

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

May 12, 2020

CORONAVIRUS IMPACT

Events: Most, if not all, events from mid-March through July have been cancelled or postponed until later this fall. We have not been contacted since mid-March regarding any potential events coming to the community in 2020.

Lodging Partners: The Best Western is temporarily closed. The Holiday Inn Express and Fairfield have closed floors. All have cut staff, shortened work schedules and more to continue staying open. The general managers are staying positive as they go through this tremendous economic hardship.

We are continuing to assist our lodging partners in various ways. Since this began, I've emailed our partners weekly and sent them a postcard letting know we appreciate them and we're here!

Visitor Center: The Visitor Center will remain closed to the public in observance of the City's State of Emergency. A tentative draft of the reopening plan will be presented to the board at the May meeting.

Social Media: A COVID-19 dining out guide was created and shared on **VisitWarrensburg.com** and social media platforms. Updates were made accordingly.

Communication Coordinator: Mike Greife submitted his resignation Thursday, May 7. Mike worked 20 hours a week as our communication coordinator. Mike voluntarily stopped working in the Visitor Center on March 16 following the City's State of Emergency going into effect. He has enjoyed the last few weeks spending time with his wife and looks forward to traveling and utilizing his camper at Truman Lake. We appreciate Mike's service and hope he enjoys retirement!

NATIONAL TOURISM AND TRAVEL WEEK, May 3-10

We recognized National Tourism and Travel Week by posting spotlights on Facebook for all our lodging partners. Our partners work hard to ensure those visiting our community have a positive experience. A lot of time when those working in our lodging provide the only personal interaction with community visitors. We appreciate their support for the WCVB and the Warrensburg community. This year's theme was #SpiritofTravel.

UCM

Orientation: We were notified UCM has revised their Orientation schedule. They are tentatively planning to host on-site Orientation July 15-17 and 30-31. I will attend each session welcoming students and parents to the Burg. Currently, they are offering virtual Orientations. We assisted by providing community information including pictures, interesting info and more.

Graduation: UCM has postponed spring commencement ceremonies to Saturday, August 1. They are tentatively planning on holding three ceremonies that day.

MISSOURI DIVISION OF TOURISM GRANTS

Recently Governor Parsons cut \$6.5 million from the Missouri Division of Tourism's current fiscal budget. This cut will not impact the current marketing grant program we participate in. Once the state approves the 2020-2021 budget, we will be notified by the division if the amount we are eligible to apply for is revised.

Currently, we are eligible to apply for up to \$25,000 for the Marketing Matching Grant and the monthly allocation of \$250 for the SEM partnership with Madden Media. Applications are due July 15, 2020.

PROJECTS

- Visitor Guide
- Website Redesign
- Tourism Inventory
- Image Library

OUT OF OFFICE (Furlough):

- May 18-22
- June 1-5