

VISIT KC REPORT

Kansas City

Photo by Jason Dailey



MISSION

Ignite global passion
for Kansas City.

VISION

Serve as a primary
catalyst for extraordinary
and continuous **economic
growth** of the convention
and tourism industry.

VISIT KC

Directly accountable for driving visitation

Chief sales and marketing agency

Supported by membership of more than 800 businesses

The “outside” sales force for the KC Convention Center

SINCE 1995

The Missouri Division of Tourism's Promote Missouri Fund awards grant funds toward the support of local performance-based tourism marketing projects on a 50/50 fund matching basis.

- Became national model for state tourism funding
- Funding mechanism created in 1993, known as House Bill 188

PROMOTE MISSOURI FUND PROGRAM

The Promote Missouri Fund Program is distributed among two separate industry programs that are designed to maximize the resources of both Missouri Department of Tourism and its certified Destination Marketing Organization partners based on a county's tourism level.

The two Promote Missouri Fund opportunities are:

- 1. Marketing Matching Grant**
2. Marketing Platform Development
 - Specific to County Tourism Level 1 – 5 Only

WHAT IS A DMO?

A Destination Marketing Organization (DMO) is defined as a non-profit Missouri corporation or government unit responsible for and actively engaged in the promotion and marketing of tourism in Missouri supported by the organization's mission, charter, budget, funding sources and financial statements.

MO MARKETING MATCHING GRANT

Award amounts are based on the County Tourism Level (CTL) of the certified DMOs. CTLs are updated annually to reflect changes in the economic position of the county and all data are collected from state agencies.

The CTL formula considers:

- limited tourist expenditures
- lodging expenditures
- tourism employment
- state parks with overnight opportunities
- the level of Promote Missouri Funding awarded in the previous three years

MO MARKETING MATCHING GRANT

Award amounts are based on the County Tourism Level (CTL) of the certified Destination Marketing Organizations.

Requires:

- Application inclusive of media budget
- Quarterly project reporting and *reimbursement* requests
- End of fiscal year final project summary report
- Ad effectiveness study (CTL 6 - 8) (incremental cost to DMO)

MO MARKETING MATCHING GRANT

A 50/50 matching program for pre-approved **leisure travel advertising** completed in pre-approved media markets.

- Funds can **only** be used to purchase media and are reimbursed with proper tracking documentation on a quarterly basis
 - Creative must be pre-approved prior to media insertion
 - Media channels must be approved by MDT
 - Project budgets must be pre-approved

Failure to comply with any requirements results in denial of reimbursement.

MO MARKETING MATCHING GRANT

The grant is not:

- A stipend
- For administrative fees, creative or event production
- Usable for markets within 50 miles of the destination

MO MARKETING MATCHING GRANT

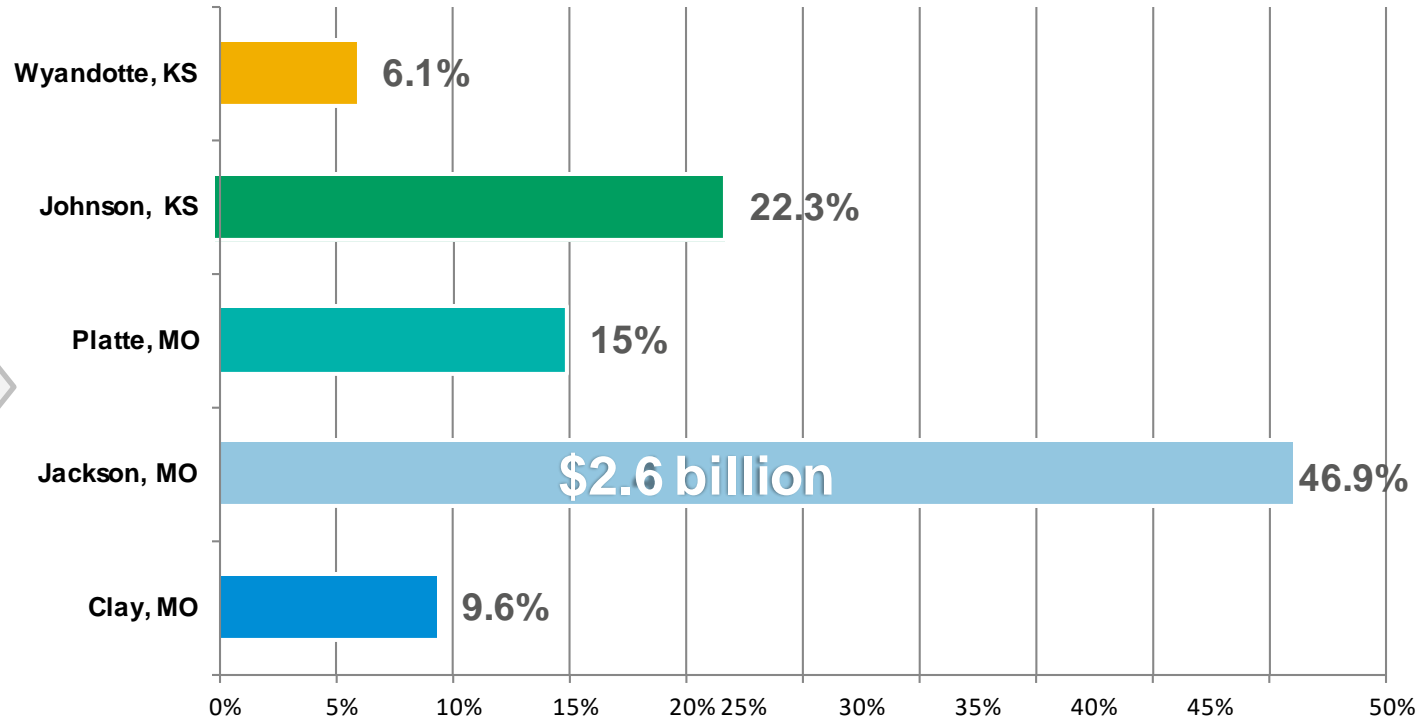
This funding must be matched at 100% -- for every \$1 of MDT money spent, at least \$1 of DMO money must be spent

