

WCVB DIRECTOR'S REPORT
Marcy Barnhart, Director of Tourism
March 7, 2023

WCVB Community Support

GRANT: The WCVB Board awarded three sports grants at the February Board Meeting. The recipients are Big Brothers Big Sisters of Johnson County-Cornhole Tournament, Johnson County Cancer Foundation-Golf Tournament and the Blaine Whitworth Go Big or Go Home Foundation-Golf Tournament. The next deadline is Friday, March 31. Additional deadlines are subject to fund availability.

SPONSORSHIP: We are publicizing this new program by sharing on social media and sending a press release to local media.

Missouri Division of Tourism Marketing Matching Grant Update

Due to revisions implemented by MDT, the WCVB's reimbursement request for the second quarter had been delayed. The WCVB applied for reimbursement January 31, 2023. As of Friday, March 3, 2023, we had submitted all the newly added criteria for reimbursement. I am hopeful the reimbursement will be received in March. The total reimbursement is for the \$22, 286 for digital advertising completed October-December 2022. The grant deadline for the 2024 MDT grant program is May 15, 2023. The WCVB is eligible to apply for \$37,500. The application will be presented to the Board for approval at a future meeting. I have several workshops scheduled to learn about the changes being implemented for the 2024 grant year.

ARPA Local Tourism Asset Development Grant

The WCVB has received not received any notification regarding the Local Tourism Asset Development Grant the organization applied for in December.

205 North Holden Update

WCVB Director continues to work with Senior Project Manager Bill Graves and Enneking Construction. They have been tremendously patient with me explaining various terminology and reasoning. The WCVB Board approved the first change order for the project for \$35,964 for the following: dehumidifier, sump pump, cleaning the crawl space and the installation of a vapor barrier and replacing the subfloor and support joists/posts. The first invoice for the renovation project was received on Friday, March 3. It was processed for payment Monday, March 6 following the consent by Graves. The invoice was the amount of \$95,633.04.

MACVB Conference

I serve on the Missouri Association of Convention and Visitors Bureau Conference Committee. I will be out of the office attending the upcoming 2023 conference in St. Charles Sunday, April 23 through Wednesday, April 26.

MACVB Group Itineraries

The MACVB Small Markets Committee has created itineraries for small markets with various themes (Church, Spooky, Holiday Lighted Display, Historic Downtown and Unique). The itineraries are being updated for 2023-2024. The deadline to submit is March 15, 2023. I will work to include Warrensburg/Johnson County on as many as we are eligible for. The Missouri Division of Tourism helps promote the itineraries on their website and through social media. They also work to reach out to planners.

Warrensburg Visitor Guide

The format for the guide is changing for the 2023 piece. The reformatting will help us tell Warrensburg's story. It will take a bit more time than the tri-fold brochure we've done in the past. We are working with a designer to assist with the piece. It will be available for distribution early spring.

Social Media

WCVB Communication Coordinator MaKhi Thurman has been working on the Visit Warrensburg social media accounts. We continue to find the Weekend Fun post is popular and it receives a lot of engagement. This week he launched the year long scavenger hunt contest.

I hope you have noticed his latest social media outreach-Friday Outings. Makhi and I visit stores/attractions and learn about their offerings. We have had several contact us asking us to stop by. It is a great way to promote the offerings in our community. The engagement has been great. We hope to see it increase as we continue. MaKhi works an average of 12 hours per week.

Event Support

Children’s Literature Festival March 5-7, 2023

WCVB provided local mementos to the illustrators and writers presenting. An email was sent by the WCVB to local businesses with signage asking them to help us welcome the groups to the community. You may have noticed the welcome on the electronic sign near Walmart owned by Gator Graphics. They provided this at no cost.

Community Support

The WCVB has provided community information bags to various UCM offices/departments since the start of the spring semester. More than 100 bags have been distributed.

We will be providing community information bags to several of the elementary schools in Warrensburg to distribute. Along with 150 “Get to Know the Burg” bags we provide to the first graders at Ridge View Elementary in March.

National Travel and Tourism Week May 7-13, 2023

Staff is working on planning out the WCVB’s recognition of the week. More details to come!

Missouri River Runner Marketing

Communities along the Missouri River Runner are discussing the opportunity in 2023 to do a station takeover in Illinois, Chicago area, and promote Missouri River Runner, Missouri tourism and our specific communities. The Missouri Division of Tourism will be providing financial support for the expense related to the takeover. The local communities will have a cost to participate and their individual cost of travel.

I believe this will be a worthwhile effort for the WCVB and will provide more details to the Board as they become available. The coalition meets monthly by Zoom to discuss our marketing efforts.

Short Term Rentals-Lodging Tax Update

I assisted the City regarding the issue by providing input from Missouri communities that receive lodging tax from Airbnb to the City Manager and the City Finance Director. I contacted Hannibal, St. Charles, Independence, and Jefferson City. I did not hear back from Independence.

As per state statute, the City is the taxing jurisdiction for the lodging tax. The WCVB has no enforcement powers.

I do not have an update regarding the auditing process or the enforcement of penalties for those lodging establishments not remitting the lodging tax.

WCVB Board Meeting

The WCVB Board Meeting will be held 10 am Thursday, March 9, 2023 by Zoom.

Meeting agendas can be found on the City’s website: Agendas and Minutes.

*The Board may change the location and time of the April meeting. They have been invited to attend a tour of Western Missouri Medical Center the afternoon of April 13. A decision will be made on this schedule change at the March meeting.

2023 WCVB Board Meeting Schedule:

In-Person	Zoom
January	February
April*	March
July	May
October	June
	August
	September
	November
	December