



City of Leavenworth
100 N. 5th Street
Leavenworth, Kansas 66048

CITY COMMISSION STUDY SESSION
COMMISSION CHAMBERS
TUESDAY, NOVEMBER 16, 2021 7:00 P.M.

Welcome to your City Commission Study Session – Please turn off or silence all cell phones during the meeting
Meetings are televised everyday on Channel 2 at 7 p.m. and midnight and available for viewing on YouTube and Facebook Live

Study Session:

1. Semi-Annual Report - University Saint Mary (pg. 2)
2. Semi-Annual Report - Leavenworth Public Library (pg. 3)
3. Semi-Annual Report - Convention & Visitors Bureau (pg. 4)

**STUDY SESSION POLICY REPORT
SEMI-ANNUAL REVIEW
PRESENTATION BY
UNIVERSITY OF SAINT MARY**

November 16, 2021

Sister Diane Steele, University of Saint Mary will provide a semi-annual review to the City Commission.

**STUDY SESSION POLICY REPORT
SEMI-ANNUAL REVIEW
PRESENTED BY
LEAVENWORTH PUBLIC LIBRARY**

November 16, 2021

Library Director Matt Nojonen will provide the semi-annual update to the City Commission.

Policy Report
Leavenworth Convention and Visitors Bureau – Semi-Annual Report
November 16, 2021

Prepared By:



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CVB Manager

Reviewed By:



Penny Holler
Assistant City Manager

Reviewed By:



Paul Kramer
City Manager

BACKGROUND:

Leavenworth Convention and Visitors Bureau (CVB) Manager Kristi Lee will provide an update of activities and operations of the CVB.



Leavenworth Convention and Visitors Bureau Fall 2021 Report

NOVEMBER 16, 2021

Discussion points

TRAVEL INDUSTRY UPDATE

National Travel Industry

State of Kansas Travel Industry

LEAVENWORTH UPDATE

Transient Guest Tax, Marketing update,
Calendar of events





National Travel Industry

1. Holiday Travel

The steady decline of COVID 19 across the country will spur lots of family-related travel this fall and winter with 7 in 10 holiday travelers planning to spend time with friends and family. This is good news since visiting F&F is typically the number one reason to travel to cities and states throughout the U.S.

2. Staffing Shortages

Business owners fear venues will have to significantly reduce capacities if hires cannot be made. There are 335,000+ less people employed in the hospitality industry compared to last year. Many are considering hybrid working models with scheduling flexibility to retain and recruit employees.

3. International Inbound Travel

At air, land and sea ports of entry, and across destinations nationwide, the U.S. travel industry will welcome all vaccinated international visitors back to the U.S. after 19 long months of pandemic related border restrictions beginning Monday, November 8, 2021. International travel produced \$239 billion in export income in 2019, and directly supported 1.2 million American jobs.

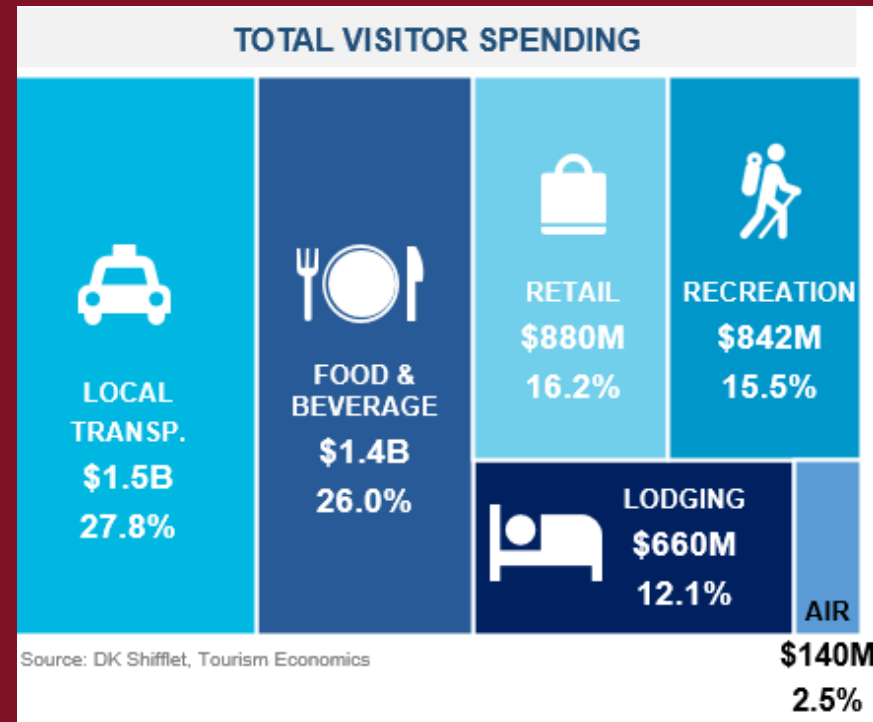
Kansas Tourism

In 2020, 31.4 million visitors spent \$5.4 billion dollars in Kansas.