- 50% of Leisure Marketing budget is Missouri Division of Tourism Marketing Matching Grant funding
- The remaining 50% is matched by combined VKC marketing cooperative media partners and Visit KC budget funds

Economic Impact of Tourism

THE IMPACT OF TOURISM: VISITOR SPENDING

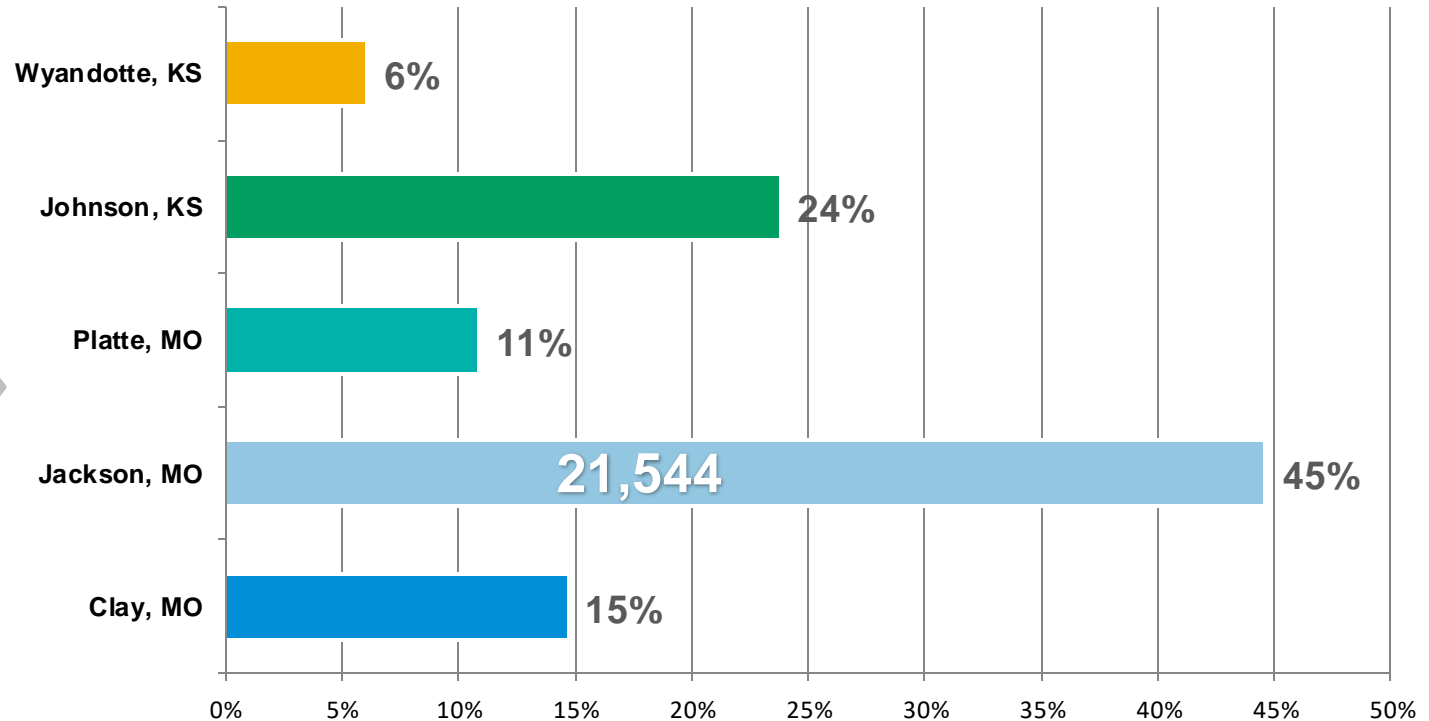
**\$5.6 billion
Economic
Impact**



Source: *Tourism Economics* and *Longwoods TravelUSA*, 2018

THE IMPACT OF TOURISM: EMPLOYMENT

**48,351 JOBS
METRO-WIDE**



Source: Tourism Economics, 2018

JACKSON COUNTY'S 2018 TOURISM ECONOMIC IMPACT

Expenditure Category	Jackson-MO In Millions
Lodging	\$ 441.50
Food & Beverage	\$ 396.20
Retail Trade	\$ 333.70
Recreation	\$ 248.50
Air Transport	n/a
Gasoline Stations	\$ 114.10
Other Transport	\$ 70.80
TOTAL Direct Spending	\$ 1,604.70
