\$ 9,912.35	64.31%	OCT
NOV						\$ 11,856.62	\$ 10,528.83	\$ 10,744.89	\$ 40,257.33	\$ 13,459.83	\$ (26,797.50)	-66.57%	NOV
DEC						\$ 6,761.43	\$ 7,065.61	\$ 7,629.16	\$ 18,335.22	\$ 18,653.37	\$ 318.15	1.74%	DEC
JAN						\$ 7,100.05	\$ 8,711.87	\$ 9,409.07	\$ 14,881.91	\$ 14,549.56	\$ (332.35)	-2.23%	JAN
FEB						\$ 4,274.36	\$ 8,630.16	\$ 8,230.30	\$ 21,406.86	\$ 23,358.51	\$ 1,951.65	9.12%	FEB
MAR						\$ 12,622.11	\$ 11,598.22	\$ 10,533.92	\$ 19,520.74	\$ 28,082.46	\$ 8,561.72	43.86%	MAR
APR						\$ 9,345.76	\$ 13,836.05	\$ 12,894.11	\$ 14,101.18	\$ 28,468.79	\$ 14,367.61	101.89%	APR
MAY						\$ 9,755.36	\$ 13,793.79	\$ 19,644.72	\$ 13,024.45	\$ 31,892.71	\$ 18,868.26	144.87%	MAY
JUN						\$ 12,252.02	\$ 16,832.61	\$ 22,628.16	\$ 19,296.86				JUN
JULY						\$ 10,131.03	\$ 11,403.53	\$ 21,351.50	\$ 26,857.44				JULY
AUG						\$ 11,683.88	\$ 16,616.52	\$ 44,208.66	\$ 26,943.77				AUG
SEP						\$ 17,223.77	\$ 13,882.14	\$ 20,927.52	\$ 32,315.05				SEP
<b>TOTAL</b>						<b>\$ 123,670.67</b>	<b>\$ 147,368.10</b>	<b>\$ 206,338.09</b>	<b>\$ 262,354.65</b>	<b>\$ 183,791.42</b>	<b>\$ 26,849.89</b>	<b>17.11%</b>	<b>TOTAL</b>

FINANCIAL REPORT\*  
JULY 2021

2020-2021 Budget

**EXPENSES**

	<b>FY21 BUDGET</b>	<b>DISBURSED</b>	<b>CURRENT BALANCE</b>
SALARIES & PT WAGES	\$ 52,910.00	\$ 35,202.61	\$ 17,707.39
EMPLOYEE TAXES	\$ 4,048.00	\$ 2,710.97	\$ 1,337.03
RETIREMENT	\$ 3,333.00	\$ 2,274.41	\$ 1,058.59
EMPLOYEE INSURANCE	\$ 8,378.00	\$ 5,069.27	\$ 3,308.73
WORKERS COMPENSATION	\$ 101.00	\$ 65.81	\$ 35.19

PROGRAM & OTHER SUPPLIES	\$ 13,940.00	\$ 4,132.32	\$ 9,807.68
UTILITIES	\$ 4,820.00	\$ 3,544.29	\$ 1,275.71
OUTSIDE SERVICES	\$ 22,956.00	\$ 3,500.35	\$ 19,455.65
INSURANCE	\$ 2,000.00	\$ 1,900.00	\$ 100.00
TRAINING & TRAVEL	\$ 500.00	\$ 355.00	\$ 145.00
DUES & MEMBERSHIPS	\$ 837.00	\$ 825.00	\$ 12.00
MARKETING & COMMUNICATION	\$ 100,000.00	\$ 82,284.46	\$ 17,715.54
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 10,000.00	\$ -	\$ 10,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 11,974.40	\$ 4,025.60
<b>TOTALS</b>	<b>\$ 239,823.00</b>	<b>\$ 153,838.89</b>	<b>\$ 85,984.11</b>

As of July 6, 2021

64.15%

**REVENUE**

	<b>FY 21 BUDGET</b>	<b>COLLECTED</b>	<b>CURRENT BALANCE</b>
LODGING TAX	\$ 166,773.00	\$ 184,213.76	\$ (17,440.76)
GRANTS-STATE	\$ 71,600.00	\$ 58,351.07	\$ 13,248.93
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 1,500.00	\$ 3,444.63	\$ (1,944.63)
EARNINGS CREDIT	\$ -	\$ 406.93	\$ (406.93)
CLAIMS/REIMBURSEMENT		\$ 350.00	\$ (350.00)
<b>TOTALS</b>	<b>\$ 239,873.00</b>	<b>\$ 246,766.39</b>	<b>\$ (6,893.39)</b>