Jobs supported by visitor spending are 4.3% of all jobs in Kansas.

Due to the pandemic visitor spending fell by more than a quarter in 2020, amounting to a decline of \$1.9 billion.

Visitors generated \$589 million in state and local taxes, which is equivalent to \$520 in tax savings to every household in Kansas.



Hotel Report

Jan-Sept

YTD OCC	YTD ADR	RevPAR
52.1 %	\$84.42	\$43.98

DIRECT TOURISM INDUSTRY

Tourism employment

In 2020, tourism was the 12th largest employer in Kansas

Visitor activity directly supported 53,442 jobs in Kansas in 2020. Comparing this with the direct employment in other industry sectors, tourism would rank as the 12th largest industry.

In 2019, tourism ranked 9th.

THE NUMBER OF JOBS DIRECTLY SUPPORTED BY TOURISM FELL BY NEARLY 12,600 JOBS, A DECLINE OF OVER 19%.

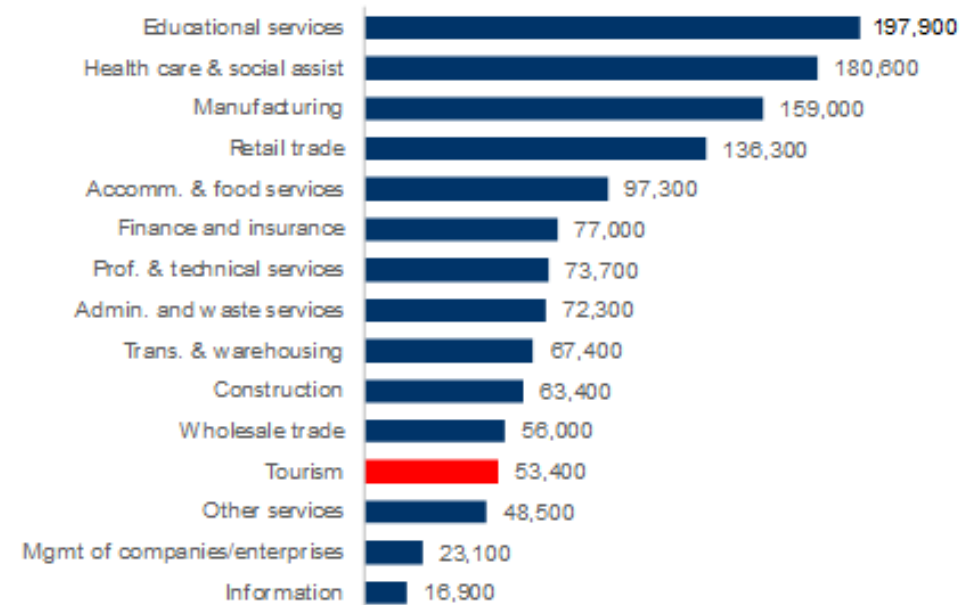
DIRECT TOURISM EMPLOYMENT HAS FALLEN BACK TO LEVELS SEEN IN THE 2009 RECESSION.

BUT, EVEN IN THE THROES OF A PANDEMIC, VISITOR SPENDING SUPPORTED 53,442 JOBS, REPRESENTING 2.9% OF ALL JOBS IN KANSAS. EVEN IN THE PANDEMIC, WITH TOURISM SIGNIFICANTLY AFFECTED, ONE OUT OF EVERY 35 JOBS IN KANSAS WAS DIRECTLY SUPPORTED BY VISITOR SPENDING.

