

**WCVB DIRECTOR'S REPORT**  
Marcy Bryant, Director of Tourism  
May 11, 2021

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

The UCM 150 book is available at the University Store for \$50.00. The McClure Archives and University Museum is discussing the possibility of hosting of a book signing event in the future.

Dr. Amber Napoleone-Clifford brought the WCVB a large poster with the bigger events included. It is posted in the Visitor Center.

I continue to attend the UCM 150 Celebration Committee meetings each week. During the summer they will revise the meeting schedule to once a month.

Learn more about the celebration at [150.ucmo.edu](http://150.ucmo.edu)

**Amtrak**

A letter of support for Amtrak services was sent to Senator Denny Hoskins on April 16, 2021. The letter asked Sen. Hoskins to support restoring the services budget to \$2.8 million, which would allow it to provide two trains per day (as it was pre-Covid) and the revision of the language in Section 4.530 of HB4 to "passenger rail service in Missouri". The language revision would allow for additional trains per day and not commit the legislature to future funding.

**WCVB Visitor Guide**

Last week I distributed our last visitor guide. This week I put the final touches on a draft of an updated guide. This guide incorporates our new brand and styleguide. The files were sent to the printer May 6, 2021. I hope to present the piece to the Board at the June WCVB Board meeting.

**MDT Grants**

The *MDT 2021 MMG Grant* concluded April 30, 2021. Once an invoice has been received from Madden Media, I will submit for reimbursement. The grant award was \$8,663.

The *MDT 2021 MMG 2.0* grant started May 1, 2021. It will conclude June 30, 2021. It is funding the digital campaign we are currently running. The grant award was \$21, 747.

The *MDT 2022 MMG* grant application submission is on the May WCVB Board Agenda. The application deadline is May 28, 2021.

**Internship**

The WCVB Board approved offering internship opportunities to students this summer during the April WCVB Board meeting. We had two UCM students and their intern coordinators contact the WCVB regarding summer internship opportunities.

The internship opportunities were posted by the City of Warrensburg HR department. The application deadline was May 9. We had two applicants (the students who had previously reached out). We hope to have them begin prior to June 1. The interns will assist with special projects and visitor center support. Once the hiring process is complete, I'll introduce the board to them.

**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. I have reached out to several in the Missouri tourism industry to seek a facilitator with tourism knowledge.

The WCVB Board will meet following the annual meeting in July to revise.

WCVB Budget FY 20-21 REVISED

There have been no additional revisions to the FY 2020-2021 WCVB Budget the Board reviewed during the April 2021 WCVB Board Meeting. If the WCVB is approved to receive the MDT 2022 Grant, there will be additional revisions. The grant starts July 1, 2021.

WCVB Budget FY 21-22

I have been working on the WCVB 2021-2022 budget. A preliminary budget will be presented for review at the July meeting. Following the strategic plan update, the budget will have any 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.

**WCVB Board Meetings**

At the end of the May 13 the WCVB Board meeting, the board will decide in consensus if the next board meeting will be held in-person or via Zoom. The next meeting is scheduled for 10 a.m. Thursday, June 10, 2021.

**Upcoming Events:**

*May 28, 2021*

*Next WCVB Grant Application Deadline*

*Missouri Division of Tourism*

*August 10, 2021*

*In celebration of the 200<sup>th</sup> 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](http://missouri2021.org/ice-cream-social). More details to come for the event here in Warrensburg. We have Missouri Bicentennial Passports featuring events celebrating Missouri's 200<sup>th</sup> anniversary in statehood. If you would like to pick one up, please stop by the Visitor Center or let me know and we will make sure you get one.*

**Out of Office:**

May 30 (Memorial Day) -June 4 PTO

July 12-16 PTO

**Attached:** Classroom Thank You and Letter to Sen. Hoskins