

STATE OF KANSAS)
WYANDOTTE COUNTY)) SS
CITY OF KANSAS CITY, KS)

SPECIAL SESSION, THURSDAY, MARCH 22, 2018

The Unified Government Commission of Wyandotte County/Kansas City, Kansas, met in Special Session, Thursday, March 22, 2018, with eleven members present: Bynum, Commissioner At-Large First District; Burroughs, Commissioner At-Large Second District; Townsend, Commissioner First District (arrived at 5:02 p.m.); McKiernan, Commissioner Second District; Murguia, Commissioner Third District; Johnson, Commissioner Fourth District; Kane, Commissioner Fifth District; Markley, Commissioner Sixth District; Walters, Commissioner Seventh District; Philbrook, Commissioner Eighth District; and Alvey, Mayor/CEO, presiding. The following officials were also in attendance: Doug Bach, County Administrator; Ken Moore, Chief Legal Counsel; Bridgette Cobbins, Unified Government Clerk; Gordon Criswell and Joe Connor, Assistant County Administrators, Lynn Melton, Assistant to the Mayor; and Officer Doleshal, Sergeant-at-Arms.

MAYOR ALVEY called the meeting to order.

ROLL CALL: McKiernan, Murguia, Johnson, Kane, Markley, Walters, Philbrook, Bynum, Burroughs, Alvey.

NOTICE OF SPECIAL SESSION of the Unified Government of Wyandotte County/Kansas City, Kansas, to be held Thursday, March 22, 2018, at 5:00 p.m. in the 5th floor conference room of the Municipal Office Building, regarding the Convention and Visitors' Bureau Annual Report. Immediately following, the Commission will reconvene to the 9th floor conference room for an executive session on the litigation report.

CONSENT TO MEETING of the governing body of Wyandotte County/Kansas City, Kansas, accepting service of the foregoing notice, waiving all and any irregularities in such service and in such notice, and consent and agree that we, the governing body, shall meet at the time and place therein specified and for the purpose therein stated.

Mayor Alvey said tonight we will hear an Annual Report by the Convention and Visitors' Bureau and I will turn it over to Administrator Bach.

Doug Bach, County Administrator, said as part of our current agreement with the CVB, we had asked them to come forward each year and do a report and they have been willingly doing so coming forward and tell us all about what's going on. I know I've had the chance to sit through some of this being on the Board with them which has been enlightening over the last year to see all the operations. At this point I will turn this over to Bridgette Jobe or Matt and they will take it from here.

Matt Lawrence, General Manager of Schlitterbahn Waterpark and representing CVB as the Chairman of the Board of Directors; said thank you for allowing us to be here to share what the Visitor Bureau and what we are doing as the destination to drive business, to drive overnight stays and to be able to share 2017 and then also to be able to look ahead to 2018 and what we're looking at in terms of goals moving forward.

The mission of the KCK CVB is to market
Kansas City, KS as a visitor destination and to
increase the number of overnight stays

I think it's important to start with our mission. The CVB is driven to become a visitor destination to market KCK as a visitor destination and to increase the number of overnight stays. Everything that this team does as a bureau and we do as a Board is to keep KCK as top of mind, not only in Kansas City, but regionally. I think it's important that as we look at moving forward the focus is

not only on being able to support the other businesses, but to be able to help drive business to be able to increase people to a second and third night stay in the area.

2017 Board of Directors

Greg Jackson, Hooters	<i>Chair</i>
Matt Lawrence, Schlitterbahn	<i>Vice-Chair</i>
Gary Grable, Community First Bank	<i>Secretary / Treasurer through May 2017</i>
Kurt Mayo, KC Hotel & Lodging Association	<i>Secretary / Treasurer beginning June 2017</i>
Maureen Mahoney, Unified Government—Mayor's designee	
Doug Bach, Unified Government County Administrator	
Commissioner Angela Markley, Unified Government	
Commissioner Brian McKiernan, Unified Government	
Larry Boswell, Cabela's	
Renee Hadley, Holiday Inn Express VW	
John Moncke, Sporting KC	
Valerie Mussett, Design Mechanical—KCK Chamber chair designee	

The KCK CVB is a 501c6 organization contracted by the Unified Government. Up on the screen and in front of you is a list of our 2017 Board of Directors which is made up of a third of Unified Government representatives. The remaining Board members are made up of a mixture of lodging, retail, dining and business members. Again, up on the screen is 2017 Board of Directors.

2018 Board of Directors

Matt Lawrence, Schlitterbahn	<i>Chair</i>
Renee Hadley, Homewood Suites KC Speedway	<i>Vice-Chair</i>
Kurt Mayo, KC Hotel & Lodging Association	<i>Secretary / Treasurer</i>
Maureen Mahoney, Unified Government—Mayor's designee	
Doug Bach, Unified Government County Administrator	
Commissioner Tom Burroughs, Unified Government	
Commissioner Angela Markley, Unified Government	
Greg Jackson, Hooters	
John Moncke, Sporting KC	
Valerie Mussett, Design Mechanical—KCK Chamber chair designee	

As we move forward there were several changes starting with Commissioner Tom Burroughs taking over for and replacing Commissioner McKiernan as the designated chair for the Economic Development Standing Committee. Thank you, Commissioner McKiernan, for your work with

March 22, 2018

the bureau over the years and we do welcome Commissioner Burroughs and through our first meeting already has been a very welcome and new insight has been great.

We do have a couple of openings on our Board that we are working on looking to fill with representations of the previous areas that we are talking about and the hospitality, retail and dining side trying to find as we're leading and working with Bridgette, trying to find the right leadership for this team to carry us forward.