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As of July 6, 2021

103%

\*Not Audited

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	\$ 31,026.57	\$ 52,910.00	\$ 21,883.43	5.86E-01
	\$ 31,026.57	\$ 52,910.00	\$ 21,883.43	5.86E-01
<b>Employee Insurance</b>				
Dental	\$ 554.08	\$ 832.00	\$ 277.92	6.66E-01
Health	\$ 4,224.24	\$ 7,040.00	\$ 2,815.76	6E-01
Life	\$ 83.57	\$ 134.00	\$ 50.43	6.24E-01
Short Term	\$ 126.27	\$ 250.00	\$ 123.73	0.50508
Long Term	\$ 81.11	\$ 122.00	\$ 40.89	6.65E-01
	\$ 5,069.27	\$ 8,378.00	\$ 3,308.73	6.05E-01
<b>Program &amp; Other Supplies</b>				
Clothing	\$ -	\$ 500.00	\$ 500.00	0
Computer Supplies	\$ -	\$ 2,000.00	\$ 2,000.00	0
Meeting Supplies	\$ -	\$ 500.00	\$ 500.00	0
Maintenance Repairs & Supplies	\$ -	\$ 3,000.00	\$ 3,000.00	0
Office Supplies	\$ 389.26	\$ 1,500.00	\$ 1,110.74	2.6E-01
Software	\$ 1,433.40	\$ 1,900.00	\$ 466.60	7.54E-01
Food	\$ 25.23	\$ 200.00	\$ 174.77	0.12615
Supplies-Non Categorized	\$ 2,284.43	\$ 4,340.00	\$ 2,055.57	5.26E-01
	\$ 4,132.32	\$ 13,940.00	\$ 9,807.68	2.96E-01
<b>Utilities</b>				
Sewer	\$ 164.83	\$ 250.00	\$ 85.17	0.65932
Electric	\$ 1,165.96	\$ 2,000.00	\$ 834.04	0.58298
Gas	\$ 679.94	\$ -	\$ (679.94)	0
Water	\$ 133.72	\$ 350.00	\$ 216.28	3.82E-01
Data Access-Internet	\$ 919.84	\$ 1,500.00	\$ 580.16	6.13E-01
Cell Phone Reimbursement	\$ 480.00	\$ 720.00	\$ 240.00	6.67E-01
	\$ 3,544.29	\$ 4,820.00	\$ 1,275.71	7.35E-01
<b>Outside Services</b>				
Financial Services	\$ 899.22	\$ 1,000.00	\$ 100.78	0.89922
Legal Services	\$ 62.50	\$ 500.00	\$ 437.50	0.125
Services Non-Categorized	\$ 42.50	\$ 18,000.00	\$ 17,957.50	2.36E-03
Contractual Services	\$ 2,496.13	\$ 3,456.00	\$ 959.87	7.22E-01
	\$ 3,500.35	\$ 22,956.00	\$ 19,455.65	1.52E-01
<b>Training &amp; Travel</b>				
Schools & Seminars	\$ 355.00	\$ 500.00	\$ 145.00	0.71
	\$ 355.00	\$ 500.00	\$ 145.00	0.71
<b>Marketing &amp; Communication</b>				
Advertising	\$ 77,149.12	\$ 93,000.00	\$ 15,850.88	8.3E-01
Postage	\$ 64.00	\$ 500.00	\$ 436.00	0.128
Printing & Binding	\$ 502.03	\$ 5,500.00	\$ 4,997.97	9.13E-02
Communication-Non-Categorized	\$ 4,569.31	\$ 1,000.00	\$ (3,569.31)	4.56931
	\$ 82,284.46	\$ 100,000.00	\$ 17,715.54	0.8228446
<b>LEASE (407A East Russell Ave, ST. 2)</b>	\$ 11,974.40	\$ 16,000.00	\$ 4,025.60	0.7484
<b>Community Agreements</b>	\$ -	\$ 10,000.00	\$ 10,000.00	0

\*Cleaning Services & Printer/Copier Agreement

2020-2021 Budget-approved Aug 13, 2020.



Program & Other Supplies	Expenditures Commodities: Clothing, Computer, Meeting, Office, Software, Food, Supplies Non-Categorized
Utilities	Cell-Phone/Telephone
Outside Service	Financial Services/Legal Services
Insurance	
Training & Travel	Travel Meals, Mileage, Travel-Rooms, Schools & Seminars
Dues & Membership	
Marketing & Communication	Advertising, Printing & Binding, Postage, Shows & Expos, C
Other	Employment/Services-Non-Categorized
Grant Program	

**WCVB DIRECTOR'S REPORT**  
Marcy Bryant, Director of Tourism  
July 7, 2021

**Thank You**

A big thank you to the City Council and Interim City Manager Danielle Dulin for starting the June 14 work session at the Warrensburg Visitor Center. It was a great opportunity to showcase the Center to Council and City Administration.

**Missouri Division of Tourism Grant**

The MDT 2022 MMG application was submitted for \$70,000 to utilize for digital marketing July 2021-June 2022. We received award notification the grant application was approved. I have been working with Madden Media to create the updated digital campaign with new images and content.

The MDT 2021 MMG 3<sup>rd</sup> Quarter reimbursement request has been received.

**WCVB's Letter of Support-City of Warrensburg RAISE Grant**

Interim City Manager discussed the project being proposed by the City in their application for the RAISE grant at the May and June WCVB meetings. Attached is the letter of support provided to the City to include with their application. The letter was emailed to the Board July 1, 2021.

**WCVB Board Meetings**

The WCVB Board meetings have been held via Zoom since April 2020.

At the conclusion of each meeting, the Board discusses the method the upcoming meeting will be held. The Board's decision is reflected on the meeting's agenda and on the City's and WCVB's website.

At the conclusion of the June meeting, the Board in consensus agreed to hold the meeting hybrid (Zoom and in-person). Due to IT staff limitations during our July meeting, we will hold the July WCVB meeting via Zoom. I have a meeting scheduled with IT on July 29 to run through it utilizing the City's system in the Municipal Center. The format needs to be convenient and provide transparency for all attending no matter the method.

**WCVB Grant Update**

The Johnson County Cancer Foundation and Next Gen Summer Conference submitted the required grant reimbursement forms. Both events reported successful events. I have submitted purchase orders to have a check processed for the organizations.

***Upcoming Events:***

*July 30, 2021*

*WCVB Grant Application Deadline*

*August 10, 2021*

In celebration of the 200<sup>th</sup> anniversary of Missouri's statehood. We will be working with the City and Warrensburg Parks and Recreation to bring an event to the Burg. To learn more about the statewide event, visit [missouri2021.org/ice-cream-social](http://missouri2021.org/ice-cream-social). More details to come for the event here in Warrensburg.

We have Missouri Bicentennial Passports featuring events celebrating Missouri's 200<sup>th</sup> anniversary in statehood. If you would like to pick one up, please stop by the Visitor Center or let me know and we will make sure you get one.

**Internship**

WCVB Interns Noah Sweeney and MaKenzie Cooper are working hard for the WCVB this summer.

