

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

WCVB Visitor Guide

We are down to our last stack of visitor guides. The updated guide incorporates our new brand and style guide. The piece will be printed, and an electronic file will be posted on our website- VisitWarrensburg.com. We received a design proof this week. We are working to have the piece in distribution early this summer.

Missouri Division of Tourism Grant

The MDT 2022 MMG application was submitted for \$70,000 to utilize for digital marketing July 2021-June 2022. We will receive award notification in June.

The MDT 2021 MMG 3rd Quarter reimbursement request has been submitted.

WCVB Board Meetings

The WCVB Board meetings have been held via Zoom since April 2020.

At the conclusion of each meeting, the Board discusses the method the upcoming meeting will be held. The Board's decision is reflected on the meeting's agenda and on the City's and WCVB's website.

Upcoming Events:

July 30, 2021

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. We have Missouri Bicentennial Passports featuring events celebrating Missouri's 200th 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.

Internship

The WCVB has two interns with us this summer. Noah Sweeney and MaKenzie Cooper were offered the positions. Their first day was Tuesday, June 8. They started their first day completing a scavenger hunt of various locations in the Burg. This activity's goal was to get them familiar with the community and our diverse offerings. Sweeney will assist with the overall operation of the WCVB. Cooper will work on special projects.

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 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).

The City Council work session on Monday, June 14 will begin at the Visitor Center with a brief tour and update on the WCVB budget. We are excited to have this opportunity!

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.

Presentations

I presented to the Noon Rotary Club on Tuesday, June 8.

Out of Office:

July 12-16 PTO