

WCVB DIRECTOR'S REPORT
Marcy Barnhart, Director of Tourism
September 7, 2021

Upcoming Projects/Events/Groups:

UCM Historic Tour-UCM Family Weekend
September 24 & 25

The UCM 150 Committee and the UCM McClure Archives and University Museum are hosting two historic tours the weekend of UCM's Family Weekend. The WCVB assisted with the ordering of refreshments (paid by UCM Alumni and Foundation Development). The WCVB will assist the evening of September 25 by overseeing the refreshment table.

Burg Fest
October 1 & 2

The Committee and Main Street are going full steam ahead! They have done a wonderful job planning a festival for all ages. WCVB will assist by providing community bags for the car show participants and promotion.

UCM Homecoming
Oct 23 & 24

Visit <https://150.ucmo.edu/events/> for a schedule.

WCVB will assist by serving on the UCM 150 committee and promotion. A full-page ad was placed in the September Rural Missouri magazine for the celebration. The ad was paid for by the WCVB.

Warrensburg Holiday Parade/ Dicken's Christmas and Living Window
December 3 & 4

The parade committee had its first meeting, and the decision was made to proceed with the events organizing. Main Street will host Dicken's Christmas the following day. WCVB will assist with promotion and event support.

WCVB Board Meetings

During the September Board Meeting, the Board will discuss the method in which we host future meetings. One proposal is to hold Zoom meetings throughout the year with in-person meetings being held quarterly and during special meetings such as work sessions, etc.

Grant Update

All of the campaigns in the Missouri Division of Tourism Marketing Matching Grant 2022 have launched. The grant is being utilized for the WCVB's digital marketing (July 2021-June 2022). Madden Media is overseeing the administration of the campaigns.

The MDT MMG 2021 fourth quarter reimbursement request was submitted on Friday, August 27. The reimbursement is for \$21,000. Once the reimbursement is received the Board will be updated

The WCVB Grant Committee will be meeting soon to discuss the 2022 WCVB Grant Program. The 2021-2022 WCVB Budget provided an increase in the account by \$5,000. The line item is \$15,000 for the fiscal year.