Indirect & Induced	\$ 1,025.60
TOTAL Economic Impact	\$2,630.30B

Source: *Tourism Economics and Longwoods TravelUSA*, 2018

Jackson County Representation

PROMOTING THE REGION

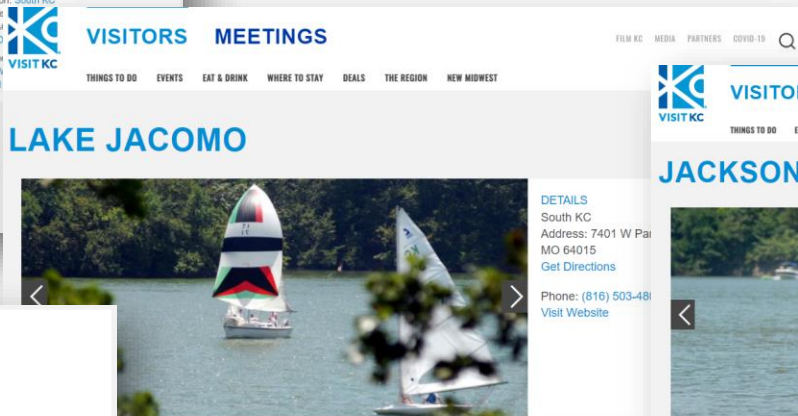
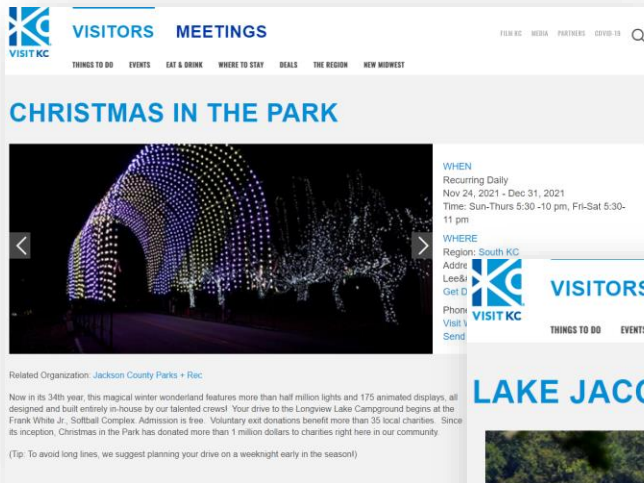


- ☐ Blue and Gray Park
- ☐ Blue River Parkway
- ☐ Blue Springs Lake & Beach
- ☐ Fleming Park
- ☐ Fort Osage National Historic Landmark & Edu Center
- ☐ Frank White Jr. Softball Complex
- ☐ Fred Arbanas Golf Course at Longview Lake
- ☐ Ft. Osage National Historic Landmark & Education Center
- ☐ Jackson County Parks + Rec Campground
- ☐ Kemper Outdoor Education Center
- ☐ Lake Jacomo
- ☐ Landahl Park
- ☐ Little Blue Trace Park
- ☐ Longview Equestrian Park
- ☐ Longview Parks & Lake
- ☐ Missouri Town 1855
- ☐ Oppenstein Park