KANSAS Tourism

Employment in Kansas, by major industry

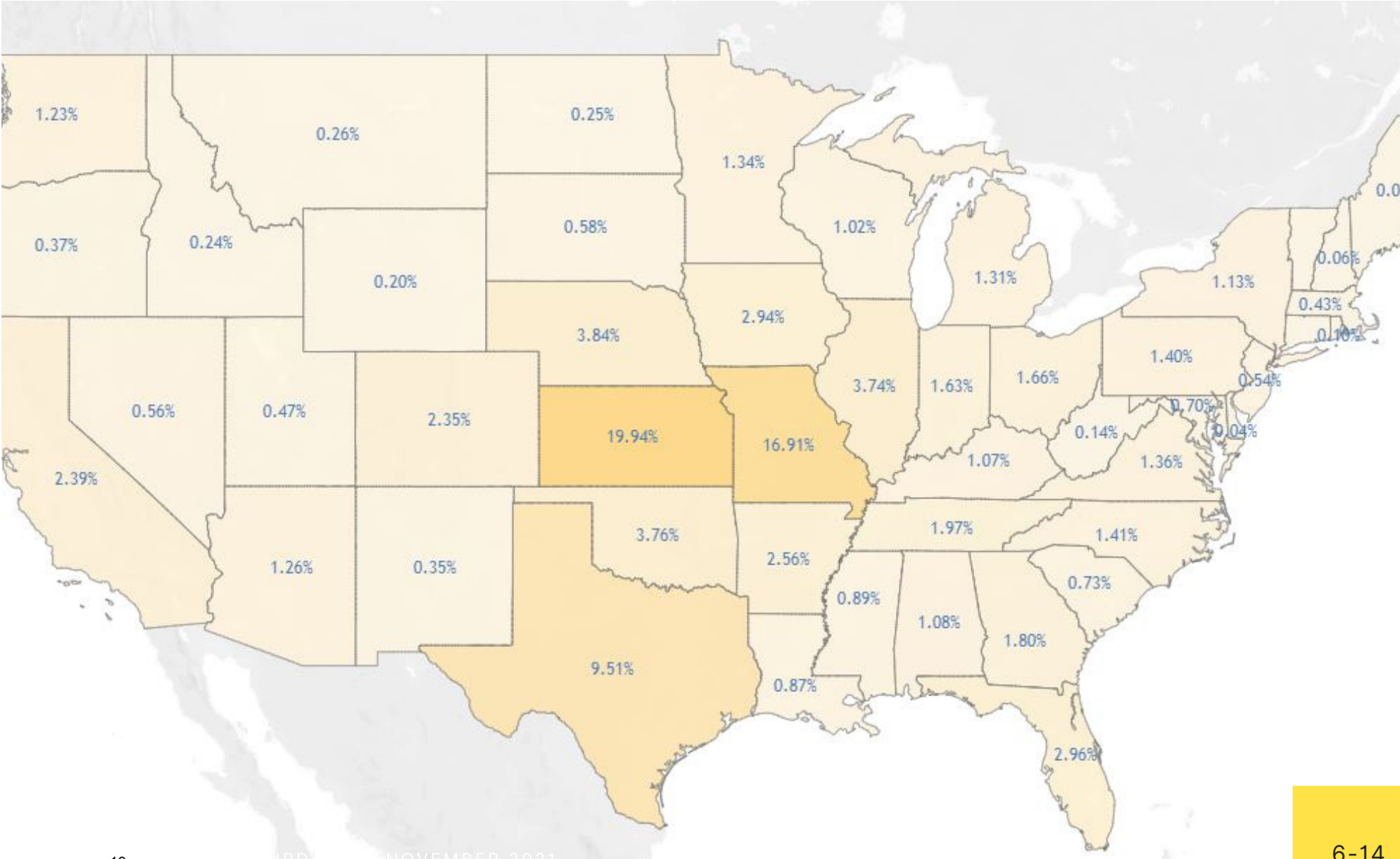
Amounts in number of jobs



Source: Tourism Economics, BEA

Leavenworth Tourism

DataFy Dashboard: Inbound Visitation 50+ miles
Jan - Sept 2021 figures



Transient Guest Tax



REVENUE AND ROOM NIGHTS: JAN-SEPT 2021

\$6,402,032 60,528 RN

TGT COLLECTED

\$458,144.45 54,144 RN

(6,385 RN) Approx. 10.55% of RmNts sold were TGT exempt

OCCUPANCY

2020 56% 2021 61.4%

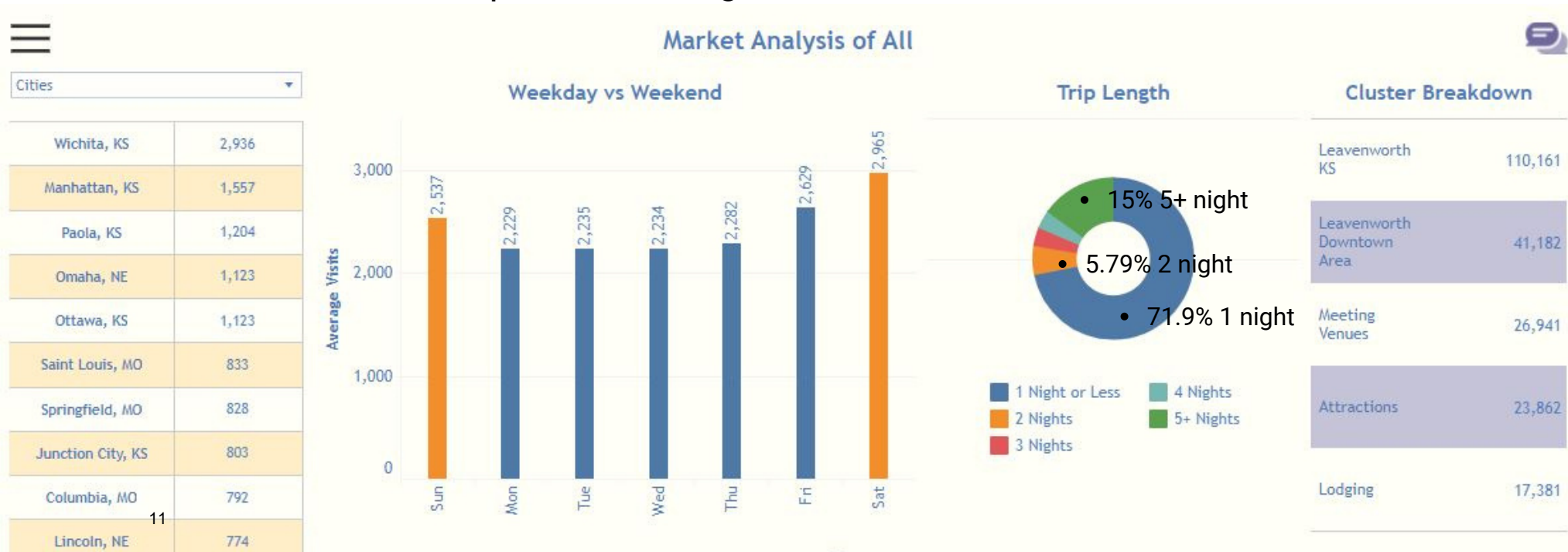
AVG DAILY RATE

2020 \$106.44 2021 \$105.77

REV PER AVAIL ROOM

2020 \$59.55 2021 \$64.96

Top Cities visiting Lvn from 50+ miles out



Leavenworth Tourism



Hotel Management

Two of our hotels now have new management. The Hampton Inn hired *Patrice Chisom* in August and the Leavenworth Local has hired *Christine Throckmorton* in August as well.

I have meetings set up to meet with the managers to discuss ways in which we can continue to support and work together on future issues.

Local Involvement

I continue to work with the Leavenworth Main Street, Leavenworth-Lansing Chamber, Fort Leavenworth Public Affairs Committee and several sub committees from said organizations. We are working on pocket parks, murals, events, tours, meetings, and more such as the upcoming Stocking Stuffer campaign and Christmas Window Lighting contest.

Datafy - See Source

