



CITY OF LEAVENWORTH
100 N. 5th Street
Leavenworth, Kansas 66048
www.lvks.org

CITY COMMISSION STUDY SESSION
COMMISSION CHAMBERS
TUESDAY, SEPTEMBER 18, 2018 7:00 P.M.

Welcome - Please turn off or silence all cell phones during the Study Session.

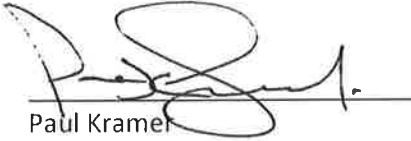
Meetings are televised everyday on Channel 2 at 7 p.m. and midnight

Study Session:

1. Alliance Against Family Violence Update (pg. 2)
2. Semi-Annual Review by Leavenworth County Development Corporation (pg. 3)
3. Semi-Annual Report by Leavenworth Convention & Visitors Bureau (pg. 10)

Policy Report
Alliance Against Family Violence Update
Sept. 18, 2018

Prepared by:

A handwritten signature in black ink, appearing to read 'Paul Kramer', written over a horizontal line.

Paul Kramer
City Manager

Issue:

A representative from the Alliance Against Family Violence will brief the Commission on funding, board structure and the organization's road forward.

**STUDY SESSION POLICY REPORT
SEMI-ANNUAL REVIEW
PRESENTATION BY
LEAVENWORTH COUNTY DEVELOPMENT CORPORATION**

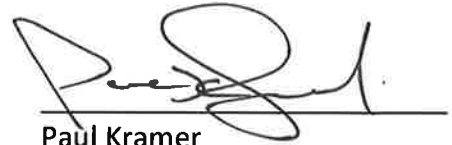
SEPTEMBER 18, 2018

Prepared by:



Carla K. Williamson, CMC
City Clerk

Reviewed by:



Paul Kramer
City Manager

ISSUE:

Steve Jack, Executive Director with the Leavenworth County Development Corporation (LCDC) will provide an update to the City Commission.

Attachment: PowerPoint Presentation



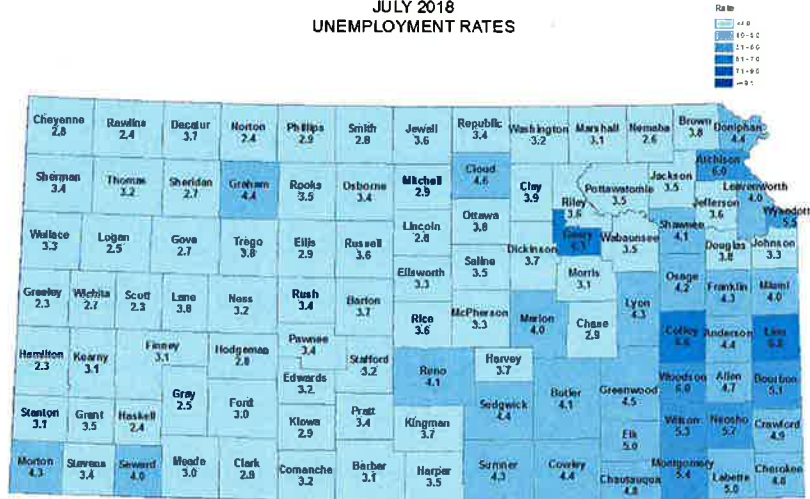
Unemployment Rates

- State of Kansas
 - July 2017 – 3.6%
 - July 2018 – 3.4%
- Leavenworth County
 - July 2017 – 4.2% (34,941 employed)
 - July 2018 – 4.0% (36,083 employed)
- City of Leavenworth
 - July 2017 – 4.9% (13,565 employed)
 - July 2018 – 4.8% (13,921 employed)
- Balance of County
 - July 2017 – 3.9% (21,376 employed)
 - July 2018 – 3.5% (22,162 employed)



County Unemployment Rate Map

JULY 2018
UNEMPLOYMENT RATES



Leavenworth Projects

- Project Gear
 - 40 distribution jobs
 - Site visit on May 30
 - Eliminated (12 traffic lights?)
- Project Trigger
 - 8 – 10 machinist & engineers
 - Site visit on July 11
 - Eliminated (demographics?)
- V. A. CMOP
 - 240 existing jobs in Leavenworth
 - Needed 100,000 sf facility &/or land
 - Moving to existing building in JOCO



Leavenworth Projects

- Project Bamboo
 - 50 acres for 100,000 sf building
 - 150 – 250 jobs
 - Submitted new park in July
- Project Leavitt
 - Two USDA HQ facilities
 - 620 jobs
 - Submitted new park on August 27
- Project Forward
 - 400,000 sf pet food facility
 - We originally passed on the project; mild odor
 - Submitted later w/ mitigation options