Noah is working on the community Ice Cream Social event August 10. He is also assisting me with social media, e-newsletter distribution, and Visitor Center support.

MaKenzie is working on a walking tour highlighting various historic Warrensburg landmarks targeted to youth and a walking tour for everyone. She is creating a brochure for each tour. A webpage on our website-VisitWarrensburg and social media posts will be created to promote the tours.

**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. I have reached out to several in the Missouri tourism industry to seek a facilitator with tourism knowledge.

I have a facilitator scheduled for Monday, August 2 (2-5 p.m.) and Tuesday, August 3 (9:30 a.m.-noon). We also have a room reserved at the Warrensburg Community Center for those days/times. An email was sent Friday, July 2 for the Board's availability.

Attached is the WCVB's strategic plan approved 2019.

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).

**Out of Office:**

July 12-16 PTO

July 21-23 PTO

Attached:

MDT Award Notification

WCVB Letter of Support City of Warrensburg RAISE grant

WCVB Strategic Plan 2019

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# Warrensburg Convention and Visitors Bureau

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July 1, 2021

Secretary Pete Buttigieg  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

RE: Rebuilding American Infrastructure with Sustainability and Equity (RAISE)  
Letter of Support for Warrensburg, MO Maguire Street Grant Application

Dear Secretary Buttigieg,

As the U.S. Department of Transportation considers applications for RAISE Discretionary Grants, the Warrensburg Convention and Visitors Bureau wishes to convey support for the application submitted by the City of Warrensburg, Missouri.

This project will provide much-needed improvements to Maguire Street, the City's primary thoroughfare, between Cooper Boulevard (north of US-50) and South Street at the northside of the University of Central Missouri campus, totaling 1.4 miles. The project will include a new diverging diamond interchange at US-50 / Maguire Street and satisfy the public's need for bicycle and pedestrian facilities across US-50. The project corridor also includes Complete Street improvements, including intersection capacity improvements with ADA-compliant sidewalks and ramps, replacement of degrading pavement and curb and gutter, replacement of an outdated RR overpass bridge, burying of overhead electrical and communication lines, pedestrian and bicycle sidepath trail with trail connections, streetscaping and aesthetic features, trail connections, and subsurface stormwater management system including outfall (downstream) improvements with water quality measures. These improvements will provide vital traffic-carrying capacity expansions, provide multimodal options, replace failing infrastructure, eliminate access barriers, reduce downstream flooding, and improve the environment and overall quality of life for residents, students and visitors.

Visitors play a critical role to Warrensburg's economy. In 2019, as per the Missouri Department of Revenue, the 1,950 tourism-related jobs in the area made it possible for visitors to spend \$63 million on tourism-related expenses. The project identified by the City of Warrensburg would have a tremendous impact on our visitor's experience. During a focus group in 2019, participants expressed frustration getting on and off the primary exit (US-50/Maguire

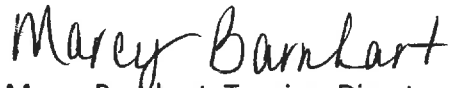
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Street) to our community. Several stated they will drive 30+ miles to other communities for lodging or to utilize restaurants, gas stations or other retail businesses to avoid the fear of an accident and aggravation.

The City of Warrensburg's planning efforts for this project include the "2012 Maguire Street Corridor Study" and the "2016 Maguire Street Interchange (US-50) Operations Study," and numerous public involvement forums where stakeholders identified the project as a civic priority. This project is critical to improving the transportation infrastructure, meeting growing traffic demand, providing safe multimodal options, supporting future economic development, and improving the overall quality of life and sustainability in Warrensburg.

The Warrensburg Convention and Visitors Bureau supports funding this RAISE application and we look forward to working with the City to make this important project a reality.

Sincerely,



Marcy Barnhart, Tourism Director

Warrensburg Convention and Visitors Bureau





June 25, 2021

Marcy Barnhart  
Warrensburg Convention and Visitors Bureau  
407A East Russell Ave  
Suite 2  
Warrensburg, MO, 64093

Dear Marcy:

**Welcome back and congratulations!**

We are pleased to announce that Warrensburg Convention and Visitors Bureau will participate in the FY22 Cooperative Marketing Program. State funds in the amount of \$70,000.00 have been reserved for the reimbursement of qualified expenses for "FY22 WCVB Digital Media Plan" as outlined in the approved application. Attached you will find a copy of contract number 22-381-20-093021. Please refer to the assigned contract number in all related communications. Also, review all materials carefully, including the Terms and Conditions of this contract found on pages four and five of this letter.

To accept this award, please follow these instructions:

1. Print out the *Notice of Award*, which is page three of this letter.
2. Secure the signatures and date of signatures for both the project director and the President/CEO of the DMO. If it is not possible to secure both signatures on one copy, you may collect the signatures on two separate copies
3. Scan and upload a copy of the signed *Notice of Award* to your Submittable account. You may do this by opening your application submission and uploading through the Messages tab.
4. After the Division of Tourism (MDT) Director signs the contract, you will receive a finalized copy via Submittable.

**Some important things to note:**

- **All awards are contingent on MDT funding. Award amounts may change at anytime.**
- **It is important that this process be completed by July 1, 2021. If we do not receive a signed "Notice of Award" we will assume that you are declining the funding.**
- **You may not begin incurring costs for this project until July 1, 2021. This is also the contract's effective date.**

Conveniently located on the Program tab of <https://Industry.VisitMO.com/>, you will find information on a variety of relevant topics developed to assist you as you complete your FY21 Cooperative Marketing Program project. It is important that the most current versions of the Guidelines and the appropriate forms be used.



Participants are expected to complete all activities as outlined in the timeline presented with the application. It is important to keep the Cooperative Marketing staff informed of any delays to the approved project and changes must be approved in advance. Also, please notify the appropriate MDT staff of any changes in your organization including project director, address, email address, etc. so that your organization receives all important program information promptly.