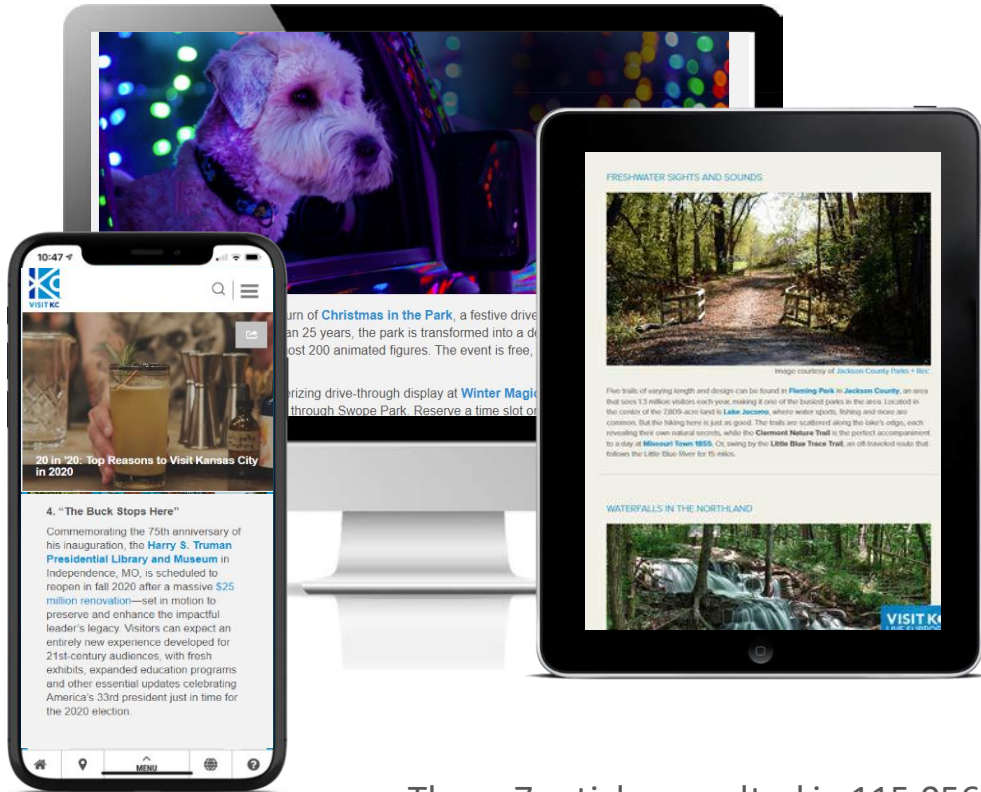
VISITKC.COM

44,629 pageviews for Jackson County events
10,358 pageviews for Jackson County business listings

Christmas in the Park
#1 event on VisitKC.com in
2020 with over 40k pageviews



CONTENT CREATION



Top VisitKC.com Articles Featuring Jackson County Attractions and Parks

- *20 in '20: Top Reasons to Visit Kansas City in 2020*
Featuring Truman Library
- *Landmarks we love in KC*
Featuring Truman Library
- *Hiking in and around KC*
Featuring Lake Jacomo, Fleming Park, Little Blue Trace Trail, Missouri Town 1855
- *KC's Cultured Cocktail Scene*
Featuring Lee's Summit (The W)
- *Kansas City's Holiday Light Displays*
Featuring Christmas in the Park and Winter Magic
- *Three Stop Hop: Lee's Summit*
Featuring Downtown Lee's Summit (Third Street Social, Poppy's Ice Cream, The W)
- *Perfect Parks for Every Occasion*
Featuring Loose Park, Swope Park, Penguin Park, Longview Lake, Waterworks Park

These 7 articles resulted in 115,056 visits on VisitKC.com in 2020.

VISITKC.COM WEB STORIES

THREE STOP HOP: LEE'S SUMMIT

JULY 26, 2018

Three Stop Hop is a series from Recommended Daily and Visit KC that lets you experience a neighborhood or corner of the city in three unique stops. Today we're taking a trip through Downtown Lee's Summit, where dinner, dessert and drinks await your arrival just a few scenic blocks from each other. Feel free to linger before you stroll onto the next stop.

STOP 1: THIRD STREET SOCIAL

The classics get a little twist at Third Street Social. Case in point: a gleaming copper bar is where you might be handed a cilantro jalapeno margarita and smoked, charred Buffalo wings that will make you understand why Kansas Citians love barbecue.

In 2016, owner Andy Lock and chef Domhnall Molloy transformed Arnold Hall, a storied Lee's Summit structure built in 1946, into a smartly appointed dining room. Here, diners can still wear jeans and look over a menu with Asian (Korean hot wings marinated in gojuchang,) Southern (fried chicken and cheddar-bacon waffles,) and Mexican (tacos al pastor) influences.

Long grey banquets sit beneath circular pendant lights. A soaring barrel ceiling with exposed metal girders and latticed woodwork makes the space feel welcoming. You'll want to linger here. Since you've got time, you can try and tackle the Animal Burger, a many-napkin, double cheeseburger. If you don't need meat Everest, the Korean Steak and Noodle Salad has a lovely blend of texture and spice thanks to ramen, daikon slaw and a roasted sesame dressing.