Implemented in August 2021. Geo-Location Data Driven - We have proprietary and public sources of opt-In data including 510 (and growing) data partners and 225 million (and growing) cell phones. This means all Datafy clients are fully insulated against major industry shifts because of the breadth, depth and creative quality of our unique geo sources.

KCRDA - Kansas City Dest. Alliance



KC Holiday Trip

The KC Holiday Trip will launch November 22 and go through December 31. Holiday Trip items from 2020 (audio, images, summary, etc.) will be sent soon for edits and updates.

Just a reminder: trips now only require three stops and then the user earns that badge for that trip. After a badge is earned, the entrant will be entered into a year-end drawing for a \$250 gift card. The more badges a user earns, the more entries they'll have in the drawing!

- I-70 Association:
- Newsletters x 4 yr
- Printing a new brochure x60,000
- 2 travel writers
- I-70 Road Trip Giveaway



Ongoing KC Trips

We currently have the following trips active on Otocast: KC History, KC Coffee, KC Quirky, and soon, the KC Holiday Trip.

We had two influencers come to town for Quirky and History, so we'll be pushing their content and encouraging trip engagement -- member shares and reposting is helpful in this effort, so like, post and share!!!

- NEKS Association:
- Newsletters x 4 yr
- FB Giveaways
- Big KS Road Trip
- Rack Cards
- Dest. Statehouse



Tourism Gives Back

Our first Tourism Gives Back project was hosted during National Tourism Week in May.

Five members helped clean up debris along Merriam's Turkey Creek Streamway Trail. We even received some recognition for this project through the Shawnee Mission Post!

