

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

February 28, 2020

GROUP/EVENT ASSISTANCE

Children's Literature Festival, March 15-17, 2020

The WCVB will provide community information to the authors/illustrators (approximately 30) in their hotel rooms upon arrival. They estimate thousands of Missouri students in grades 3-10 will be on UCM's campus throughout the festival's three days.

Rural Missouri Emergency Management Summit, March 19-20

This event has typically been a one-day summit. Event organizers changed the agenda up to add an event the day before to get individuals into the community for more than one day. We're excited to work with them. We submitted an RFP to the lodging establishments. That information was provided to event organizers. They reserved 15 rooms.

Central States Anthropology Society, March 25-28, 2020

The event will be held mostly on UCM's campus. They estimate 250-300 attendees. We will provide community information to event attendees. We worked with event organizers to distribute an RFP. The submissions were submitted to the event organizer.

Missouri State Gymnastics Championship, March 27-29, 2020

The event will be held on the UCM campus March 27-29, 2020. They expect 750 athletes from 50 clubs and 100 coaches, officials and volunteers. We reached out to event organizers several times. Unfortunately, we were not able to connect with them. Information regarding the community and the WCVB Sports Grant was provided to them via email. The event was included on our calendar in our monthly e-newsletter.

Cycling Event, October 17, 2020

The WCVB continues to work with The Battle Within on the organization of this event. A RFP will be distributed in March to all the lodging establishments in Warrensburg.

A reoccurring monthly meeting for all stakeholders has been scheduled on the fourth Thursday of the month at 10 a.m. in the Warrensburg Police Department Training Room. Event organizers have cancelled the January and February meetings due to travel and work engagements. The March meeting will be held Thursday, March 26.

NEW BOARD MEMBER

Kelly Brooks was appointed by the City of Warrensburg Mayor to the WCVB Board to fill the unexpired term of Joe Eccleton. We're excited to have Kelly join us! She brings tremendous knowledge of events not just in our area, but throughout the state. She oversaw the organization of the Old Drum Day Festival for several years. You may have spotted her food truck The Food Spot at area events. Welcome, Kelly!

MARKETING PLATFORM AND CREATIVE STRATEGY DEVELOPMENT RFP

The RFP was distributed Monday, Feb. 3. The deadline for submissions was Friday, Feb. 28. The Marketing Committee will meet shortly following the WCVB February meeting to discuss the submissions. Three were received. One was incomplete. The RFP will be presented to the entire board for approval at the WCVB April meeting on April 1.

COMMUNITY BRAND STUDY

I am working with the Warrensburg Economic Coalition's Marketing Committee and the UCM marketing program on evaluating the Warrensburg community's brand, creating a marketing plan and more. The committee will be working with numerous UCM marketing classes throughout this project.

The class has been broken up into teams. Each team will be creating a marketing plan with the objective of bringing awareness of the attractions/events in Warrensburg to help reduce the "There's Nothing To Do Here" perception. At the end of the semester the teams will present their plan to the committee members.

I continue to meet and communicate (phone/email) regarding the project. I'm excited to have the opportunity to work with the WEC Marketing Committee and the eager, excited group of UCM students.

WCVB GRANT PROGRAM UPDATE

The WCVB Board approved the following grants at the February WCVB meeting for the 2020 WCVB grant year. Please see the lodging requirement noted. All have completed the requirements prior to their event.

*The WCVB will have a review period in June. Application deadline will be Friday, June 26. We will start advertising applications are being taken in April.

- BBBS Johnson County \$1,500 (Lodging Reserved)
- Burg Fest \$500 (Lodging Reserved)
- American Legion Baseball Tournament \$1,000 (Applicant informed they had been awarded an area tournament. No lodging needed. Event does not qualify for the grant.)
- Go Big or Go Home 5K \$1,000 (Lodging Reserved)
- Todd Hamann Golf Memorial Tournament \$1,000 (Lodging Reserved)
- Warrensburg Lions-Missouri All Star Football \$1,000 (Lodging Reserved)
- Johnson County United Way \$500 (Lodging Reserved)

ATTENDED MEETINGS:

Department Head Meetings, Feb. 18 & 25

MTA Board Meeting, Feb. 18

Capitol Days for Tourism, Feb. 18-19

Warrensburg Economic Coalition, Feb. 20

Council Meeting, Feb. 24

Census 2020 Social Media, Feb. 26

Upcoming Meetings/Events

Lt. Governor Mike Kehoe Tourism Marketing Summit, March 2

Department Head Meetings, March 3, 10, 17, 24, 31

WCVB Board Meeting, March 4

City Council, March 9 & 23

MDT Road Show, March 13

Children's Literature Festival, March 15-17

Rural Missouri Emergency Management Summit, March 19-20

Central States Anthropology Society, March 25-28

Dirty MO Organizational Meeting, March 26

Blaine Whitworth Go Big or Go Home 5K, March 28

Sip.Shop.Stroll, March 28

**I will be out of the office March 18-20 and the afternoon of April 2 using PTO.*