President Harry Truman figures prominently into the past and current space. The building is where he announced his first run for public office as a county judge. Pictures and stories of Truman hang on the exposed brick walls. Toast to his legacy with the Truman Old Fashioned, a bourbon cocktail with house brandied cherries.

STOP 2: POPPY'S ICE CREAM & COFFEE HOUSE

Just a short stroll down 3rd Street is an ice cream spot that harkens back to when a scoop shop downtown wasn't a novelty. But Poppy's Ice Cream & Coffee House, which dates back to 1997, is no novelty. They scoop what they make in house, everything from cassis lime sorbet to cinnamon whiskey to bubble gum ice cream. Keep an eye out for burnt sugar and toasted marshmallow, popular flavors that pop up now and again on the chalk menu. There's joy to be found in the inventive ways that owner Teresa Poppinga and her staff find to serve you Mexican chocolate and Vegan golden milk (made with turmeric and a coconut base) ice cream.

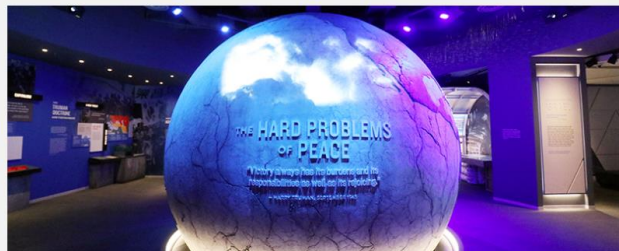


VISITKC.COM WEB STORIES



He never graduated from college, failed in business and became president. He stopped the buck, defeated Dewey and led our nation – and the world – through some of the most dramatic chapters in human history.

Explore the life and legacy of President Truman at the Harry S. Truman Presidential Library and Museum, opening July 2 after the largest renovation in the museum's history.



SENATE CAREER AND VICE PRESIDENCY



A failed reelection campaign in 1934 followed, but only two years later, Truman, presiding judge of the Jackson County Court. Upon his term expiring in 1934, U.S. Senate, first defeating other primary contenders in August and finally in November. Six years later, Truman would win reelection by less than 50,000



THE HISTORY



Harry S. Truman had been Vice President for 82 days when President Franklin Delano Roosevelt passed away. The April 12 death of the four-time commander-in-chief marked more than a shift in the head of state, though—FDR had been a stabilizing force in American life, the person who guided the country through the Great Depression, through tragedy at Pearl Harbor and through the worst of World War II.

EMAIL MARKETING



UP NEXT

Your Insider's Guide to Events in KC



The Buck Stops Here: An All-New Museum Experience

Slated to debut this year after a \$26 million renovation, the Harry S. Truman Presidential Library and Museum will invite visitors to explore Truman's life and enduring legacy through immersive theaters, hands-on exhibits and never-before-seen artifacts.

[GO INSIDE](#)

FRIDAY – SUNDAY

Lee's Summit Chamber's Oktoberfest

Downtown Lee's Summit

[VIEW](#)

KC Celebrates Missouri's Bicentennial

Commemorate Missouri's bicentennial with a full day of events at the François Chouteau & Native American Heritage Fountain, featuring music, dance, historical tributes and more.

[LEARN MORE](#)

SATURDAY – SUNDAY

45th Annual Fall Festival of Arts, Crafts & Music

Missouri Town 1855

[VIEW](#)

Santa-Cali-Gon Days

This Independence festival commemorates the area's historical place along the Santa Fe, California and Oregon trails. Browse more than 500 artisan, craft, food and commercial vendor booths, as well as a carnival, a beer garden and more.

[HIT THE TRAILS](#)

