

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

January 30, 2020

GROUP/EVENT ASSISTANCE

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

I met with Maya Kucij, festival coordinator, on Friday, January 10, 2020 to discuss how the WCVB can assist. We will put together 30 bags for the authors/illustrators with community information for their hotel rooms upon arrival. They estimate thousands of students in grades 3-10 from all over Missouri will be on UCM's campus throughout the festival's three days.

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 have been unsuccessful in scheduling a conference call with event organizers. We have provided this event to the restaurants/retail establishments we have emails from.

Central States Anthropology Society, March 25-28, 2020

I met with Dr. Amber Clifford-Napoleone on Wednesday, January 8 to discuss the conference. We have assisted with transportation contacts. A RFP for lodging was distributed to all the lodging establishments, We forwarded those submissions to Dr. Clifford-Napoleone on Monday, January 27. They estimate 250-300 attendees. We will provide community information to event attendees.

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 February 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.

CALENDAR OF EVENTS

A calendar of events has been distributed to all the hotels, restaurants and retail establishments in our February e-newsletter. A hard copy will be delivered to the hotels the first of February.

MARKETING PLATFORM AND CREATIVE STRATEGY DEVELOPMENT RFP

The RFP is scheduled to be distributed Monday, Feb. 3. The deadline for submissions is Friday, Feb. 28. Staff will work to get the submissions reviewed and client referrals contacted so they can be presented to the board for review/approval at the March 4 WCVB meeting. This will be a quick turnaround. We want to ensure everything is reviewed so it may be moved to the April WCVB meeting.

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.

Committee members attended the class on Thursday, Jan. 23 to discuss the spring 2020 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.

WCVB GRANT PROGRAM

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.

The grant program marketing included letters and emails to past recipients, letters to event venues in Warrensburg/Johnson County, numerous Facebook posts and two news releases.

WCVB Board Vacancy

Joe Eccleton submitted his resignation Wednesday, Jan. 1. A news release was distributed to local media announcing the vacancy with the application deadline of Friday, January 31, 2020. Several Facebook posts announced applications were being taken. Staff contacted those who had completed an application for the board within the last 12 months to verify their interest. Those who responded they were still interested will have their application submitted to the mayor for review. As of this report, we have 10+ applications for the mayor to review. The tentative goal is to have the Council appoint a replacement at the Feb. 10, 2020 Council meeting.

Attended Events

Main Street Celebration, Jan. 9
Meeting with Children's Literature Festival Director, Jan. 10
City Council, Jan. 13
MLK Luncheon, Jan. 15
Sunshine Law Workshop, Jan. 15
Warrensburg Economic Coalition, Jan. 16
Meeting with UCM History-Jon Taylor, Jan. 16
Presentation to UCM Marketing Class, Jan. 23
Department Head Meetings, Jan. 7, 14, 21 and 28

Upcoming Events

MACVB Conference Call, Jan. 31
WCVB Board Meeting, Feb. 5
Council Meeting, Feb. 10 & 24
Department Head Meetings, Feb. 4, 11, 18 & 25
MTA Board Meeting, Feb. 18
Capitol Days for Tourism, Feb. 18-19
**Holiday Inn Express Ribbon Cutting, Feb. 19 (I am unable to attend due to Capitol Days.)
Warrensburg Economic Coalition, Feb. 20
Dirty MO Organizational Meeting, Feb. 27
MDT Road Show, March 13
Children's Literature Festival, March 15-17
Central States Anthropology Society, March 25-28
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 using PTO.*