

## **CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT**

Marcy Bryant, Director of Tourism

September 7, 2020

### **Visitor Center Update**

The Center is open 1-4 p.m. Monday-Friday. There is signage regarding social distancing and the mask requirement on the exterior doors and throughout the Center.

### **Show Me Grant**

The Missouri Division of Tourism notified the WCVB the organization had been awarded \$104,400 in Show Me Strong Funds. This is a reimbursement grant. The grant will be used for reimbursement of payroll expenses, marketing, and supplies for the Visitor Center. The grant is made possible from CARES funds. All marketing and supplies must relate to Covid-19. All reimbursements must be submitted by Nov. 15, 2020. MDT has announced there will not be additional grant funds available in the spring. The two grants WCVB has utilized in the past will not be available-Marketing Matching Grant and Marketing Platform Development.

### **Website**

As per the agreement the WCVB signed with CivicPlus in 2017, the website-VisitWarrensburg.com is eligible for a redesign at no cost. The City's site will be redesigned as well. I attended a meeting July 15 to discuss the project and timeline. This project will kick off in September. This would not be possible without the City's support by allowing us to utilize their agreement with CivicPlus. The WCVB was able to secure a redesigned website at a significantly lower cost.

The WCVB was charged the rate for a department header. This means the WCVB must follow the City's template throughout VisitWarrensburg.com. CivicPlus has provided information on the cost allowing the WCVB having more input on the design/layout of the VisitWarrensburg.com pages. This information will be presented to the board at the September WCVB Board Meeting.

### **Visitor Guide**

The WCVB's visitor guide had to be put to the side as other priorities came forward and with the loss of our part-time communication coordinator. I am hopeful to pick up the pieces and continue with this project, so an updated guide is in distribution for early 2021.

### **WCVB 2020 Community Grant Program**

Big Brothers Big Sisters Holiday Event-Home Tour & More: As of the report date, the event is has been altered. They are planning an event that day but have cancelled the evening part.

Blaine Whitworth Go Big or Go Home 5K has become a virtual race.

Burg Fest-cancelled

United Way Youth Basketball Event-cancelled

### **Face Mask Donation**

At the August meeting, the WCVB Board approved an allocation of no more than \$600 for face mask donations to local nonprofits offering events open to the public through December 2020. The program is provided first-come, first-serve. The nonprofits must follow the same criteria the WCVB has for the community grant program. Each nonprofit will receive three boxes of 50 masks. Limit one donation per nonprofit. The request form can be found on VisitWarrensburg.com.

As of the report date, two nonprofits have received face masks.

Johnson County United Way-Youth Chalk Walk  
Warrensburg Animal Rescue-Garage Sale