NOV. 25 - DEC. 31

Christmas in the Park

Longview Park

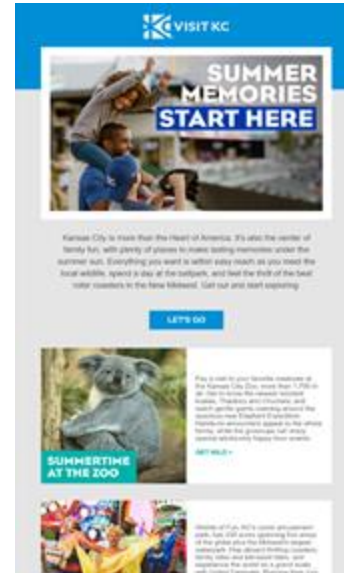
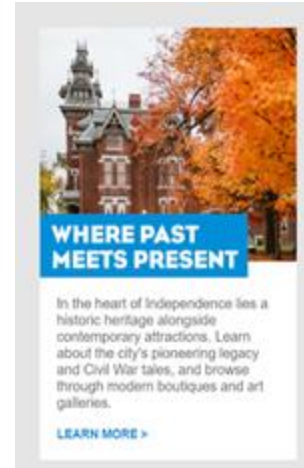
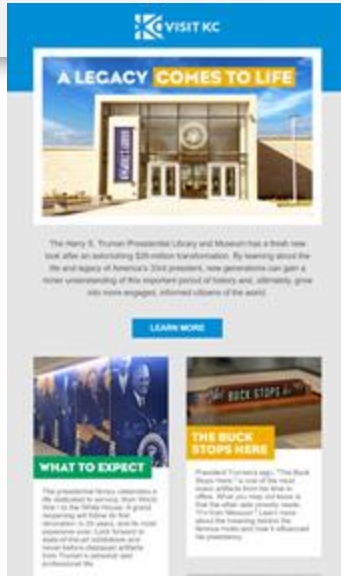
[VIEW](#)

Visit KC sends monthly newsletters to a database of 85,000+ subscribers.

The open rate is 20% on these emails

LEISURE MEDIA CAMPAIGN

- Inclusion in 14 regional advertising markets.
- Tactics include; Emails, banner ads, mobile ads, campaign landing page and more.
- Campaign continues to see record-setting ROI's.



SOCIAL MEDIA: JACKSON COUNTY ATTRACTIONS

Visit KC
Published by Sprout Social • April 9, 2020 •

Harry S. Truman was sworn in as president on April 12, 1945. As the 75th anniversary of the solemn day arrives, revisit its history and explore Truman's legacy with an array of online resources from the Truman Library Institute.



VISITKC.COM
Commemorating the 75th Anniversary
Commemorate the 75th anniversary of Truman's inauguration.

Visit KC
@VisitKC

75 years ago this Sunday, Harry S. Truman was sworn in as president. Follow @HarrySTruman75 as the Truman Library Institute chronicles the first months of the historic administration.



Truman Library Institute and Truman Library

President Harry S. Truman @HarrySTruman75 - Apr 10, 2020
Truman became president on April 12, 1945 upon the passing of Franklin Roosevelt. Starting tomorrow, a tweet from each day of his first four months, 75 years later. A project of @TrumanLibInst



President Franklin D. Roosevelt worked at the Little White House in Warm Springs, Georgia.

visitkc
Truman Home



visitkc
Lee's Summit Magic Tree



Liked by elisabethingraham and 1,885 others

visitkc A bit of magic in Lee's Summit. #HowWeDoKC
View all 16 comments



After the largest renovation in museum history, @truman.library opens on Friday, July 2!

See the new experience

@trumanlibraryinstitute
@visitindependence



@truman.library
@trumanlibraryinstitute
@visitindependence

Make time for a trip to the museum!



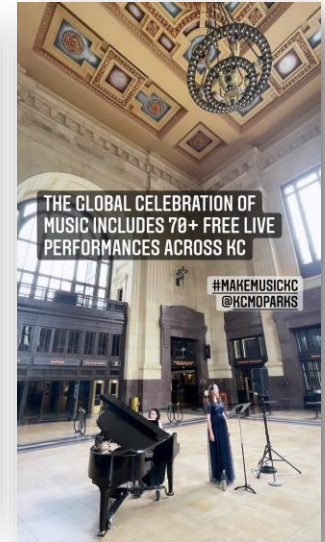
Harry S. Truman Presidential Library and Museum reopens in 2021 after the largest renovation in the museum's history



Truman Library Institute
@trumanlibraryinstitute

350,000+ social media impressions for Jackson County attractions in 2020 and 2021

SOCIAL MEDIA: KC PARKS



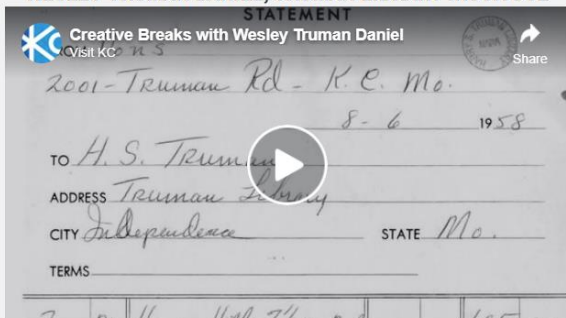
135,000+ social media impressions for KCMO Parks in 2020 and 2021

SOCIAL MEDIA: CREATIVE BREAKS



EPISODE 5:

WESLEY TRUMAN DANIEL, TRUMAN LIBRARY INSTITUTE

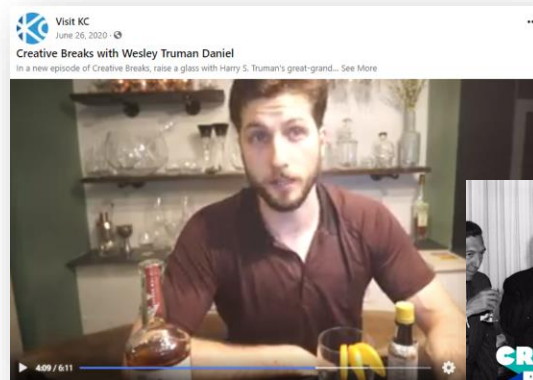


Take a new look at presidential history with the [Truman Library Institute](#) and President Harry S. Truman's great-grandson, Wesley Daniel.

