

WCVB DIRECTOR'S REPORT
Marcy Bryant, Director of Tourism
April 6, 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.

American Rescue Plan

The City of Warrensburg has been allocated to receive \$3.7 million for the American Rescue Plan. The plan stipulates the funds be utilized for a variety of needs for the municipality including aid to impacted areas such as tourism, premium pay for essential workers, government revenue losses due to the pandemic, and necessary investments in water, sewer or broadband infrastructure. The City has created a task force and is in the information gathering stage. I have been invited to serve on this task force.

As you can see this is a rather long list. The City has a big undertaking in developing a plan for the fund allocation. More details to come on the impact this may have for the WCVB.

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.

I received notice from Missouri Division of Tourism on Monday, April 5 the MDT logo must be present on the website to continue receiving the MDT grants. I contacted CivicPlus to get the logo added to the footer of the home page. They are going to contact me regarding the cost to make this revision since it is out of the scope of the work in the agreement. I will update the Board as soon as I know the cost.

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

UCM 150 Upcoming Event: Thursday, March 25 (Postponed to Thursday, April 2 due to weather)

UCM Historic Tour and Ghost Buildings of the Great Fire

The event was free. The WCVB, Chamber of Commerce and Warrensburg Main Street sponsored the event by providing flashlights and refreshments. The organization's directors assisted at the event with registration and serving the refreshments.

The UCM 150 book is available at the University Store for \$50.00. I believe there is discussion regarding the hosting of a book signing event in the future.

I continue to attend the UCM 150 Celebration Committee meetings each week.

WCVB Video

I am working with Roy Millen on a video the WCVB can utilize this summer highlighting the Burg on social media. Roy has a longstanding history of doing incredible work. I will keep the Board updated on the pieces progress. We are currently working on pulling all the resources (images, film, etc.) to assist him with the video's production.

Presentations

This week I will be presenting to two groups regarding the WCVB and area tourism.

April 6-Johnson County Retired Teachers

April 6-Warrenburg Noon Rotary

Internship-Summer

I have been contacted by two UCM students interested in completing an internship with the WCVB this summer. This would be at a cost to the WCVB. One student would be for the entire summer (est. 10 weeks) and one would be for a few weeks.

This would be at a cost for the WCVB. This expense was not included in the FY 20-21 budget. The revenue received for this budget year are coming in higher than projected. The WCVB has the funds to make this revision.

If the Board agrees in consensus, I will proceed with getting numbers for the board to review and approve at the May WCVB meeting.

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. Next meeting is Thursday, May 13.

Upcoming Events:

April 28-30

MACVB Conference, Independence MO

May 28, 2021

Next WCVB Grant Application Deadline

August 10, 2021

In celebration of the 200th anniversary of Missouri's statehood. We will be working with the City 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.

Out of Office:

April 26-28 (MACVB Conference)

May 12 MTA (Planning Retreat)

May 30-June 4 PTO

July 12-16 PTO