2017 KCK CVB staff

Bridgette Jobe, Executive Director
Maila Yang, Marketing and Communications Manager
Kerry Green, Group Sales & Partnership Manager
Rebekah Baughman, Marketing Assistant
Justin Stine, Meetings & Sports Sales Manager
Alexa Savka, Visitor Services Coordinator

Moving forward, I want to be able to introduce, and we do have some of the team here, so the 2017 KCK CVB staff and we're led by Bridgette Jobe, Executive Director; Maila Yang, Marketing & Communications Manager and I believe she is here; Kerry Green, Group Sales & Partnership Manager; Rebekah Baughman, Marketing Assistant; Justine Stine, Meetings & Sports Sales Manager; and Alexa Savka, Visitor Services Coordinator.

I'm now going to turn it over to Bridgette to take it the rest of the way.

Bridgette Jobe, Executive Director of the KCK CVB, said I'm very excited to be here tonight and share what we have been doing recently. My number one goal is to make it through without coughing. That is my goal for the night. Other than that, my number two goal is to be able to share with you some economic impact data that we have on tourism and then talk about some of the projects that we've done.

KCK CVB Key Objectives

1. Attract leisure travelers
2. Attract group and business travelers
3. Attract sports and special events
4. Educate local residents on the tourism industry
5. Actively support Tourism Product Development
6. Be the voice of tourism at a regional, state and national level

A couple of years ago this Board set out key objectives to drive the work of the bureau and a good way to look at these is the top three really talk about the different types of visitors that we work with. We work with the leisure travelers, the group and business of some meetings and conventions, and then we also work with sports and special events. The final three objectives there are more internal and those talk about that we want to educate local residents not only on what there is to do in KCK, but also the economic impact of tourism and what we do as a bureau. We support and we want to be actively involved and at the table when new tourism product is being developed. We know that to keep visitors returning, we need new expanded and quality product to market so that's a very important part to us. Then, this Board sees the value in the staff taking a leadership role in tourism related organizations. There are a lot of issues whether they be legislative, social, business issues that affect our destination and we want to be the voice of tourism for Kansas City, Kansas.



We have a contract with the Unified Government through 2021 and that contract sets out our funding, the make-up of our Board and the requirements for our recording. Each of you, I know in the last week were given a written annual report that I hope you have read and memorized well. The CVB is funded through a portion of the Transient Guest Tax dollars that are collected in Kansas City, Kansas. In 2017, our budget was just over \$1M, \$1M or 97% of our budget came from that contract with the Unified Government. We also receive \$25K annually from Hollywood Casino as part of their agreement with the Unified Government.

So, how do we spend our money, 58% of our budget goes directly to Marketing & Sales Programs. We spend 6% on overhead Operating cost; our rent, utilities, office supplies; we live very inexpensively. Then, we spend 36% of our budget on Personnel.

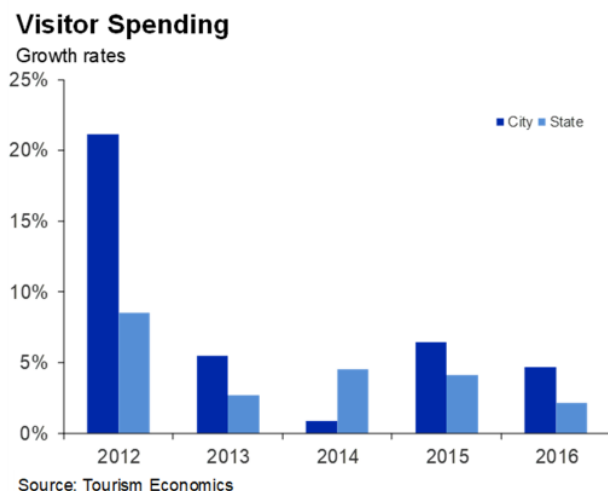
How do we gather data....

Lodging Data:	<i>Smith Travel Research (STR) Accommodations Report</i>
Economic Impact Event Data:	<i>Destinations International Economic Impact Calculator</i>
Economic Impact of Tourism in KCK:	<i>Tourism Economics partnership with KSWP&T</i>
Economic Impact for KC metro:	<i>H2R partnership with VisitKC</i>

Today I'm going to be sharing with you some data, some economic impact data and to gather that information we utilize a lot of different sources. For the lodging data that I'm going to be talking about we use Smith Travel Research (STR) Report. This is a third-party company that hotels report to directly with their occupancy rates, their average daily rates, and we purchase both daily and monthly data from them.

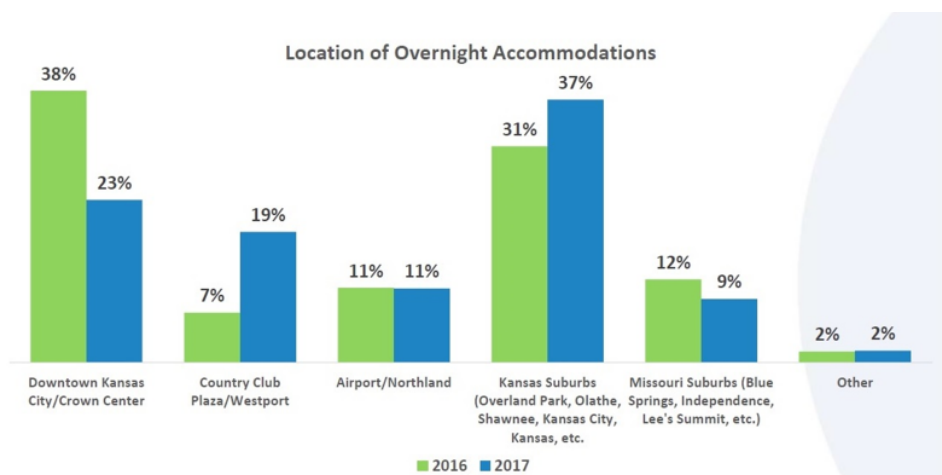
When I give you the economic impact of an event, we purchased this past year an Economic Impact Calculator and this is an industry wide standard calculator that is put out by Destinations International and it uses our local sales tax rates and our local information to really determine what the economic impact is for a specific event.