Olathe's Mahaffie project (date TBA) is up next, but we're looking for applications for two projects in 2022. (Project budget assistance will be available up to \$500 each as needed).

- Other Associations:
- Tour Kansas
- Meet Kansas
- Sports Kansas
- Glacial Hills Byways
- Frontier Military Byway

TOURISM GRANTS FOR AUG 1, 2021

The Tourism Grant review committee met in August to determine the amounts for the grant applications. We have funded 5 organizations for 2021.

1. LCHS for \$2900 - Vintage Homes Tour and Wine Tasting events
2. LMS for \$3000 - Pocket parks and benches
3. RACC - \$3000 - Marketing in the KC MO area
4. Miss KS Volunteer Pageant for \$3488 - Marketing for a new event
5. LV Arts, Inc for \$2500 - Exhibits and performances

Social Media

Facebook, Twitter, Pinterest, and Instagram have over 7,741 followers

Opening day of Farmers Market with over 12,000+ reached, and Fox4 Morning Show with over 6,571 reached were our top performers of 2021.

Website January thru Sept 2021

63,757 unique users
155,476 total page views

Top Referral Sites

travelks.com, On-Line State Campaign, LeavenworthKS.org, VisitKC.com

Visit Leavenworth KS
August 27 · 🌐

This Morning, FOX4 News Kansas City featured Leavenworth in their Zip Trip Segment. Some of our small businesses and special attractions were shared live as well as some special interviews. Many thanks to Mayor Bauder, Police Chief Kitchens and Cindy Schulenberg from TenPenny. From Fort Leavenworth Garrison Commander Col. John Misenheimer, Garrison CSM, CSM Antwone Jones, and Civilian Chief of Staff for the 15th Military Police Brigade, Pete Grande. We had an awesome time hosting Fox 4 and thank them for sharing Leavenworth with everyone.

6,517 People reached 1,321 Engagements [Boost Post](#)

👍❤️ J Keith Purvis, Laine Perry Bourn and 96 others 2 Comments 22 Shares

Visitor Guidebook

Distributed 3,576 visitor guidebooks. They are distributed through travel centers, local delivery, trade-show placement, direct inquires and on-line inquiries, walk ins, and RFCC lobby.



364 direct personal requests, 115 welcome bags, and 3,097 to visitor centers.

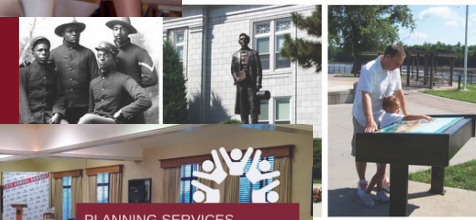
Print Ads

Placed 24 ads with a distribution of 1.8 million publications



On-Line Advertising

5 Digital campaigns with impressions of over 2.5 million



E-NewsEvents Calendar

1,037 contacts emailed twice a month with avg. open rate of 15.7%



Group Tours for 2021

June 10	Kids R Kids, Olathe KS
June 25	City of OP, KS
Aug 13	Peggy Watson Tour, KCMO
Aug 18	Lawrence Ladies Tour
Sept 13-14	Bilbrey Tours, Austin TX
Sept 16	Joy to the Journey, KCMO
Nov 10	Gladstone P&R, MO



2021 TRADE SHOWS and CONFERENCES

Due to COVID-19 many shows in 2021 cancelled however I still attended a few.

Boomers in Groups

March 30-1, Louisville KY

Small Market Meetings, Meet KS Rep

Sept 26-29 Cheyenne WY

TIAK Tourism Conference

Oct. 17-21, Liberal KS

2022 TRADE SHOWS and CONFERENCES

ABA, American Bus Association

Jan. 7-11, Grapevine, TX

Select Traveler Conference

March 28-30, Cheyenne WY

African American Travel Conference

April 12-14, Topeka KS

Travel Alliance Partners Conference

May 22-26, Branson MO

PAIR Day, Ft Leavenworth

September 17, Fort Lvn

Small Market Meetings Conference

September 25-27, Gwinnet County, GA

Calendar of Events

Nov. 19	Mayor's Holiday Lighted Parade
Nov. 27	Shop Small Business Saturday
Dec. weekends	Victorian Christmas Tour at the Carroll Mansion
Dec. 2	Alive After 5
Dec. 4	Reindeer Romp downtown Lvn
Dec. 11	Heritage Center Christmas Dinner & Show
Dec. 10-12	RCCP - A Christmas Carol



LEAVENWORTH
CONVENTION AND
VISITORS BUREAU

Thank You

WEBSITE

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*Happy Thanksgiving
&
Happy Holidays*