We, at the Division of Tourism, value our cooperative partnerships. We not only wish you every success with your project, but also want to assist you in every way we can. You will be contacted via phone and email from time to time throughout the year with important information and reminders relating to your project. Please feel free to contact us with any questions or concerns.

Andrea Knipp, Cooperative Marketing Program Coordinator:

573-526-1551 or [Andrea.knipp@ded.mo.gov](mailto:Andrea.knipp@ded.mo.gov)

Megan Rogers, Cooperative Marketing Manager:

573-751-3246 or [Megan.rogers@ded.mo.gov](mailto:Megan.rogers@ded.mo.gov)

General co-op inquiries, [mdtcoop@ded.mo.gov](mailto:mdtcoop@ded.mo.gov)

Sincerely,

Megan Rogers  
Cooperative Marketing Manager



## NOTICE OF AWARD

State Of Missouri  
Division Of Tourism  
Cooperative Marketing Program  
PO Box 1055, Jefferson City, MO 65102

CONTRACT NUMBER <b>22-381-20-093021</b>	CONTRACT TYPE <b>Marketing Matching Grant</b>
PROJECT NAME <b>FY22 WCVB Digital Media Plan</b>	CONTRACT PERIOD <b>July 1, 2021 through June 30, 2022</b>
CONTRACTOR/DMO NAME <b>Warrensburg Convention &amp; Visitors Bureau</b>	VENDOR NUMBER <b>46-4252261 00</b>
ADDRESS <b>407A East Russell Ave Suite 2 Warrensburg, MO, 64093</b>	AMOUNT APPROVED  <b>\$70,000.00</b>
ACCEPTED BY THE DIVISION OF TOURISM AS FOLLOWS:  The proposal submitted is accepted in accordance with the following additions, amendments and/or revisions: <ul style="list-style-type: none"><li>• Terms and Conditions (attached)</li><li>• <u>Required outcome measurement:</u><ol style="list-style-type: none"><li><b>1. Project Assessment Report form</b></li><li><b>2. Tax Revenue Comparison Report</b></li></ol></li><li>• Award amount is contingent on MDT funding levels and may be reduced unilaterally by the Division of Tourism due to the unavailability of funds or reduced appropriation authority, including but not limited to withholdings made pursuant to Mo. Const. Art. IV §27.</li></ul>	
DIRECTOR OF THE DIVISION OF TOURISM  <i>Signature</i>	DATE  Stephen Foutes

### ACCEPTANCE OF AWARD

This Award Agreement may be executed in one or more counterparts, each of which is an original and all of which constitute the Award Agreement.

As representatives for the above mentioned DMO, we hereby accept the award of the Cooperative Marketing Grant, matching funds for implementation of the project/contract described herein.

IN WITNESS WHEREOF, the parties hereto have executed this Award Agreement effective as of the date last set forth below.

**CEO, Tom Koenigsfeld**  
*Signature*

DATE

**PROJECT DIRECTOR, Marcy Barnhart**  
*Signature*

DATE



**STATE OF MISSOURI**  
**DIVISION OF TOURISM, COOPERATIVE MARKETING PROGRAMS**  
**TERMS AND CONDITIONS**

This contract expresses the complete agreement of the parties and performance shall be governed solely by the specifications and requirements contained herein. Any change must be accomplished by a formal signed amendment prior to the effective date of such change.

**2. APPLICABLE LAWS, REGULATIONS AND GUIDELINES**

- The contract shall be construed according to the laws of the State of Missouri (state). The contractor shall comply with all local, state, and federal laws and program guidelines related to the performance of the contract to the extent that the same may be applicable.
- To the extent that a provision of the contract is contrary to the guidelines of the Cooperative Marketing programs, the provision shall be void and unenforceable. However, the balance of the contract shall remain in force between the parties unless terminated by consent of both the contractor and the state.
- The contractor must be registered and maintain good standing with the Secretary of State of the State of Missouri and other regulatory agencies, as may be required by law or regulations.
- The contractor must timely file and pay all Missouri sales, withholding, corporate and any other required Missouri tax returns and taxes, including interest and additions to tax.
- The contractor shall only utilize personnel authorized to work in the United States in accordance with applicable federal and state laws and Executive Order 07-13 for work performed in the United States.
- In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall comply with all applicable requirements and provisions of the Americans with Disabilities Act (ADA).
- In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall agree not to discriminate against recipients of services or employees or applicants for employment on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.

**3. COMPLETION OF CONTRACTED SERVICES**

- The contractor understands and agrees that the marketing activities approved in the application or subsequently approved revision must be completed as described within the application and that all activities must comply with all provisions of the program requirements as listed in the most current Program & Reports Guides.
- The contractor shall not transfer any interest in the contract, whether by assignment or otherwise.

**4. APPROVAL AND ACCEPTANCE**

- Advertising and marketing activities must take place within the time frame stated in the contract or approved revision.
- No creative execution received by the agency of the state pursuant to a contract shall be deemed accepted until the agency has had reasonable opportunity to inspect and approve said materials, artwork, and/or creative design.
- All marketing and advertising creative that does not comply with the specifications and/or requirements or that is otherwise unacceptable may be rejected. In addition, creative execution that is discovered to be of poor quality or does not conform to reasonable standards upon inspection may be rejected.
- Artwork for ads placed with funding from the Marketing Matching Grant program must receive approval from MDT prior to placement each program year.

**5. QUARTERLY REPORTING AND REIMBURSEMENT OF APPROVED EXPENSES**

- Reimbursement for all approved services shall be made in arrears as a part of a Quarterly Project Update/Reimbursement Request form submitted each fiscal quarter with all required documentation as stated in the most current Grant Program & Reports Guide and must utilize official, current program forms or database.
- At least 10% of the cost of each invoice must be paid by the contractor before an invoice may be submitted for reimbursement.
- The State of Missouri assumes no obligation for activities beyond those specifically outlined in the application. Any unauthorized activity is subject to the state's rejection and shall be denied reimbursement.