We also partner with Kansas Wild Life Parks & Tourism on the economic impact on tourism in Kansas City, Kansas and we do that because this allows for consistent research that we're sharing the same metrics, we're sharing the same data and speaking the same language as the State of Kansas. We also partner with VisitKC on economic impact for the Kansas City metro.



A few key findings from our research; Kansas City, Kansas continues to capture more visitor spending and become a larger piece of the overall state market. Visitor spending in 2016, and this is our last data from 2016, we're always a year behind; but 2016 visitor spending increased by 4.7% to reach \$423M with the growth continuing to be led by the lodging sector. In 2016 direct tourism employment increased by 150 jobs to 3,689 jobs that were directly supported through tourism. Overall, Kansas City, Kansas captured 6.4% of all tourism sales in the State of Kansas.

This chart that is up here is very interesting because it shows that visitor spending growth in Kansas City, Kansas has outperformed the State of Kansas over the past six years. We've grown at 44% while the State of Kansas has grown at 24% so we're kind of leading the way for the State.



Source: H2R

A very interesting trend that came from the Kansas City metro research we saw an increase in overnight visitors to the Kansas City region that are choosing to stay in Kansas suburbs and that is including Overland Park, Olathe, Shawnee and Kansas City, Kansas. People are coming to the metro, but choosing to stay in Kansas suburbs.



Source: Smith Travel Research Accommodations Report

One of the best ways we can track how the industry is doing is by how our hotels are performing. This gives us really a general health of the industry, but as we drill down to the specifics, we can

March 22, 2018

see what's driving our visitation and any trends that might emerge. Again, we use the STR Report for that and you can see here over the past several years how our occupancy average daily rate and RevPar have continued to grow. Our occupancy rate in 2011 was 55%, we're now at 68.7%. Our average daily rate was \$90.67. This is a very high number. We're at \$124 as our average daily rate.

Mayor Alvey asked what does RevPar refer to. **Ms. Jobe** said RevPar is revenue per available room and that is the most important key metric when you're looking at hoteliers and what it does is it takes into account the number of rooms you have, the demand, the occupancy, the rate. This RevPar number right here, we've grown from 2011 from \$50.13 up to \$85.33.

2017 Comparables	Occupancy Rate	Average Daily Rate	RevPar
Wyandotte County	68.7%	\$124.20	\$85.33
Johnson County	64.7%	\$97.69	\$63.21
Wichita, KS	56.6%	\$83.53	\$47.28
Topeka, KS	55.1%	\$83.71	\$46.13
Jackson County, MO	65.4%	\$119.38	\$78.06
Clay County, MO	66.8%	\$83.67	\$55.86
Platte County, MO	68.7%	\$93.28	\$64.07

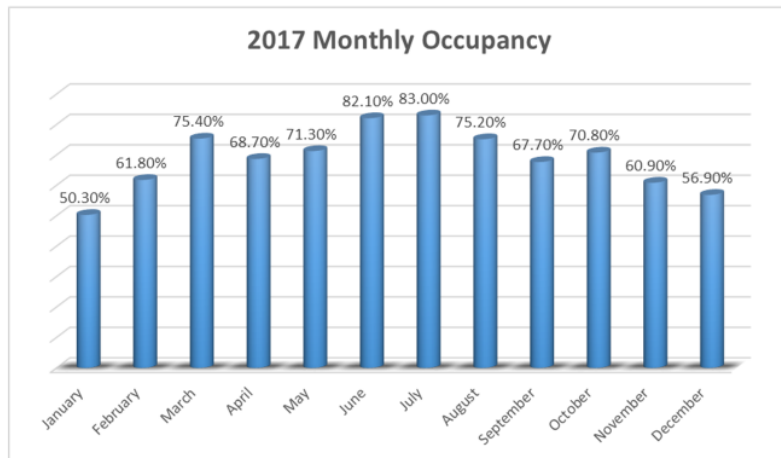
Source: Smith Travel Research Accommodations Report

To put this better into perspective, you can see how we compare with our surrounding counties. Every month these are the ones that we compare to and all of this information is shared at our board meetings so that we can monitor trends. As you can see, our annual occupancy rate is one of the highest in those that we compare to. Our average daily rate is the highest and so is our RevPar. This explains why hotels are wanting to build here.

Commissioner Burroughs said I appreciate that statement about the hotels wanting to build here. What is the increase in rooms, the number of rooms between 2011 to 2017? Do you have a number? **Ms. Jobe** said I do. We ended 2017 with 1,859 rooms with 197 under construction. I will have to look back to see what 2011 was. I was just researching with Mike Taylor recently on

STAR Bonds and we were talking about how we've grown from 2001 pre-Kansas Speedway and pre-Kansas Speedway we had about 600 rooms. We are now going over 2,000 so that's phenomenal growth in that time. I will have to get back with you exactly what 2011 was. **Commissioner Burroughs** said I guess in looking at this chart, it would justify continuing to invest and encourage hotel development in the community, not flooding the market, but it does show that an 68% occupancy rate we can absolutely have a little more room for development yet. **Ms. Jobe** said I would say very strategic growth and as we get into this you will see why because we do track why we lose business. I'm not sure we want to build every hotel that comes along. I think we need to be very strategic about what hotel we build, but you will see more as we go along here as to why I say that.

