

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

June 5, 2020

Visitor Center Reopening

The Visitor Center will reopen to the public Monday, June 15. The Center's hours have been revised to reflect the current staffing and support services available. It will be open 1-4 p.m. Monday-Friday. The part-time communication coordinator resigned effective Thursday, May 7. Cleaning services is no longer outsourced. The director will be responsible for the cleaning of the Center.

With the assistance of Stephane Smith, Warrensburg PD, we have reopening plan that will ensure visitors have a safe environment. Her assistance was greatly appreciated.

Visual reminders (signage and tape) will be placed throughout the Center encouraging social distancing. Visitors will find a hand sanitizing station located by the interior door. Signage will be on the exterior door encouraging those who may feel ill to stay home and those who have a mask to wear it. The director will wear a mask anytime a visitor is in the Center.

A press release announcing the reopening was distributed to local media and the Chamber of Commerce for their e-newsletter-The Flash. It was also shared on our Facebook page.

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. The WCVB, Chamber of Commerce and Main Street will have a table to distribute community information each Orientation session.

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

Admission Marketing Efforts: We were contacted by UCM's Center for Integrated Marketing to assist with community information in promotional pieces. A Zoom meeting was held on Tuesday, June 2 to discuss these efforts. We will be assisting by providing community highlights and images. The community tourism inventory will be shared with UCM CIM and UCM Admission.

Missouri Division of Tourism Marketing Matching Grant

A conference call is scheduled with MDT staff for Wednesday, June 10 to discuss how the WCVB can utilize the grant for digital. The grant has always been utilized for print pieces. As we have learned with the outbreak of Covid, things can change so fast. Events cancelled. Attractions closed. If we can do digital, we will be able to adapt to those situations faster than with print pieces!

The grant application will be submitted to the WCVB Board for approval at the July meeting.

Virtual FAM Tour

I have been invited to provide a virtual FAM tour to Missouri Division of Tourism staff and OBP staff on Thursday, July 16. OBP is the marketing agency for MDT. They will be leading the state's tourism marketing efforts. The familiarization tour will provide the WCVB an opportunity to tell our story so OBP can incorporate our community with the state's marketing.

Budget 2020-2021

The first draft of the 2020-2021 budget will be presented for review to the board at the July meeting. The budget will be presented for approval at the August board meeting.

RFP

There are currently two requests for proposals open. The hotels have received RFPs for the Church of Brethren Missouri and Arkansas Conference (September) and Warrensburg Main Street's Quarterly Meeting (November).

Johnson County EMA & WCVB Partnership

I have been working with Johnson County EMA to secure a new partnership for the 2020-2021 year to obtain drone footage from events and/or location shots. In 2019-2020, we signed the agreement and paid the funds up front. This year's agreement will allow us to only pay the \$250 fee per event if we decide to secure their services. Johnson County EMA understands the financial restraints the WCVB is currently experiencing. The rate of \$250 is incredibly low compared to others offering the service in the area. The funds were allocated in the revised budget approved May 14, 2020.

WCVB 2020 Community Grant Program

Big Brothers Big Sisters Holiday Event-Home Tour & More: I spoke to Dana Phelps, BBBS director, and they are evaluating the event and its status. It may be moved to 2021. I will keep the board updated when I receive any information.

Todd Hamann Memorial Golf Tournament-The event has been cancelled for 2020.

Blaine Whitworth Go Big or Go Home 5K has been moved to October.

Burg Fest-The event is still on the calendar. If that changes, I will advise.

United Way Basketball Event-The event is still on the calendar. If that changes, I will advise.