



Jackson County Missouri

Jackson County Courthouse
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Kansas City, Missouri 64106
(816)881-3242

Legislation Details (With Text)

File #:	20776	Version:	0	Name:	Visit KC Destination Marketing Organization
Type:	Resolution	Status:		Status:	Passed
File created:	9/29/2021	In control:		In control:	Finance and Audit Committee
On agenda:	10/4/2021	Final action:		Final action:	10/11/2021
Title:	A RESOLUTION designating the Convention and Visitors Bureau of Greater Kansas City, d/b/a Visit KC as the official Jackson County, Missouri, Destination Marketing Organization (DMO) for the Missouri Division of Tourism's Cooperative Marketing Program, at no cost to the County.				
Sponsors:	Dan Tarwater III				
Indexes:	DESTINATION MARKETING ORGANIZATION (DMO), MISSOURI TOURISM DEPARTMENT, VISIT KC				
Code sections:					
Attachments:	1. 20776bu.pdf, 2. 2021_VisitKC-JacksonCountyReport-MDT.pdf, 3. 20776adopt.pdf				

Date	Ver.	Action By	Action	Result
10/11/2021	0	County Legislature	adopt	Pass
10/11/2021	0	Finance and Audit Committee	recommend do pass	Pass
10/11/2021	0	County Legislature	Consent Agenda	
10/5/2021	0	County Legislature	Go To 1st Meeting	Pass
10/4/2021	0	County Legislature	assign to committee	

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION designating the Convention and Visitors Bureau of Greater Kansas City, d/b/a Visit KC as the official Jackson County, Missouri, Destination Marketing Organization (DMO) for the Missouri Division of Tourism's Cooperative Marketing Program, at no cost to the County.

RESOLUTION NO. 20776, October 4, 2021

INTRODUCED BY Dan Tarwater III, County Legislator

WHEREAS, Visit KC - the Convention and Visitors Bureau of Greater Kansas City is a not-for-profit organization duly incorporated in Kansas City, Jackson County, Missouri, and engaged primarily in the marketing and promotion of tourism; and,

WHEREAS, this organization has shown and demonstrated evidence of its ongoing tourism marketing activities and plans for promotion of Jackson County; and,

WHEREAS, since at least 2007, this organization has required formal acknowledgment and recognition by the County Legislature to become a qualified participant in the programs administered by the State of Missouri Division of Tourism; and,

WHEREAS, the designation re-certification will be for a term or terms not to exceed five years beginning July 1, 2022, through June 30, 2027, at no cost to the County; and,

WHEREAS, the County Administration will review Visit KC's Cooperative Marketing Program on an annual basis to determine if its marketing efforts continue to be in the County's best interests; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the Legislature hereby designates and recognizes Visit KC - the Convention and Visitors Bureau of Greater Kansas City as the representative organization to solicit and service tourism in Jackson County, Missouri, for the State of Missouri Division of Tourism's program, for a term or terms not to exceed five years.

..Enacted and Approved

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

Chief Deputy County Counselor

County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 20776 of October 4, 2021, was duly passed on October 11, 2021 by the Jackson County Legislature. The votes thereon were as

follows:

Yeas 8

Nays 0

Abstaining 0

Absent 1

Date

Mary Jo Spino, Clerk of Legislature