**6. OUTCOME MEASUREMENT**

The contractor agrees and understands that measurement of the marketing project outcome is required as outlined in the most current Program & Reports Guide, that the required documents must be submitted in a timely manner, and that failure to do so will be considered a breach of contract.

**7. CONFLICT OF INTEREST**

Officials and employees of the state agency, its governing body, or any other public officials of the State of Missouri must comply with Sections 105.452 and 105.454 RSMo regarding conflict of interest.

## **8. WARRANTY**

The contractor expressly warrants that all services provided shall: (1) conform to the specifications, drawings, samples or other descriptions which were furnished to the agency, (2) are fit and sufficient for the purpose intended, (3) be of good creative quality, and (4) meet the terms of performance as described in the FY2021 Program & Reports Guide. Such warranty shall survive delivery and shall not be deemed waived either by reason of the state's acceptance of or payment for said products and services.

## **9. REMEDIES AND RIGHTS**

- No provision in the contract shall be construed, expressly or implied, as a waiver by the State of Missouri of any existing or future right and/or remedy available by law in the event of any claim by the State of Missouri of the contractor's default or breach of contract.
- The contractor agrees and understands that the contract shall constitute an assignment by the contractor to the State of Missouri of all rights, title and interest in and to all causes of action that the contractor may have under the antitrust laws of the United States or the State of Missouri for which causes of action have accrued or will accrue as the result of or in relation to the particular equipment, supplies, and/or services purchased or procured by the contractor in the fulfillment of the contract with the State of Missouri.

## **10. CANCELLATION OF CONTRACT**

- In the event of material breach of the contractual obligations by the contractor, the state may cancel the contract. At its sole discretion, the state may give the contractor an opportunity to cure the breach or to explain how the breach will be cured. The actual cure must be completed in a timeframe determined by the state agency.
- If the contractor fails to cure the breach or if circumstances demand immediate action, the state agency will issue a notice of cancellation terminating the contract immediately and /or suspending or revoking the DMO's certification.
- If the state cancels the contract for breach, the state reserves the right to obtain the services to be provided pursuant to the contract from other sources and upon such terms and in such manner as the state deems appropriate.
- The contractor understands and agrees that funds required to reimburse the contract must be appropriated by the General Assembly of the State of Missouri for each fiscal year included within the contract period. The contract shall not be binding upon the state for any period in which funds have not been appropriated, and the state shall not be liable for any costs associated with termination caused by lack of appropriations.
- The funding for this project/application may be reduced unilaterally by the Division of Tourism due to the unavailability of funds or reduced appropriation authority, including but not limited to withholdings made pursuant to Mo. Const. Art. IV §27.

## **11. COMMUNICATIONS AND NOTICES**

Any notice to the contractor shall be deemed sufficient when deposited in the United States mail postage prepaid, transmitted by facsimile, transmitted by e-mail or hand-carried and presented to an authorized employee of the contractor.

# Warrensburg Convention and Visitors Bureau

MISSION: The mission of the Warrensburg Convention and Visitors Bureau is to position Warrensburg and Johnson County as a regional tourism destination.

## GOAL 1: DEVELOP AND IMPLEMENT A NEW MARKETING CAMPAIGN (PLAN, BRAND AND LOGO)

OBJECTIVE: Receive proposals from agencies for a marketing plan for a new campaign by the April 2019 Board meeting

Strategy: Work session with Executive Committee to develop the RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Review RFP from 2016	Staff	H	ST-by Feb. 2019 meeting	Staff and prior file/doc	
Send draft to Board via email and ask for comments to be brought to next meeting	Staff	H	ST-by March 2019 meeting	Staff and email	
See if there is a formatted proposal from Missouri Division of Tourism	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Explore funding sources through grants

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Identify various funding sources	Staff	H	ST-by Feb. 2019 meeting		

**G O A L 2: DEVELOP AND IMPLEMENT A FINANCIAL PLAN**

OJECTIVE: Create the WCVB a five-year financial plan for implementation following March 2019 WCVB Board meeting.

Strategy: Staff and Finance Committee develop a financial plan identifying short-term and long-term financial goals.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Determine marketing opportunities	Staff and Marketing Committee	H	ST-By Feb. 1, 2019	Staff and research	
Develop a contingency plan for revenue	Staff and Finance Committee	H	ST-by March 1, 2019	Staff and research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST-by March 1, 2019	Staff	
Present to Board for approval at the March 2019 Board Meeting	Staff and Finance Committee	H	ST-by March 14, 2019	Staff	

**G O A L 3: IDENTIFY AND BETTER UTILIZE PARTNERSHIPS WITH UCM AND WAFB**

OJECTIVE: Actively work to strengthen relationship with UCM community and provide quarterly update to Board

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders.

Meet with UCM Administration minimally twice a year to discuss partnership opportunities	Staff and Board President	H	ST (Ongoing-2 year)	Staff and Board president	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT (ongoing identified annually/semester)	Staff and funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT (ongoing)	Staff and funding,	

OJECTIVE: Actively work to strengthen relationship with WAFB community

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders.