One of things to point out is, we monitor when our visitors are coming. We know that our highest occupancy days are Saturdays and then Fridays. Our lowest days are typically Sunday and then Monday.



Source: Smith Travel Research Accommodations Report

You can see by this chart here what months we have the highest and lowest occupancy. This is very important because it guides where we spend our resources. We try to focus on what days of the week and what months of the year we have the biggest potential for growth so if an event came and they were going to be held in November, I would be much more interested in working with that event than if we had one that was coming in July which really we don't have room for growth in hotels.

2017 Enhancements and Highlights

Add 2 new staff members
 Major focus on the Sports market
 New Website
 Added the Economic Impact Calculator
 Increased Social Influencer activity
 Won multiple awards

Let me show you some of the ways that CVB has contributed to some of these numbers. 2017 was really a year of growth and expansion for the bureau. Because of a significant funding increase from our contract with the UG we were able to add two new staff members. We put a major focus on the sports market of youth and amateur, a new website which I'm hoping you've all have gone and looked at. We added the economic impact calculator that I talked about. We really increased our social influencer activity and we just won a whole bunch awards.

Awards Won by KCK CVB in 2017

Received the following TIAK marketing awards at the Kansas Tourism Conference

- First Place – *Online Marketing for www.VisitKansasCityKS.com*
- Second Place – *Integrated Campaign for our Leisure Digital Campaign*
- Honorable Mention – *Visitors Guide, outsourced design*
- Honorable Mention – *Print Marketing for our 2017 Kansas City, KS Print Ads*
- Kansas Tourism Partnership – The KCK CVB was honored with the Kansas Tourism Partnership Award from the Kansas Department of Wildlife, Parks and Tourism, recognizing the collaboration this bureau has with the state to advance tourism in Kansas

www.VisitKansasCityKS.com was awarded a Silver W3 Award from the Academy of Interactive and Visual Arts. This award honors creative excellence on the web, and recognizes award winning web sites, videos and marketing programs.

SportsEvents Magazine named Kansas City Kansas Convention & Visitors Bureau as a 2018 Reader's Choice Award Winner for being an award winning destination for youth and amateur sports.

As you can see sitting there, and I have a lot of them that are up on the chart here, but many of these awards were from TIAK which is the Tourism Industry Association of Kansas, but one I really want to point out is the Kansas Tourism Partnership Award. I'm particularly proud of this

March 22, 2018

one. We were honored from the Kansas Department of Wild Life Parks & Tourism recognizing our collaboration that we have with the State to advance tourism not only in Kansas City, Kansas, but in the entire State of Kansas.

Another one that I would point out is Sports Events Magazine where we were named as the 2018 Reader's Choice Award Winner for being a winning destination for youth and amateur sports. This award is a direct result of us having a staff person who is dedicated to sports marketing. He is attending trade shows, we increased our advertising and all of a sudden people started saying Kansas City, Kansas is a youth sports market and so we are very proud of that award.

2017 Goal	Corresponding Objectives in Marketing Plan (Page 2)	2017 Results
Generate 5,000 new room nights in meetings, group and sports market	2,3	Generated 6,429 new room nights
Generate 50 new quality leads in the meetings and sports market	2,3	Generated 71 new quality leads in the meetings (30) and sports (41) markets
Conduct 4 group training sessions and individual trainings as needed, to achieve a minimum of 50 people trained on the Simpleview Extranet.	1,2,3,4	Scheduled 18 different group trainings in which 20 partners participated. 54 people were given extranet access
Secure 50 new SMERF and Motorcoach market bookings. (Social, Military, Educational, Religious, Fraternal)	1,2	Generated 67 new bookings
Increase Jack Rabbit website hotel referrals by 15%. (1,694)	1,2,3	Showed a decrease in referrals in 2017. Made modifications for 2018.
Produce 16 blogs or stories through social influencer programs	1,2,3,4	Produced 14 local influencer blogs and 8 amplified stories
Increase Website sessions by 25%. (103,042)	1,2,3,4	172,435 sessions 52% increase

One of the requirements are our contract has with the UG is that we set annual goals. I know this is probably a little bit hard to read, but you can see we set seven goals in 2017. We also list the corresponding objectives that I just mentioned of those six objectives because every goal goes back to one of those objectives, one or more. Then, you can see here, the 2017 results. I've very pleased to say that we made six out of the seven goals. We wanted to generate 5,000 new room nights in the meeting, group and sports market. We generated 6,429. We wanted to generate 50 new quality leads in the meetings and sports market and quality leads we define that as a lead that we can really host, not just a lead that is something that's way out of something we can do. We really looked at those quality leads. We generated 71 new leads.

We unveiled our Extranet which is our behind the scenes Extranet where we can talk with our partners that they can go in and update their listings, we can communicate with them. We wanted to conduct four group training sessions. We ended up changing that throughout the year. We ended up going to smaller, just two or three people at a time, so we did 18 smaller trainings and we had 54 people trained on the Extranet.