An [Independence](#) native, Truman's life and legacy are still evident in many ways around the KC area. Hear a few stories from his time in the White House and learn the secret to

Creative Breaks

- Social media video series designed to keep viewers engaged with KC attractions during COVID-19 closures
- 3,800+ video views of Truman Library episode





75 years after his swearing in, President Harry S. Truman's legacy lives on in a brand-new museum experience in Independence, MO.

THE BUCK STOPS HERE

BY DIANA LAMOND MEYER

"Are you a communist?" the voice asked. "What church do you attend?... What newspapers do you read?"

These are just a few of the questions you'll be asked when touring the newly renovated Harry S. Truman Presidential Library & Museum in his hometown of Independence, MO.

Of course, those questions are unconstitutional today, but during the Red Scare that dominated much of Harry S. Truman's quieter presidency, these were common queries by Sen. Joe McCarthy in his chilling investigations of communist activities in the U.S. Sitting in the "hot seat" of McCarthyism is one of the many interactive opportunities to help you better understand the presidency of Harry S. Truman.

The Truman Library & Museum will reopen in 2021 after a multi-year, \$10 million renovation, its first in more than two decades. And if you think you know Truman, think again.

In the past 20 years, there's been a lot of scholarship that sheds new light on the tough decisions Truman had to make,* said Cecilia Winkley of the Truman Library Institute. "We've also acquired additional artifacts and uncovered film that helps us expand our interpretation of the Truman presidency."

Truman learned about leadership and the tough decisions of a commander during his service as a battery captain in World War I. Newly discovered film includes interviews with those who served under Capt. Truman and their not-on-fleeting-remarks. The exhibit space is in true to life that you might feel you are stepping in the muddy trenches of the Meuse-Aargonne Offensive.

The world was deep into its second global conflict when Truman took office on April 12, 1945. One of his toughest decisions came just weeks later. That decision, of course, was to drop two atomic bombs on Japan. Among the items now on permanent display is a salary slip from "Mr. Man," the bomb dropped on Nagasaki.

One of the new galleries focuses on Truman and the post-World War II years. The gallery features the interior of a C-54 cargo plane, representing the Berlin Airlift that provided life-sustaining supplies for the 2.5 million residents of West Berlin. For the better part of a year, the U.S. Air Force delivered food, clothing and medical supplies in an airlift that involved nearly 200,000 flights taking off every three minutes.

A gallery is devoted to the recognition of Israel as a state and another is devoted to Truman and civil rights. Not only did Truman desegregate the Armed Forces, he was also the first sitting president to address a gathering of the NAACP.

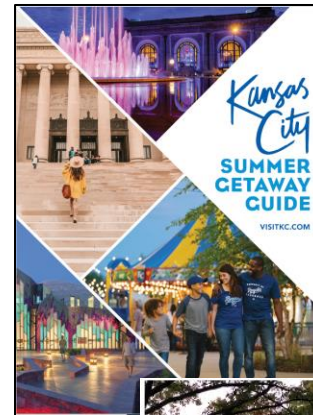
Truman's second term was the result of the famous Watch-the-Sleep Campaign of 1948. A re-election of the Ferdinand Magellan train car, which was the official

50 JULY 2019

www.trumanlibrary.org

[illegible]

- Editorial/Photo Inclusion
- 90K regional households via direct mail magazine
- Additional digital impressions and email marketing



TRUMAN LIBRARY INSTITUTE

Celebrate the legacy of Independence's hometown commander-in-chief with major events throughout the season. Then, later in the year, the Harry S. Truman Presidential Library & Museum expects to reopen to the public after the largest renovation in the institution's history, featuring state-of-the-art technology that breathes new life into one of only 14 presidential libraries in the country.

Retrace the region's historic roots—and its exciting new growth—in Independence this summer season. Start in bustling Independence Square, a revitalized district that's home to drinking, dining and truly unique hotspots.

