

2019

ANNUAL REPORT



WARRENSBURG CONVENTION AND VISITORS BUREAU

Warrensburg
MISSOURI
SMALL TOWN + BIG SOUL



FROM THE DIRECTOR

What a year! This year we've completed several projects:

- Development of a strategic plan
- Conducted a successful informational campaign resulting in 69% of the voters in the General Municipal Election approving the lodging tax collected to increase from 2.5% to 5%
- Relocating the Visitor Center from the City of Warrensburg Municipal Center to 407A East Russell Ave., Suite 2, Warrensburg
- Filming and airing of an episode on season the Missouri Life TV show
- Evaluating current brand to use for the creation of new brand: Warrensburg, Missouri Small Town + Big Soul

As we move into the upcoming year, we're excited to build on our momentum and to continue moving Warrensburg and Johnson County forward as a destination.

Sincerely,

Marcy Bryant, Tourism Director

Warrensburg
MISSOURI
SMALL TOWN + BIG SOUL

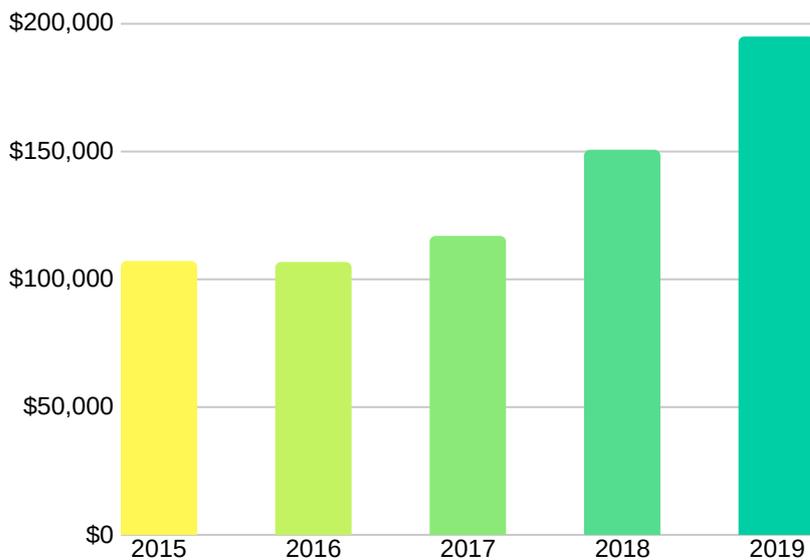


AT-A-GLANCE

The WCVB is a department of the City of Warrensburg and serves as the Destination Marketing Organization for Johnson County. The WCVB promotes Warrensburg and Johnson County as a complete tourism package. This includes dining, recreation, festivals and events, sports, shopping, arts and culture, history and anything that would appeal to a visitor to travel to the area. The board meets the first Wednesday of the month at 3:30 p.m. in the Warrensburg Municipal Building Council Chambers.

The WCVB is solely funded by the 5 percent lodging tax collected on hotel, motel and bed & breakfast rooms in the City of Warrensburg. A reimbursement grant is received from the Missouri Division of Tourism for marketing.

Lodging Tax



Items to Note:

Aug. 2017, the Fairfield Inn & Suites opened.

In 2018, the Belmont Motel closed.

April 2019, the lodging tax rate collected was approved by voters to increase from 2.5% to 5%. Effective June 1, 2019.

WCVB Board

- Tom Koenigsfeld, President
- Chelsea Cantrell, Vice President
- Diane Whitworth, Secretary
- Mason Wirsig, Treasurer
- Ginny McTighe
- Scott Thomason
- VACANT
- Danielle Fesler
- Bryan Jacobs
- Harold Stewart

WCVB Staff

- Marcy Bryant, Director
- Mike Greife, Communication Coordinator



NUMBERS

Tourism Marketing Grant

The WCVB has awarded more than \$20,000 in grants since 2015 to events, festivals and projects in the greater Warrensburg area.

These funds assist qualified organizations with the promotion of tourism activities striving to directly increase lodging occupancy and encourage events to expand their marketing reach, which contributes positively to the growth of tourism in Warrensburg.

Grant Funding Awarded

2015-2016	\$8,007
2016-2017	\$6,757
2017-2018	\$6,688
2018-2019	\$4,595

Missouri Division of Tourism Grant

The WCVB is the designated marketing organization for Johnson County. This designation allows us to apply for grants offered by the Missouri Division of Tourism. The matching reimbursement grants are for marketing purposes only. The MDT offers two grants: Marketing Platform Development Grant and Marketing Matching Grant.

In 2019, the WCVB was awarded the MPD and MM Grant. The MPD grant funded 50% of the brand evaluation and creation development and the MM grant funded 50% of the cost of the Missouri Life episode.

Grant Funding Awarded

2016-2017	\$3,500
2017-2018	\$4,823
2018-2019	\$6,045
2019-2020	\$29,375

Tourism's Economic Impact* Johnson County - 2018

\$63.25 Million
2,144 Jobs

*Provided by the Missouri Department of Revenue.

Social Media



662
Followers



MARKETING/PARTNERSHIPS

Marketing Highlights

- Commercial on KMOS (Mules Football home opener and post-season game)
- MO Life TV Show
- Visitor Guide
- Social Media-Facebook and Instagram
- Digital Ads-Facebook and Instagram
- Sponsorship with KOKO/98.5 The Bar UCM Athletics
- Print Ads-Missouri Life magazine ads and Scenic Guide, Rural Missouri, Show-Me Missouri, Missouri Travel Guide, Missourian Tourism Insert and Big Local Flyer

Event Support Recap

- Accelerated Christian Education International Conference
- Blaine Whitworth 5K Go Big or Go Home*
- Burg Fest*
- Children's Literature Festival
- Community Holiday Parade
- Dicken's Christmas
- Lions All Star Football Game*
- Old Drum Festival, A Dog's Day Out*
- Rotary Fall Conference
- Warrensburg Wheels Car Show

Event support may include membership on event committee, staff volunteering at the event, welcome bags for participants, assistance with securing lodging, and welcome banners at community main entrances.

*WCVB Grant Recipient



COMING IN 2020

Brand Implementation

In 2019, the WCVB was awarded a grant from the Missouri Division of Tourism to conduct brand research, development and visual identity. The WCVB had struggled with the brand messaging and logo centered around Old Drum. The lodging establishments in Warrensburg do not accept animals other than those designated as service animals. Carr Strategies and TREO Marketing worked with the WCVB board and staff throughout the process. Three focus groups were held. Two surveys were distributed.

In 2020, we will work to implement this messaging by incorporating it in our social media platforms, print/digital ads, website, promotional material, Visitor Center, and more.

Brand Message: Nestled in between here and there, we are small in size, but big in soul. One of our greatest assets is our people. We welcome you with open arms to the place we call home.



Additional Items

- Reevaluate strategic plan, revise as needed
- Contract with an experienced agency for marketing services (graphic design, social media content calendar)
- Revise marketing plan
- Review and amend annual social media plan
- Conduct research to learn visitor's demographics and purpose of visit
- Continue to build and strengthen relationships with stakeholders-event organizers, venues, attractions, restaurants, etc.