We wanted to secure 50 new SMERF and Motorcoach market bookings. I know that Commissioner Markley always loves it when I talk about the SMERF market, but that is the Social, Military, Educational, Religious and Fraternal market. We ended up generating 67 new bookings.

The one goal that we did not meet was our Jack Rabbit website hotel referrals. We wanted to increase by 15%. This is our online hotel referral. We actually had a decrease and what happened is, when we unveiled our new website we went with where they recommended, we put the Widget. We found out that it was not in the right place and we were not getting as many referrals throughout the year. We ended up changing that and you will see here in a minute when I show you the website and our numbers are coming back up. We learned a lot from that.

We wanted to produce 16 blogs or stories through our Social Influencer Program. We ended up doing 14 local influencer blogs and 8 stories. We wanted to increase our website sessions by 25% and we kind of blew it out of the water by increasing by 52%.

Meetings & Conventions / Groups / Motorcoach / Sports Markets

8	Trade Shows Attended
608,965	Impressions from Print Ads Placed
105	New Leads Generated
107	Definite New Bookings
6,429	Room Nights Generated
\$2,033,047	Economic Impact Generated

Reasons for Lost Business

- 1) Desire for a Convention Center attached to a hotel in Village West area or Full Service Hotel
- 2) Room Rates
- 3) Availability

The CVB works with several types of travelers and leisure continues to be the majority of our visitors although we spend a lot of time and effort on the meetings and convention groups, Motorcoach and the sports markets. In the written report that you received last week, we break

March 22, 2018

that out by category. What I've done here is put this altogether to show you that we attended eight trade shows, the Impressions, we had the new lead bookings, we generated over 6,400 room nights with an over \$2M economic impact from those that we directly worked with. One of the other things, and this kind of gets back to, Commissioner Burroughs, your question. We track for every market why we lose business. Sometimes it doesn't really matter how hard we work. Sometimes a meeting planner just chooses to go to another location, but we track that because we want to see if this is an area we need to improve on, is this something that our destination needs and we break it down by market in the written report, but here I just kind of put it altogether because you will see a trend.

The number one reason we lose business is for the desire for a convention center attached to a hotel in the Village West area or a full-service hotel. Sometimes those go hand-in-hand with each other. The second one is room rates. We talked that our room rates are higher than in surrounding area and sometimes we do lose business because someone can go somewhere else and pay less. Then, availability, and availability might be rooms. There may not be any hotel rooms. If you're trying to come on a weekend in July, there's probably not a hotel room, but it also might be availability of a facility if somebody wants to bring a soccer tournament to town and our fields are not available so sometimes we lose because of availability.

How do we attract visitors to KCK

VisitKansasCityKS.com
 Multiple partner websites
 Visitor Publications
 Digital Marketing Campaigns
 E-mail Marketing
 Social Media
 Online Hotel Booking
 Paid Print Advertising
 Media and PR
 Travel and Trade Shows
 Summer In-Market Campaign
 Guide By Cell Program

Let me tell you a little bit about our marketing programs and this is how we attract visitors to KCK. We use multiple types of marketing and we are constantly evaluating the results of each project that we're doing, we change as trends happen and as technology advances.

March 22, 2018

VisitKansasCityKS.com

52% increase in website sessions over 2016

Website Awards:

1st Place Online Marketing – 2017 TIAK
Marketing Awards

Silver W3 Award – Academy of Interactive and
Visual Arts

57% of users are on a mobile device	
Top interests:	Demographics
1) Sports	96% are from the USA
2) Food and Beverage	30% from Kansas
3) Travel Attractions	29% from Missouri
4) Historical Sites and Buildings	10% from Illinois
	4% each from Nebraska and Iowa
Top 5 sources of visits:	Ages:
1) KCK Leisure Digital Campaign	34% are 25-34
2) Organic search	28% are 18-24
3) Social media	16% are 35-44
4) Direct entry	
5) Referral	46% female / 54% male

I have to start with the website because I am very proud of our website and all of advertising promotions sends our visitors to the website. I've got it here and I'm going to open it up. (This was not on PowerPoint.) I hope you guys do go to it because it is a really great website. It's very visually driven. As you can see one of the very first questions people ask is where is Kansas City, Kansas in relation to the rest of the metro area so we found this map to be very helpful. We divide up into the four areas here. If someone is coming to the KU Med Center area, this will give them more information about that area. This is the Widget that I talked about with the Jack Rabbit. You can actually go right here and you can book from this website and book a hotel room. I'm going to talk about a lot of the things here. I'm not going to spend a lot of time going through this, but I hope you will spend some time on our website.

We do track a lot of data from our website. Things like we know that 57% of the users are on a mobile device. We found some very interesting things this year. We have never had sports as our top interest. We have also never had more males than females going to our website. When we looked at this we spent a lot of time trying to figure out why. We spent a lot of money on sports marketing last year. We really think that kind of changed the needle just a little bit and drove the sports and more men going to our website. You can see we really try to track who's going to our website.

Digital Marketing Campaign

Total Impressions 42,062,526
Total Clicks: 85,737
Leads Generated 4,999



Prospecting Ad



Retargeting Ad

Digital Campaign Award:
2nd Place Integrated Campaign – 2017 TIAK Marketing Awards

We focus more and more dollars on digital advertising every year. About 40% of our marketing dollars are spent online and in digital. We do have to do print, we have to do other avenues, but we find digital is more trackable, it's more flexible. If we see something that is not working, we can change it up very quickly. Some key metrics of some of our digital campaign, we had over 42M impressions, we had over 85K people that clicked through on one of our ads and we had almost 5K people who actually then reached out to us for more information. You can see here are just some examples of some of our digital ads.