Attend monthly Military Affairs Committee meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Attend Base Community Council luncheon meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST-by June 1, 2019	Staff	
Implement ways identified through meeting attendance	Staff	H	MT	Staff, Board and funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-initial materials distributed by June 2019	Staff and funding (promotional material)	

**G O A L 4: EDUCATE AND EQUIP LOCAL RESIDENTS AND LEADERS TO PROMOTE WARRENSBURG AS A DESTINATION TO LIVE, WORK AND PLAY**

OJECTIVE A: Secure community members to serve as ambassadors

Strategy: Identify CVB roles and responsibilities (who does what-Marcy, Board members, outside parties, etc.)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Following the April 2019 election, determine resources available	Staff and Executive Committee	H	ST-by June 2019 meeting	Staff	
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Strategy: Identify and engage ambassador network

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Make a list of individuals and organizations and develop a strategy for engagement	Staff and Board	H	ST-By March 1, 2019	Staff	
Execute strategy developed in action step 1	Staff and Board	H	ST-Following March 2019 meeting	Staff and funding	

**G O A L 5: ESTABLISH THE CVB IN A NEW VISITORS CENTER WITH ITS OWN IDENTITY IN WARRENSBURG**

OJECTIVE A: Determine a budget based on the 2.5% and 5% tax lodging tax revenue

Strategy: Build two optional budgets

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Build 2.5% budget	Staff	H	ST (January 10, 2019)	Staff	*18-19 Budget approved by Board 8/23/18

Establish subcommittee to work on the 5% contingent budget	Staff and Board	H	ST (Dec. 4, 2018)	Staff and Finance Committee	
Build 5% budget contingent upon ballot approval	Staff and Finance Committee	H	ST (February 14, 2019)	Staff and Finance Committee	*Committee appointed 12/4/18 (Tom and Kirsti)

OJECTIVE B: Secure funding by passing a hotel tax increase at the April 2, 2019 election and secure a low-interest rate loan with the assistance of the City

Strategy: Communicate location with public (contingent upon board identifying location by April 2019)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Ask the City for approval to seek legal advice about disclosing or not disclosing the proposed location	Staff	H	ST-by Feb. 1, 2019	Staff and legal counsel	

Strategy: Establish informational campaign

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Board members vote at January meeting to give staff direction and budget to engage a graphic designer to produce informational materials that key influencers can use during the informational campaign. (Pending approval by Council-January 14)	Staff and Board	H	ST-Jan. 2019 meeting	funding	
Engage creative agency and getting mock-ups by February meeting with goal of approving that at the February meeting.	Staff	G	ST-Feb. 2019 meeting	funding	

Strategy: Recruit, educate and mobilize ambassadors to inform voters of the upcoming ballot issue.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Board members develop a list of key influencers and identify who will reach out to them	Board and Tax Committee	H	ST-list by Jan 2019 meeting; contact following Jan. 14, 2019 within two weeks	Board	
Share informational materials with ambassadors and communicate the action plan for their use.	Staff, Board and Tax Committee	H	ST-1 week following materials completion	Staff, Board and funding (info materials)	

OJECTIVE C: Secure a location that fits the CVB identity and fits within the budget by August 1

Strategy: Identify needs for space, parking, etc.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create priority list	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Identify potential locations that fit within the current 18-19 budget

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create opportunity list and share with board at monthly meetings	Staff and Building Committee	H	ST-each monthly meeting	Staff, Board and research	



## **WCVB Board Meeting**

**Meeting:** July 8, 2021

**Item:** 2020-2021 Revised Budget Presentation (Draft)

### **Overview:**

### **Revenue:**

Lodging tax received was \$83,227 higher than budgeted. Revised amount \$250,000

Interest received was \$2,890 higher than budgeted. Revised amount \$4,390

Grant revenue received was \$15,5000 than budgeted. Revised amount \$81,700

Total Increase of Revenue for FY 20-21: \$102,197. Revised amount \$342,070

### **Expense:**

The WCVB's expense for FY 20-21 were projected very conservatively.

### **Revisions:**

Wages Part-Time: \$6,500 (Interns)

Utilities Gas: \$1,000

Advertising: \$82,000 (Grants)

Communication Non-Cat: \$4,000 (Website)

Total Expenses for FY 20-21: \$327,615

### **Additional Resources:**

Detailed budget draft attached

### **Staff Recommendation:**

Staff recommends the board review the budget. The budget will be presented for approval at the August WCVB meeting.

