

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

January 3, 2020

GROUP/EVENT ASSISTANCE

Follow-Up Warrensburg Holiday Parade, Dec. 6, 2019

The WCVB Tourism Director and Board Member Diane Whitworth and Blaine Whitworth Foundation Member Barry Whitworth assisted with event support at Community Holiday Parade. We've heard positive feedback from community members and committee members. A committee meeting to recap the event will be held in the future.

Missouri State Gymnastics Championship, March 27-29, 2020

Toby Essenpries contacted the WCVB stating the Missouri State Gymnastics Championship will be held on the campus of UCM March 27-29, 2020. They have already contacted the hotels. They expect 750 athletes from 50 clubs and 100 coaches, officials and volunteers. We have provided information regarding our sports grant. We are trying to schedule a conference call with event organizers to discuss how we can assist in making their experience in Warrensburg a positive one.

Cycling Event, Fall 2020

The WCVB has been working with officials from The Battle Within, local emergency service organizers and community stakeholders to bring a cycling event to Warrensburg/Johnson County fall 2020. The event would be a fundraiser for the veteran's assistance organization. It is expected to have 400-600+ participants.

The event route would utilize Johnson County gravel roads. The possible routes have been suggested by event organizers. Local emergency service organizations are reviewing for logistics and possible safety concerns.

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. The December meeting was cancelled due to the holidays. The next meeting is 10 a.m. Thursday, January 23.

BRAND AWARENESS STUDY

Carr Consulting and TREO Marketing presented the concepts they developed from their research at the December board meeting. They took the board's feedback from the meeting and revised the logo. It will be presented by the tourism director at the January 8, 2020 WCVB board meeting.

The WCVB received the Missouri Division of Tourism marketing platform development grant for \$4,375 to assist with the expense of the study. The grant is a 50/50 matching reimbursement grant.

COMMUNITY BRAND STUDY

I worked with the Warrensburg Economic Coalition's Marketing Committee and a UCM marketing research class on evaluating the Warrensburg community's brand. The committee will be working with numerous UCM marketing classes throughout this project. A meeting with WEC marketing committee members and UCM faculty has been scheduled for Tuesday, Jan. 7 to discuss the spring semester's project.

WCVB GRANT PROGRAM

Marketing for the 2020 WCVB grant program has kicked off. We distributed two news releases to local media outlets, shared on social media, emailed past recipients and mailed information to past recipients and event venues. The application deadline for both grants (tourism marketing and sports) is Friday January, Jan. 31. The grant committee will present the applications will for board approval at the February 5, 2020 WCVB board meeting.

WCVB Board Vacancy

Joe Eccleton submitted his resignation Wednesday, Jan. 1. A news release has been sent to local media announcing the vacancy with the application deadline of Friday, January 31, 2020. Facebook will also be used to announce the vacancy. The tentative goal is to have the Council appoint a replacement at the Feb. 10, 2020 Council meeting.

ATTENDED MEETINGS, CONFERENCES, EVENTS:

- Director's Coffee, Dec. 5
- City Holiday Luncheon, Dec. 5
- City Holiday Parade, Dec. 6
- Dicken's Christmas, Dec. 7
- UCM History Class Presentation, Dec. 9
- MACVB/MTC Annual Joint Meeting, Dec. 10-11, Jefferson City
- Slim Coleman Retirement Reception, Dec. 12
- MACVB Conference Planning Committee Conference Call, Dec. 18
- WEC Meeting, Dec. 19

UPCOMING MEETINGS/EVENTS:

- Missouri Division of Tourism, Jan. 9, Jefferson City
- Main Street Banquet, Jan. 9
- City Council, Jan. 13 & 27
- Sunshine Law Workshop, Jan. 15 Time TBA
- Warrensburg Economic Coalition, Jan. 16
- UCM Volunteer Fair, Jan. 22
- Dirty Mo Bike Event Meeting, Jan. 23

HOLIDAYS/CLOSURES:

Visitor Center will be closed for the following holidays:
Monday, January 20-Martin Luther King, Jr. Day