Amplified Storytelling



One of our digital programs, one of part of it is our Amplified Storytelling and the Amplified Storytelling is a themed story written by a third-party writer that explains their experiences in KCK

March 22, 2018

and these stories live online and we've found them to be really helpful in generating new content, in generating new followers, and increasing the amount of time someone spends. This was one of my favorite ones that we did. (This was not on PowerPoint.) We generated eight stories in 2017, but this one if a person went to and read this story, they spent over 17 minutes on our website and that is a huge amount of time for someone to go and spend on our website. So, again, I hope you will go—these all live on our website and I hope you will go and look at them.

Arrivalist Technology

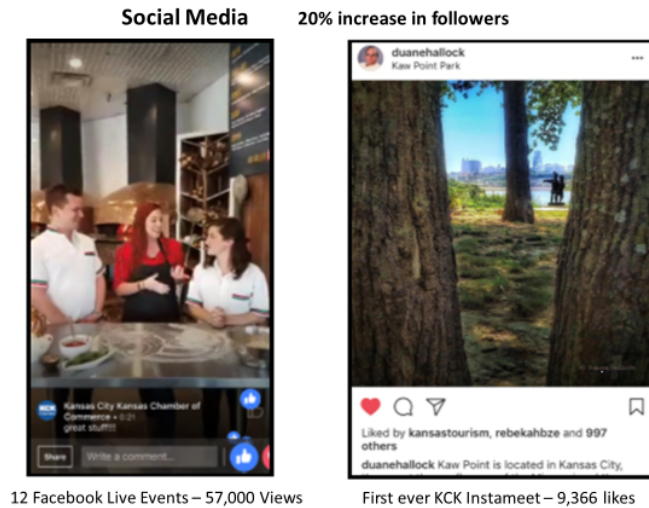
Estimated arrivals	1,260
Estimated Visitor Revenue	\$437,220
Average time to arrival after click:	45 days
Top 5 arrivals by city:	Lawrence, Topeka, Manhattan, Wichita, St Louis
ROI:	\$17.48

Partnership with VisitKC

Total Impressions by category:	
Digital:	140,206,516
Magazine & print:	4,112,109
Radio:	1,143,936
Television:	4,242,000
Campaign ROI to KC Metro:	\$85 for every \$1 spent

We use Arrivalist Technology with some of our digital advertising and Arrivalist is when we can track when and where a digital ad is viewed and how many people then visit KCK after they have viewed that ad. We don't use it on every digital ad. It's very expensive technology. I just don't have the budget to do that, but basically how it works is that there is a pixel placed on an ad. When someone in Oklahoma City clicks on that, then we know when they arrive in Kansas City, Kansas. We can say from the ads that we placed using Arrivalist, we had over 1,200 people who arrived. You can see the estimated visitor revenue. This is a return of \$17.48 for when we spend this. It's kind of a Big Brother type of thing but we can really focus and we can track who's coming and how affective our ads are.

We also partner with VisitKC. They do a metro wide Kansas City metro campaign. It's an \$850K campaign. We are part of that. You can see some of the Impressions for the metro and they have an ROI to KC Metro and that's not just to us but to the metro of \$85 for every \$1 spent.



We do a lot on social media and I hope that you follow us. We are on all the platforms, Facebook, Instagram and Twitter are the main ones that we are on. We had a 20% increase in followers this past year. Two really exciting things that we did well in 2017; we did 12 Facebook Live events and this is a picture here of one we did with 1889 Pizza. Rebekah from our office is kind of our face of our Facebook Lives and she goes out and she does some crazy things like make pizza, she taught people how to get into an innertube gracefully at Schlitterbahn. Yesterday she was at Splitlog Coffee learning how to make decorative coffee. We had over 57K views of our Facebook Lives. We also last year started an Instameet. It was the first ever, KCK Instameet, and if you are like me when staff came to me and said we would like to do an Instameet, I didn't know what it was. An Instameet is when people whether they be bloggers, photographers, just people who are on Instagram get together in one location, there is usually an educational component of some way of how to take better pictures and they post on Instagram. We had our first one last July, the hottest day of the year, we had 53 people show up. We were at Memorial Hall, we took them to Kaw Point, we took them to Rosedale Arch, they did a walking tour downtown of the murals. We generated over 9K likes and almost 300 photos just from that. By the way, we do have our first Instameet for 2018, it's Saturday at the Agriculture Hall of Fame, 9:00 if you would like to show up.

March 22, 2018



[Finding Time for Family in Kansas City, KS](#)

December 12, 2017 by [Cynthia Wright](#) <https://www.visitkansascityks.com/blog/>

Cold weather months don't have to mean that all of your family's fun and travel are put on pause. Since the time around holidays and the New Year can be so chaotic, our family often finds that this is when we need to disconnect from our daily life and unwind more than ever. We did just that as we celebrated our daughter Caelyn's birthday at Great Wolf Lodge! She was turning 4 years old, and we wanted to make it a special adventure for her

We do a Social Local Influencer Program and this is a little bit different than the stories. This is more on blogs and this is one here. It just kind of tells you this is how it goes and you can actually click through and see how the blog looks on our website. We had four categories that we had chosen. (This was not on PowerPoint.) This is more of a behind the scenes what the locals do and this is our one on family fun. We also have a blogger who does arts and culture, we have mature travel and we have adventure travel. They produced over 10K blog views and we reached over 76K people on Facebook with these blogs.