Warrensburg Convention and Visitors Bureau

2021-2022 PROPOSED BUDGET

Account Number	Description	FY19-20Actual	FY20-21 Budget	FY20-21 Amended Budget	FY 2021-2022 Proposed
<b>REVENUES</b>					
830-51905	Taxes-Lodging	\$ 295,176.00	\$ 166,773.00	\$ 250,000.00	\$ 250,000.00
830-52200	Grants-State	\$ 79,711.00	\$ 71,600.00	\$ 87,100.00	\$ 70,000.00
830-55105	Admissions				
830-55115	Advertising				
830-57120	Earnings Credit	\$ 505.00		\$ 580.00	\$ 600.00
830-57105	Interest on Deposits	\$ 4,691.00	\$ 1,500.00	\$ 4,390.00	\$ 4,000.00
830-59910	Claims/Reimbursement	\$ 320.00			
830-59930	Transfer from Other Source				
830-55190	Retail	\$ 30.00	\$ -		
	<b>Total Revenues</b>	<b>\$ 380,433.00</b>	<b>\$ 239,873.00</b>	<b>\$ 342,070.00</b>	<b>\$ 324,600.00</b>
<b>Personnel Expenses</b>					
830-611-1101	Wages Full Time	\$ 56,361.00	\$ 52,910.00	\$ 53,700.00	\$ 55,000.00
830-611-1102	Wages Part Time	\$ 5,311.00	\$ -	\$ 6,500.00	\$ 13,800.00
830-611-1103	Wages-Overtime		\$ -	\$ -	\$ -
830-611-2101	FICA	\$ 4,756.00	\$ 4,048.00	\$ 4,610.00	\$ 5,400.00
830-611-2201	Retirement-Lagers	\$ 3,558.00	\$ 3,333.00	\$ 3,400.00	\$ 3,400.00
830-611-2301	Insurance-Dental	\$ 866.00	\$ 832.00	\$ 840.00	\$ 840.00
830-611-2302	Insurance-Health	\$ 6,569.00	\$ 7,040.00	\$ 7,000.00	\$ 7,000.00
830-611-2304	Insurance-Life	\$ 142.00	\$ 134.00	\$ 140.00	\$ 130.00
830-611-2305	Insurance-Short-Term Disability	\$ 265.00	\$ 250.00	\$ 250.00	\$ 180.00
830-611-2306	Insurance-Long-Term Disability	\$ 129.00	\$ 122.00	\$ 130.00	\$ 130.00
830-611-2401	Worker's Compensation	\$ 118.00	\$ 101.00	\$ 110.00	\$ 100.00
	<b>Total Personnel Expenses</b>	<b>\$ 78,075.00</b>	<b>\$ 68,770.00</b>	<b>\$ 76,680.00</b>	<b>\$ 85,980.00</b>
<b>Expenditures:Commodities</b>					
830-611-3102	Retail	\$ 108.00	\$ -	\$ -	\$ -
830-611-4102	Clothing	\$ -	\$ 500.00	\$ 500.00	\$ 500.00
830-611-4103	Computer Supplies	\$ 2,128.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
830-611-4107	Maintenance Repairs & Supplies	\$ 169.00	\$ 3,000.00	\$ 3,000.00	\$ 1,500.00
830-611-4108	Meeting Supplies	\$ 13.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-4109	Office Supplies	\$ 1,223.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
830-611-4114	Software	\$ 767.00	\$ 1,900.00	\$ 1,900.00	\$ 5,000.00
830-611-4117	Food	\$ 29.00	\$ 200.00	\$ 200.00	\$ 200.00
830-611-4199	Supplies Non-Categorized	\$ 2,131.00	\$ 4,340.00	\$ 4,340.00	\$ 10,500.00
	<b>Total Non-Categorized</b>	<b>\$ 6,568.00</b>	<b>\$ 13,940.00</b>	<b>\$ 13,940.00</b>	<b>\$ 21,700.00</b>
<b>Services</b>					
830-611-5106	Utility-Telephone	\$ 540.00	\$ 720.00	\$ 720.00	\$ 720.00
830-611-5107	Utility-Data Access	\$ 2,345.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
830-611-5109	Utility-Sewer	\$ 195.00	\$ 250.00	\$ 250.00	\$ 300.00
830-611-5103	Utility-Water	\$ 238.00	\$ 350.00	\$ 350.00	\$ 300.00
830-611-5101	Utility-Electric	\$ 2,107.00	\$ 2,000.00	\$ 2,000.00	\$ 2,250.00
830-611-5102	Utility-Gas	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00
830-611-5299	Contractual Services	\$ 2,888.00	\$ 3,456.00	\$ 4,000.00	\$ 8,800.00
830-611-5202	Consulting	\$ 8,750.00	\$ -	\$ -	\$ 5,000.00
830-611-5203	Financial Services	\$ 1,027.00	\$ 1,000.00	\$ 1,200.00	\$ 1,200.00
830-611-5206	Legal Services	\$ 24.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-5209	Rent/Lease	\$ 14,795.00	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00
830-611-5301	Property Insurance	\$ 1,799.00	\$ 2,000.00	\$ 1,900.00	\$ 2,000.00
830-611-5401	Travel Meals	\$ 31.00	\$ -	\$ -	\$ -
830-611-5402	Mileage	\$ 444.00	\$ -	\$ 200.00	\$ 200.00
830-611-5403	Travel Rooms	\$ 459.00	\$ -	\$ -	\$ 500.00
830-611-5404	Schools and Seminars	\$ 165.00	\$ 500.00	\$ 500.00	\$ 750.00
830-611-5501	Dues and Memberships	\$ 1,474.00	\$ 837.00	\$ 825.00	\$ 2,500.00
830-611-5601	Advertising	\$ 42,912.00	\$ 93,000.00	\$ 175,000.00	\$ 130,000.00
830-611-5602	Postage	\$ 153.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-5603	Printing and Binding	\$ 521.00	\$ 5,500.00	\$ 5,500.00	\$ 4,500.00
830-611-5604	Shows/Expo/Events Expense	\$ -	\$ -	\$ -	\$ -
830-611-5699	Communication-Non Categorized	\$ 704.00	\$ 1,000.00	\$ 5,000.00	\$ 1,500.00
830-611-5904	Employment	\$ -	\$ 50.00	\$ 50.00	\$ 50.00
830-611-5999	Services Non-Categorized	\$ -	\$ 18,000.00	\$ 10,000.00	\$ 21,350.00
	<b>Total Services</b>	<b>\$ 81,571.00</b>	<b>\$ 147,163.00</b>	<b>\$ 226,995.00</b>	<b>\$ 201,920.00</b>
<b>Capital Outlay</b>					
830-611-6206	Equipment-Office	\$ -	\$ -	\$ -	\$ -
	<b>Total Capital Outlay</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Non-Categorized</b>					
830-611-9301	Community Agreements	\$ 845.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00
	<b>Non-Categorized</b>	<b>\$ 845.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 15,000.00</b>
	<b>Total Expenditures</b>	<b>\$ 167,059.00</b>	<b>\$ 239,873.00</b>	<b>\$ 327,615.00</b>	<b>\$ 324,600.00</b>
	<b>Revenues Over (Under) Expenditures</b>		\$ -	\$ 14,455.00	\$ -



## **WCVB Board Meeting**

**Meeting:** July 8, 2021

**Item:** 2021-2022 FY Budget Presentation (Draft)

### **Overview:**

### **Revenue:**

Lodging tax received is projected to be \$250,000, the amended amount received in 20-21

Interest is projected at \$4,000

Grant revenue is projected to be \$70,000 from the Missouri Division of Tourism Marketing Matching Grant (Grant runs July 2021-June 2022, so part will be allocated to Revised 2020-2021. The amount is not known until the campaign is approved and runs.).

