

**WCVB DIRECTOR'S REPORT**  
Marcy Barnhart, Director of Tourism  
April 12, 2022

**April Meeting**

The next WCVB Board meeting will be in-person *10 am Thursday, April 14*. The meeting will start with housecleaning items (minutes, financial reports, etc.) and then we will take a tour of 205 N Holden Street-the future home of the Warrensburg Visitor Center. The WCVB would like to welcome the City Council and any City staff to join the Board on the tour.

**National Volunteer Recognition Month**

Thank you to the WCVB Board for serving on the Board. You volunteer your time and support to help the WCVB accomplish its mission. Thank you!

**2022 WCVB Board Meetings**

In 2022, the WCVB Board Meetings will be held in-person quarterly and by Zoom in-between. Information regarding the meetings can be found on the City's and WCVB's websites. The in-person meetings will be held at the Municipal Building in the Council Chambers.

The Board meets the second Thursday of the month at 10 a.m.

**2022 Meeting Schedule:**

<b>In-Person</b>	<b>Zoom</b>
January	February
April	March
July	May
October	June
	August
	September
	November
	December

**Visitor Center Relocation**

The day-to-day operations of the Warrensburg Visitor Center will move to its prior location in the Warrensburg Municipal Center effective May 4, 2022. The Center at 407A East Russell Ave, St. 2, will close to the public on Tuesday, April 26 at 4 p.m. and reopen Wednesday, May 4 at 200 S. Holden-Council Chambers.

This move will be interim until the renovations at 205 N Holden are completed.

**Grant Update**

*MDT Grant Program:*

The spring/summer digital ad campaign included in the Missouri Division of Tourism's Marketing Matching Grant 2022 program launched April 1! The campaign is incorporating Instagram and Facebook. It is targeting those in Missouri, Oklahoma, Kansas, Nebraska and Iowa.

The MDT MMG 2022-2023 application deadline is May 27, 2022. The WCVB is eligible to apply for up to \$25,000. Staff is reviewing and will present the application to the Board at the May WCVB Board meeting. The WCVB received \$70,000 from the MDT MMG Program in 2021-2022.

*WCVB 2022 Grant Program:*

The next application deadline is Friday, April 29. A press release was distributed to local media. Numerous posts have been made on social media regarding the program. Information was included in the Chamber Flash and Johnson County Economic Development Corporation newsletter. Emails were sent to past recipients.

**Advertising Support**

The WCVB placed a full-page ad in the Missouri Life magazine June issue highlighting summer fun in the Burg. The ad incorporates images from Nassif, Warrensburg Farmers Market, Lions Lake, Meyers Market (Warrensburg downtown) and July 4<sup>th</sup> events. The WCVB sponsored content in the April 13 e-newsletter Missouri Life distributes highlighting the Warrensburg Farmers' Market. A full-page ad was placed in the Terrain magazine June/July issue highlighting Spirit Trail, Lions Lake Trail, area golfing and Knob Noster State Park.

The spring/summer digital campaign includes images of Warrensburg Parks and Recreation parks and facilities, Spirit Trail, Warrensburg's downtown, Knob Noster State Park, Powell Gardens, UCM Bowling Center, and more.

### **Social Media**

We are working on a special campaign similar to the one we ran in the winter (Small Town + Big Soul). This organic campaign will focus on the fun spring/summer attractions and events in the area. We have approximately 10 individuals from different organizations participating. I will update you on the tentative launch date.

National Tourism Week (May 1-7) will be an opportunity for us to highlight the teams at all our hotels. They make it happen! We can't thank them enough. We will work with each hotel to get a picture to use in the spotlight.

### **WCVB Important Dates**

- April 13 MORPAC Quarterly Meeting in Jefferson City-Visitor Center Closed
- April 14 WCVB April Board Meeting In-Person!
- April 26 Care Connection Volunteer Fair at the Johnson County Fairgrounds (Presentation at 9 a.m.)
- April 27-May 3 Warrensburg Visitor Center Closed
- April 28 MTA Educational Workshop in Jefferson City
- April 29 WCVB Community Grant Application Deadline
- May 1-7 National Tourism Week!
- May 2-National Tourism Week Recognition at Amtrak Station at 9:34 a.m.
- May 3 WCVB on KOKO at 8:45 a.m.
- May 4 Warrensburg Visitor Center OPEN at 200 S. Holden (Warrensburg Municipal Center)
- May 12 WCVB May Board Meeting Zoom