Visitor Publications

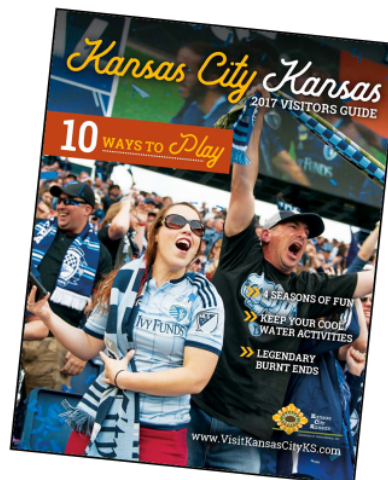
2017 Visitor Guide

64 page magazine

125,000 distributed

Digital Version

3rd Place Visitor Guide Award
TIAK 2017 Marketing Awards



We produced several Visitor Publications. Probably the one you know the most is our Visitor Guide. This is the 2017. You have 2018 I handed out with you tonight. We print and distribute 125K of these plus we have them online where you can digitally download them.

March 22, 2018

3 new Video's

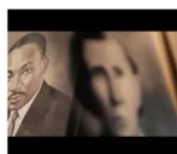
Used on YouTube, Digital Marketing, Website



[Active Adventures in Kansas City KS](#)



[Explore Family Fun in Kansas City KS](#)



[Diverse Attractions in Kansas City KS](#)

Last year we created three new videos'. We use these on YouTube, they are on our website, we use them with our digital marketing website if there is a special event. When we had the USA Track & Field in Lawrence last year, we were able to play on the screen there. This is my favorite one that we did last year. (This video was not on PowerPoint.) Hopefully, it will load here very quickly. (video was shown at this time). Again, these have been really successful and we've been able to use them in a lot of different ways.

PR and Media

Hosted 7 individual Travel Journalist producing 9 articles and 964,500+ social media reach

Hosted 14 Travel Journalist on 3 FAM Tours producing 12 stories with 700,000+ social media reach, a Radio interview on Travel Planners Radio Show and an article in Feast Magazine

Met with over 90 Journalist at Travel PR events

Assisted with and tracked 68 stories

Directly contributed to 27 travel articles



We work with the PR and Media. We host Travel Journalists whether we host an individual travel journalist who is wanting to come and learn more about Kansas City, Kansas and write. We also do FAM Tours. Those are familiarization tours where we bring a group of travel journalist together. Our most successful one last year was a Foody FAM. We basically brought them in and

March 22, 2018

fed them at all the local restaurants. We fed them for two days. It was so successful we ended up doing a second one and you can see the stories and the social media reach. It's not just when we bring them to town, we're also going to PR events, meeting with travel journalists talking about what's up and coming, what's new, we tracked 68 different stories and we directly contributed to 27 different travel articles.

Solar Eclipse

50,000 commemorative eclipse glasses distributed
1,368 visitors signed in at the CVB office
277 joined e-newsletter list
481 Facebook Likes
500+ people watched from T-bones Stadium
Facebook Live Event in Downtown KCK – 5,198 views



999 rooms - 126% increase
Sunday Night Occupancy over previous year



I can't talk about 2017 without talking about the solar eclipse. We were talking in our office that we would like to give an award to someone for the solar eclipse. We didn't know who that could be other than God. What we did do was, we took advantage of a situation that was really dropped in our lap. We did not bring the solar eclipse to Kansas City, Kansas. It was here and so we just took advantage. We ordered 50K and distributed commemorative glasses. They were given to every hotel guest who was staying in Kansas City, Kansas. They were distributed at T-Bone games, sporting games, Schlitterbahn. We had 1,300 people sign in at the office, we did a Facebook Live event in downtown KCK with over 5,000 views and we had over 500 people at the T-Bone stadium to watch it. Probably the most important thing to notice here is a Sunday night is always our lowest occupancy and because this happened on Monday, we had a 126% increase in our occupancy on that Sunday night. We had 999 more rooms sold than the previous year so if anybody can get a solar eclipse in next year, we would love that.

2018 Advancement and Innovation

Community Marketing Grant

Reviewing and Updating Long Range Vision and Goals

2 new Media FAM tours

4 Instameet Opportunities

The Summer of Oz



2018 Advancement and Innovation; our funding is pretty consistent from what it was in 2017. I'm not going to be able to have significant growth like we did in '17. I'm not going to be able to add new staff, but what we will be doing is further refining, doing better what we are already doing. A couple of items to point out; we do have a Community Marketing Grant. We have committed \$5K that will be used to assist attractions and events in their marketing. The first round of applications are due March 30th and that has already been sent out to all of the attractions and I believe we've got two people who have applied already. The Board is going to be reviewing and updating our long-range plans and our goals for the bureau. We have media FAMs. We're doing Instameet and then it's all about the Summer of Oz.

I'm sure you have heard there will be a live Wizard of Oz production at Providence Amphitheater August 1-5. We have been working with a lot of our attractions to put on Oz themed specials and events during the summer. Ag Hall of Fame has really jumped all over this. They're going to have an Oz Comes to Kansas, what a farm town was like that you can go and experience a farm town and then go over to Providence Amphitheater and go watch the live production of Wizard of Oz. We're also going to be creating our summer campaign all around Oz.

March 22, 2018



Kansas City Kansas Convention & Visitors Bureau, Inc.

With that, I'm going to stop talking and see if there are any questions.

