

WCVB DIRECTOR'S REPORT
Marcy Bryant, Director of Tourism
March 8, 2021

Recap: WCVB Received Grants

Since October 2020, the WCVB has received \$101,907 in grant funding. A percentage of the amount received was posted to FY 20-21, as the expenses occurred during that fiscal year.

The WCVB has been awarded \$30,410 since January 2021 to assist with advertising expenses. The grants are reimbursement, minimal match. The funds will be received in FY 20-21. The WCVB was recently notified it has received the Missouri Division of Tourism Marketing Matching Grant 2.0 for \$21,739.

In less than a year, the WCVB will have administered over \$130,000 in grant funding. Most of the funds, more than 80%, have/will be utilized for advertising expenses. A big thank you to the City Finance Department for all their support and assistance with the grant administration.

Website

VisitWarrensburg.com has been redesigned and launched. The WCVB Board approved the expense of upgrading the department header package. The upgrade allowed the WCVB to utilize features not available on the basic department header package. The WCVB greatly appreciates the City allowing the WCVB to partner on this project. We had a friendly reminder when Covid hit how important our digital presence is.

UCM 150 Celebration in 2021 - 150 Years of Education For Service

The WCVB along with the Warrensburg Chamber and Warrensburg Main Street are serving on UCM's Sesquicentennial committee. The three organizations are working together to host events 2021 in collaboration with UCM Alumni and Foundation and other departments/offices to show appreciation to UCM faculty, staff, and students. The celebration's website is **150.UCMO.edu**. A list of events is included on the site.

UCM 150 Upcoming Event: Thursday, March 25

UCM Historic Tour and Ghost Buildings of the Great Fire

Register at [facebook.com/events/473627033661889](https://www.facebook.com/events/473627033661889)

The event is free. The WCVB, Chamber of Commerce and Warrensburg Main Street are sponsoring the event by providing flashlights and refreshments.

WCVB 2021 Community Grant Program Updates

At the February WCVB Board meeting, the WCVB Board approved adding additional application dates and opening the eligibility requirement to 501c6 nonprofit organizations.

To advertise the revisions, I have posted on the Visit Warrensburg FB page, updated the website (including a news flash spotlight), distributed a press release to local media and sent an email to past grant recipients. Notifications will be made throughout the grant program.

As of March 8, one application has been submitted for the March 27 deadline.

Groups: NCAA Women's BB Central Region Tournament (March 12-15)

The tournament will be played at UCM's Multipurpose Building. We have some teams and the NCAA officials and staff staying in Warrensburg. We offered to provide individual bags with community information (map, restaurant guide, etc.) the hotel staff can distribute to guests. Due to Covid precautions, material distribution looks a bit different. A limited number of spectators will be allowed. Tickets are available on the UCM Athletics website. The tournament's organization is being handled by the NCAA and not UCM Athletics.

WCVB Board Meetings

The WCVB continues to meet via Zoom the second Thursday of the month at 10 a.m. The log in information is on the meeting's agenda and on the VisitWarrensburg.com site.

Upcoming Events:

April 28-30

MACVB Conference, Independence MO

August 10, 2021

In celebration of the 200th anniversary of Missouri's statehood. We will be working with the City of Warrensburg to bring this event to the Burg. To learn more about the statewide event, visit missouri2021.org/ice-cream-social. More details to come for the event here in Warrensburg.

Upcoming Projects:

WCVB Strategic Plan (Update)

The WCVB has a strategic plan, but it needs to be revised. The plan was adopted January 2019, prior to the lodging tax increase in April and Visitor Center relocation in July. Several of the goals were focused on these two items.

The WCVB Board will meet in July to revise.

WCVB Budget FY 21-22

A preliminary budget will be presented for review at the July meeting. Following the strategic plan update, the budget will have necessary revisions made and presented to the board for approval (tentatively at the August WCVB Board Meeting).

Summer Social Media Campaign

In 2020, the WCVB adopted its brand with a new logo and callout...Small Town + Big Soul. This summer, we are working on a social media campaign that will focus on those who make our community what it is. Those working behind the scenes, making the Burg the vibrant, dynamic community we all know it to be.