

# Warrensburg Convention and Visitors Bureau

MISSION: As storytellers we encourage visitors to discover the soul of our community by sharing memorable and vibrant experiences.

VALUES: Collaboration, Creativity, Authenticity, Integrity and Knowledge

## G O A L 1: VISITOR CENTER (LOCATION) VISIBLE-WELCOMING-ACCESSIBLE

OJECTIVE: Secure Interim Visitor Center

Strategy: Work with the WCVB Visitor Center Committee to secure a location that fits the WCVB's purpose and budget by March 1, 2022

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create a priority list for the facility	Staff Visitor Center Committee	H		ST-Oct 2021	Staff and Board	
Create a budget for the facility	Staff Visitor Center Committee Executive Committee	H		ST-Oct 2021	Staff and Board	
Identify potential locations that fit within the budget created	Staff Visitor Center Committee	H		ST-Oct 2021-Feb 2022	Staff and Board	

Strategy: Work to secure a permanent location

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Continue conversation with City of Warrensburg regarding location, funding, etc.	Staff Visitor Center Committee City Administration	H	Ongoing		
Have a conceptual visitors center created	Staff Visitor Center Committee City Administration	H	Ongoing (6-18 months)	Staff, Board, Contractor and Funding	
Build a new Visitor Center	Staff Visitor Center Committee City Administration	H	MT (3-5 years)	Staff, Board, City Administration, Contractors, Funding and Location	

**G O A L 2: VISITOR PROFILE CREATED (RESEARCH)**

Objective: Receive proposals from agencies of record to conduct a visitor profile

Strategy: Work Session with Executive Committee to develop RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Review colleagues recently utilized RFPs for a Visitor Profile Creation	Staff	H	ST	Funding and Fellow MO CVBs	
Identify funding sources to pay for the service	Staff	H	ST		

Objective: Enter into an agreement with an agency of record for the creation of the Visitor Profile

Strategy: Present Submissions to WCVB Board for approval

Conduct work session with WCVB Executive Committee to review and evaluate submissions	Staff WCVB Executive Committee	H	ST		
Contact agency's submitted prior client list	Staff	H	ST		

**G O A L 3: MARKETING PLAN**

OJECTIVE: Utilizing Visitor Profile and Brand to create a marketing plan

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L- TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Secure an agreement with an agency of record for services following the Visitor Profile study

Create and distribute RFP for services	Staff	H	ST-following Visitor Profile	Staff and Input from MO CVBs	
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OJECTIVE: Implement the marketing plan

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L- TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Work within the budget to implement the plan

Evaluate current budget following the plans creation for needed amendments and future budget marketing needs	Staff	M	ST/MT	Staff and Funding	
Incorporate items identified in the plan on futre budgets	Staff	H	Ongoing	Staff and Funding	

**G O A L 4: FOSTER RELATIONSHIPS**

OJECTIVE A: Secure community members to serve as ambassadors (storytellers)

Strategy: Identify missing partnerships and potential groups/organizations to assist with telling our story

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Identify 5-7 community partners	Staff Board	H	Ongoing	Staff and Board	

OJECTIVE : Actively work to strengten relationship with UCM Community and provide quarterly updates to WCVB Board

Strategy: Create, build, and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Meet with UCM Administration a minimum of twice a year to discuss partnership opportunities	Staff UCM Administration	H	LT-Ongoing	Staff and Board	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT-Ongoing	Staff and Funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT-Ongoing	Staff and Funding	

OJECTIVE : Actively work to strengten relationship with WAFB Community

Strategy: Create, build, and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Attend Military Affairs Committee meetings and continue membership	Staff	M	ST-Ongoing	Staff and Funding	
Attend Base Community Council Luncheon meetings and continue membership	Staff	M	ST-Ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST	Staff and funding	
Implement ways identified through meeting attendance	Staff	H	MT (3-5 years)	Staff, Board and Funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-Ongoing	Staff, Funding and Promotional Materials	

**G O A L 5: MAINTAIN FINANCAIL STABILITY/SUSTAINABILITY**

OBJECTIVE: Create the WCVB a financial plan (3 & 5 years)

Strategy: Staff and Finance Committee to develop a financial plan identifying short-term and long-term goals

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Utilize marketing plan to determine marketing opportunities	Staff and Marketing Committee	H	ST	Staff and Research	
Develop a contingency plan for revenue (funding opportunities)	Staff and Finance Committee	H	ST	Staff and Research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST	Staff	
Identify day-to-day financial procedures and budget procedures and create written document for Board review and approval	Staff and Finance Committee	H	ST	Staff	
Continue to evaluate and assess financial document to stay current on the City's financial policies and procedures	Staff and Finance Committee	H	Ongoing	Staff, Board and City Finance Department/Administration	

Approved 8/25/2021