Commissioner Bynum said first, before the question, just a compliment to you and your staff and your Board. I'm glad that we were able to augment the funding that we give. It clearly has paid dividends for the Kansas City, Kansas community. You all do an amazing amount of work, really high-quality work on that budget and I, for one, appreciate it so I want to make sure I say that to you and everyone involved.

What is your impression of what will be needed when the American Royal is up and open and fully operating here? **Ms. Jobe** said we've talked about this in Board meetings. The American Royal is a gamechanger. The opportunities that we will have when I showed you the slide of when our lowest occupancy months are and the potential for growth, that gives us an indoor facility to bring in all kinds of events that we just cannot bring in. We will need staff to sell that. We will need dollars to sell that. It will be a gamechanger both for our bureau and I think for us as a destination. I think a convention center is the same thing also whether they are in conjunction with each other or separate, they are both gamechangers for us.

Commissioner Philbrook said just a follow-up with all of that; gamechanger, so when do you think you need to ramp up on that, as your knowledge, when do you need those new people, 2019 budget? I mean, what are we talking here? **Ms. Jobe** said I really don't know exactly when they're really going to be breaking. You cannot sell something that is not already at least under construction. That does not mean that we are already not talking about it to some very key—in

fact, the Mayor and I talked about something just recently that is a potential, that's out there. We can't really talk about it. They don't really want to talk about it, but they would be very interested if the facility was built in the way they could use it. We have several things that we can talk to, but we cannot sell it until it is built or at least we know it is for sure. **Commissioner Philbrook** said until we see action. **Ms. Jobe** said right. What we can do in the meantime, is to continue to market Kansas City, Kansas to create that awareness of all the things that we have here and every other destination is clamoring for those visitors and they are in their face all the time. The more we can be in the face of the visitor saying come to Kansas City, Kansas, look at all what we have to do, come to Kansas City, Kansas, the more we are top of mind so we could start marketing the destination immediately.

Commissioner Philbrook said another question; which is kind of a sticky-wicket because of another community, but they are bringing a smaller than you as far as convention, you know, area along with hotel across I-70; how are we going to play in that? Are they going—you know what I'm saying, because it's one of those situations where do we further that as well as—**Ms. Jobe** said these are great discussions and I don't know that I can answer them all tonight. I think you're talking about the Lowe's property. Depending on who you talk to, I think there is some concern that the market is being saturated with rooms and that might be the downtown market. I think the statistics that I showed you that more people are wanting to stay in the suburbs is very telling that as people are going to the Kansas City metro, not everybody wants the downtown experience. We offer an option and so I think we have something to offer there that many visitors want. **Commissioner Philbrook** said sorry to put you on the spot but you are in the middle of it.

Mayor Alvey said I just wanted to comment on the addition of Justin Stine to your staff. I thought that's a great move to really target the sport side of it and I was able to participate in the NAIA tipoff and that's an event that for those of us who grew up in Kansas City, we would go to the Municipal Auditorium and run around watching games here and there. It was a great event they held at Sporting KC even though the tournament is held at Municipal Auditorium, the tipoff event was held with all the teams and the coaches, the staffs at Sporting KC. It was a great event and I think it really showcased Kansas City, Kansas very well. Well done. **Ms. Jobe** said the first year Justin was a big part of that working to get that moved. It has always been held at Power & Light

and so we were able to get the tipoff event at Sporting KC this year and we appreciate you being there. That was great.

Commissioner Townsend said I was thinking back as you were making a presentation about what three or four years ago when this body had to consider whether or not the CVB was going to be joined with another organization and that's great also. Seeing the progress that's been made, I think that was the right decision to keep the CVB as a separate entity whose sole job was to market KCK, Wyandotte County. I would also like to applaud you for continuing to push places for visitors to come and appreciate and even local people on all sections of the city, Kaw Point Park on the northeast end, the John Brown area, all the way out west so great job and congratulations on your recognition and awards. Thank you also for clarifying Instameet. I thought we were going into the dating business too. Maybe you can join that with Dorothy & Oz. You know the theme is we meet in KCK, I don't know.

Mayor Alvey asked do we have a motion for Executive Session for consultation with our Attorney to discuss matters related to litigation.

Executive Session:

Commissioner Markley made a motion, seconded by Commissioner McKiernan, to go into Executive Session until 7:00 p.m. to consult with our attorneys and to discuss, under the attorney-client privilege, confidential matters related to pending claims and litigation, as permitted under the Kansas Open Meetings Act; and that staff designated by the County Administrator be present to participate in the discussion, and to reconvene in open session at 7:00 p.m. in the Commission Chambers located on the 1st floor. Roll call was taken and there were ten "Ayes," Townsend, McKiernan, Murguia, Johnson, Kane, Markley, Walters, Philbrook, Bynum, Burroughs.

Present for the Executive Session: Bynum, Commissioner At-Large First District; Burroughs, Commissioner At-Large Second District; Townsend, Commissioner First District; McKiernan, Commissioner Second District; Murguia, Commissioner Third District; Johnson, Commissioner Fourth District; Kane, Commissioner Fifth District; Markley, Commissioner Sixth District;

Walters, Commissioner Seventh District; Philbrook, Commissioner Eight District; and Alvey, Mayor/CEO presiding. **Staff present:** Doug Bach, County Administrator; Ken Moore, Chief Legal Counsel; Joe Connor, Assistant County Administrator; Kathleen VonAchen, Chief Financial Officer; and Ryan Carpenter, Assistant Counsel.

**MAYOR ALVEY ADJOURNED
THE MEETING AT 6:35 p.m.**

dt

Bridgette D. Cobbins
Unified Government Clerk

March 22, 2018