- Distribution: 150,000 in print
- 2.5M additional impressions through on-demand Web and iPad editions

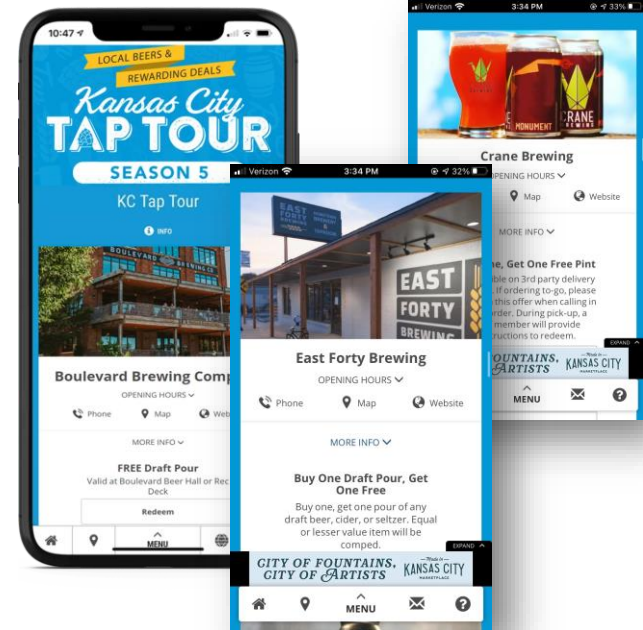
SPECIAL PROMOTIONS

KC Tap Tour (Season 5 Stats)

- 1,400 sales (20% out-of-town visitors)
- \$12,000+ in sales
- 2,300 check-ins
 - 10+ Jackson County participating breweries

KC Restaurant Week

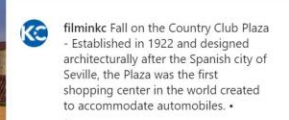
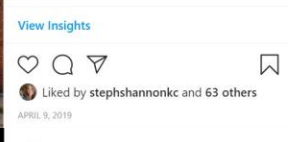
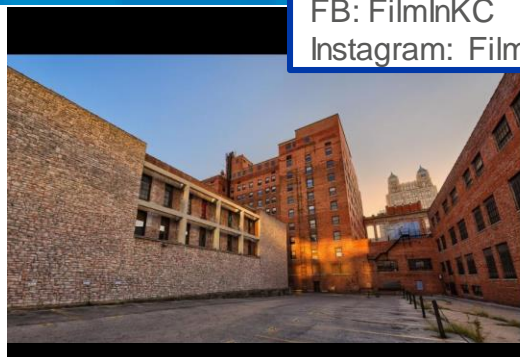
- Promoted 100+ Jackson County restaurants during KCRW
- 500K website visits to KCRestaurantWeek.com





FILM OFFICE

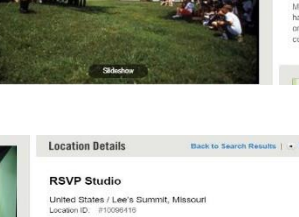
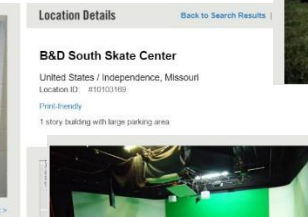
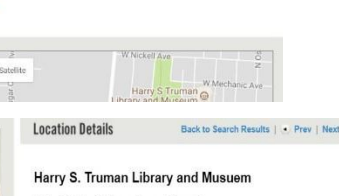
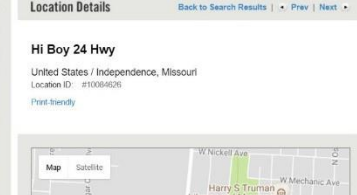
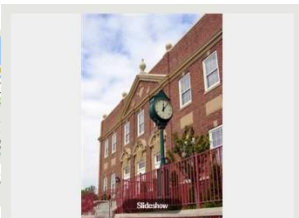
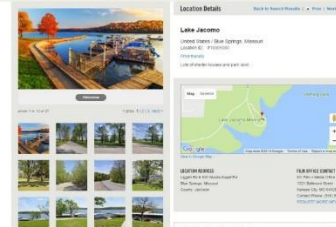
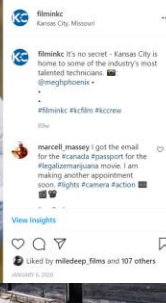
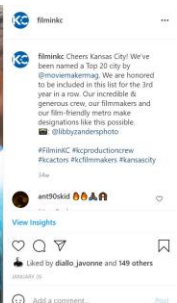
KC Film Social Media - Where to Film Wednesdays
Tw: @KansasCityFilm
FB: FilmInKC
Instagram: FilmInKC



FILM OFFICE

Jackson County listings on KC Film website:

- 442 Location Listings
- 423 Crew & Services Listings





Follow Visit KC