Total Revenue Projected: \$324,600

### **Expense:**

The WCVB's expense were projected very conservatively. The budget presented is a zero balanced budget.

Personnel                 \$89,980 (Hiring P-T Communication Coordinator)

Commodities             \$21,700 (Software & Supplies Non-Categorized-Group support)

Services                 \$201,920 (Advertising, Contractual Services-graphic design, Services Non-Categorized-Photography, etc.)

Non-Categorized        \$15,0000 (WCVB Community Grants)

Total Expense Projected: \$324,600

### **Additional Resources:**

Detailed budget draft attached

### **Staff Recommendation:**

Staff recommends the board review the budget. The budget will be presented for approval at the August WCVB meeting. There will be revisions following the strategic planning session tentatively scheduled for August.

Warrensburg Convention and Visitors Bureau

2021-2022 PROPOSED BUDGET

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830-611-2304	Insurance-Life	\$ 142.00	\$ 134.00	\$ 140.00	\$ 130.00
830-611-2305	Insurance-Short-Term Disability	\$ 265.00	\$ 250.00	\$ 250.00	\$ 180.00
830-611-2306	Insurance-Long-Term Disability	\$ 129.00	\$ 122.00	\$ 130.00	\$ 130.00
830-611-2401	Worker's Compensation	\$ 118.00	\$ 101.00	\$ 110.00	\$ 100.00
	<b>Total Personnel Expenses</b>	<b>\$ 78,075.00</b>	<b>\$ 68,770.00</b>	<b>\$ 76,680.00</b>	<b>\$ 85,980.00</b>
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830-611-4107	Maintenance Repairs & Supplies	\$ 169.00	\$ 3,000.00	\$ 3,000.00	\$ 1,500.00
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830-611-4114	Software	\$ 767.00	\$ 1,900.00	\$ 1,900.00	\$ 5,000.00
830-611-4117	Food	\$ 29.00	\$ 200.00	\$ 200.00	\$ 200.00
830-611-4199	Supplies Non-Categorized	\$ 2,131.00	\$ 4,340.00	\$ 4,340.00	\$ 10,500.00
	<b>Total Non-Categorized</b>	<b>\$ 6,568.00</b>	<b>\$ 13,940.00</b>	<b>\$ 13,940.00</b>	<b>\$ 21,700.00</b>
<b>Services</b>					
830-611-5106	Utility-Telephone	\$ 540.00	\$ 720.00	\$ 720.00	\$ 720.00
830-611-5107	Utility-Data Access	\$ 2,345.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
830-611-5109	Utility-Sewer	\$ 195.00	\$ 250.00	\$ 250.00	\$ 300.00
830-611-5103	Utility-Water	\$ 238.00	\$ 350.00	\$ 350.00	\$ 300.00
830-611-5101	Utility-Electric	\$ 2,107.00	\$ 2,000.00	\$ 2,000.00	\$ 2,250.00
830-611-5102	Utility-Gas	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00
830-611-5299	Contractual Services	\$ 2,888.00	\$ 3,456.00	\$ 4,000.00	\$ 8,800.00
830-611-5202	Consulting	\$ 8,750.00	\$ -	\$ -	\$ 5,000.00
830-611-5203	Financial Services	\$ 1,027.00	\$ 1,000.00	\$ 1,200.00	\$ 1,200.00
830-611-5206	Legal Services	\$ 24.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-5209	Rent/Lease	\$ 14,795.00	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00
830-611-5301	Property Insurance	\$ 1,799.00	\$ 2,000.00	\$ 1,900.00	\$ 2,000.00
830-611-5401	Travel Meals	\$ 31.00	\$ -	\$ -	\$ -
830-611-5402	Mileage	\$ 444.00	\$ -	\$ 200.00	\$ 200.00
830-611-5403	Travel Rooms	\$ 459.00	\$ -	\$ -	\$ 500.00
830-611-5404	Schools and Seminars	\$ 165.00	\$ 500.00	\$ 500.00	\$ 750.00
830-611-5501	Dues and Memberships	\$ 1,474.00	\$ 837.00	\$ 825.00	\$ 2,500.00
830-611-5601	Advertising	\$ 42,912.00	\$ 93,000.00	\$ 175,000.00	\$ 130,000.00
830-611-5602	Postage	\$ 153.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-5603	Printing and Binding	\$ 521.00	\$ 5,500.00	\$ 5,500.00	\$ 4,500.00
830-611-5604	Shows/Expo/Events Expense	\$ -	\$ -	\$ -	\$ -
830-611-5699	Communication-Non Categorized	\$ 704.00	\$ 1,000.00	\$ 5,000.00	\$ 1,500.00
830-611-5904	Employment	\$ -	\$ 50.00	\$ 50.00	\$ 50.00
830-611-5999	Services Non-Categorized	\$ -	\$ 18,000.00	\$ 10,000.00	\$ 21,350.00
	<b>Total Services</b>	<b>\$ 81,571.00</b>	<b>\$ 147,163.00</b>	<b>\$ 226,995.00</b>	<b>\$ 201,920.00</b>
<b>Capital Outlay</b>					
830-611-6206	Equipment-Office	\$ -	\$ -	\$ -	\$ -
	<b>Total Capital Outlay</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Non-Categorized</b>					
830-611-9301	Community Agreements	\$ 845.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00
	<b>Non-Categorized</b>	<b>\$ 845.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 15,000.00</b>
	<b>Total Expenditures</b>	<b>\$ 167,059.00</b>	<b>\$ 239,873.00</b>	<b>\$ 327,615.00</b>	<b>\$ 324,600.00</b>
	<b>Revenues Over (Under) Expenditures</b>		\$ -	\$ 14,455.00	\$ -