Important Dates Coming Up

- SIOR Development Day – September 20
 - Union Station, KCMO from 4:30 – 7:30 PM
- Ashley Hardin Reception – September 24
 - Named ED Director w/ City of Perry, GA
 - LCDC Office from 1 - 3 PM
- Site Consultant Dinner – November 7 or 8
 - Atlanta dinner led by State of Kansas
- KCADC Annual Meeting – November 9
 - KCMO Convention Center from 11 - 1 PM
- LCDC VIP Event – November 9
 - Grinders from 5 - 8 PM
- LCDC Annual Meeting – January 18
 - Riverfront from 11:30 AM – 1:30 PM



New Brand Message

LCDC is the catalyst for economic growth in three distinct communities – Leavenworth, Lansing and Tonganoxie, KS. This powerful public-private partnership ensures access to critical resources to accelerate and maximize investment for companies looking to startup, relocate or expand. With a streamlined development process, customized incentives and market-ready inventory, LCDC is designed to deliver. *Supporting Brand Message Language:*

Industry Motivators
Motivated by Innovation
Innovation Inspired
Innovate Here
Leavenworth County First




Creative Platform

LOGO





INVESTOR LEVELS



MEMBERSHIP LEVELS & BENEFITS • 2018

SUPPLIER LEVEL • \$500

- Designated for individuals not represented by a company and charitable non-profit 501(c)(3) organizations only
- All suppliers will receive the same benefits as Bronze Level Business Start-ups.

BRONZE LEVEL • \$500 - \$999

- Quarterly newsletter
- Opportunity to serve on LCDC committee
- Invitations to annual meeting, VIP event, and all other LCDC networking events
- Listing on LCDC website
- Business assistance resources

SILVER LEVEL • \$1000 - \$1,999

- All Bronze Level benefits
- Use of LCDC board room and presentation equipment
- Link to company website on www.lcdevco.org

GOLD LEVEL • \$1500 - \$1,999


- All Bronze Level and Silver Level benefits
- Company logo featured in LCDC newsletter

PLATINUM LEVEL • \$4,000 AND UP

- All Bronze, Silver and Gold Level benefits
- Business recognition at networking events
- Two seats at the LCDC annual meeting

1014 Courtney Blvd., Leavenworth, KS 66048 • 785.227.9100 • www.lcdevco.org


KC OPTIONS AD



INNOVATE HERE.

Leavenworth County Economic Development Corporation can ensure success for critical industries by providing incentives for investment, business development, facility expansion, workforce development services, technology incubation, and market entry assistance. LCDC is a municipal institution.

CHECK US OUT: www.kcdevco.org • 785.727.4100



Marketing Plan – Next Steps

Phase A: Branding and Foundational Tools

- Streamline Brand, Message and Logo (COMPLETE)
- Roll out new website by October 1
- Develop a new Customer Relations Management (CRM)
- Annual Report by January 1

Phase B: Drive interest in Business Parks

- Photography session
- Drone videos, marketing materials and advertising
- Begin marketing the park to brokers and site selectors

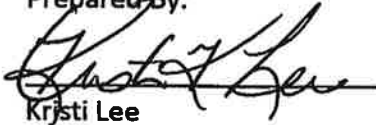
Phases C & D: Not yet funded

- E-Mail Campaigns
- Broker Windshield Tour
- Local Business Highlights Video Tour
- Retail and Housing Industry Advertising/Sponsorships



Policy Report
Leavenworth Convention and Visitors Bureau – Semi-Annual Report
September 18, 2018

Prepared By:



Kristi Lee
CVB Manager

Reviewed By:



Taylour Tedder
Assistant City Manager

Reviewed By:



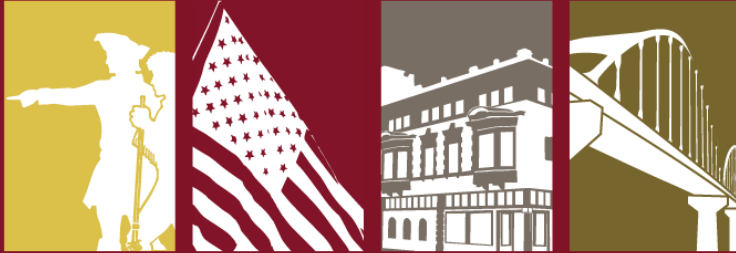
Paul Kramer
City Manager

BACKGROUND:

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

09•18•18

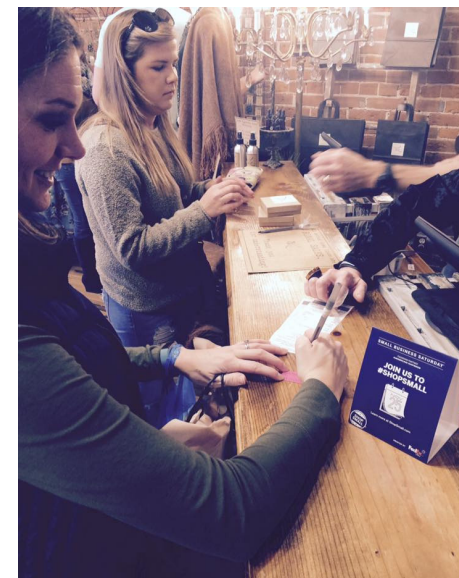
Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

2ND 2018 REPORT

KRISTI LEE, CVB MANAGER



Presentation Overview

- TRAVEL INDUSTRY UPDATE
- KANSAS TRAVEL UPDATE
- 2ND 2018 REPORT

TRAVEL INDUSTRY UPDATE

In 2017, domestic and international travelers spent \$1,036 billion in the U.S. This spending supported almost 8.8 million jobs directly, and generated \$259 billion in payroll income and \$165 billion in tax revenues for federal, state, and local governments.

Food-services and lodging are the top two spending categories by domestic and international travelers. Travelers spent \$258 billion on food services, which accounted for 25% of total travelers spending.

Making up 21% of the total, traveler spending on lodging, including hotels/motels/B&B, vacation homes and campgrounds, reached \$221 billion in 2017.

Leisure travel accounted for 80% of all U.S. domestic travel in 2017.

The Travel Trends Index showed both business and leisure segments of domestic travel expanded every month during the first half of the year for the first time in history. *2018

76% of employed Americans indicated that firsthand experience was instrumental in forming impressions of a community when assessing new job opportunities and relocation decisions.

In a year over year comparison with July 2017, the industry posted the following:

* Occupancy: -0.2% to 73.6%

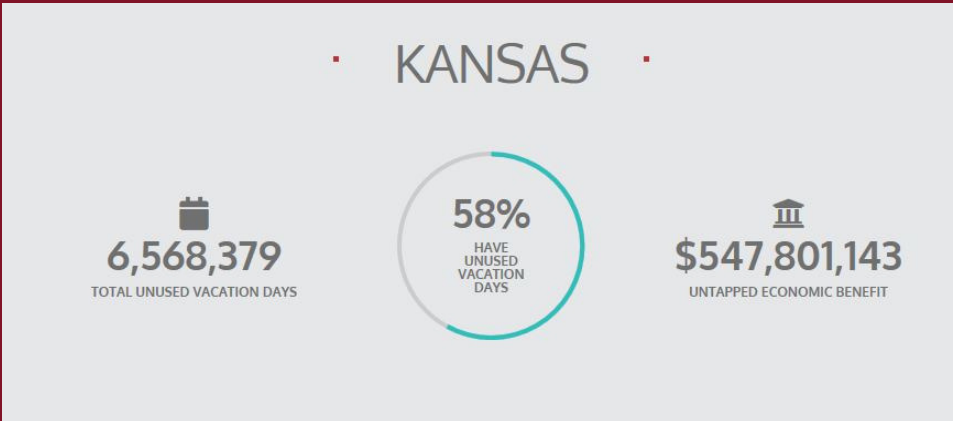
* Average daily rate (ADR):
+2.0% to US \$133.44

*Revenue per available room (RevPAR):
+1.8% to US \$98.17

*2017 US Travel Assoc.

KANSAS TOURISM INDUSTRY

- **ProjectTimeOff.com**




Leaving vacations days unused has become a national pastime.

Kansas' 2nd congressional district covers most of the eastern part of the state, except for the core of Kansas City KS. Leavenworth, Topeka and Lawrence are all included.

Tourism plays a prominent and growing role in our state's economy. Kansas welcomed a record 36 million visitors in Fiscal Year 2016. Those visitors supported nearly \$10.8 billion in business sales in Kansas, supporting 95,000 jobs, 5.1% of all jobs in Kansas

- IN FY2017 Kansas Tourism unveiled a new responsive website platform on TravelKS.com
- New elements include:
- A persona driven "Pick your Kansas Adventure"
 - Interactive Explorer Map
 - Region & Cities navigation menu option
 - Addition of specialized categories
 - Launched a new TravelKS App in February



TRAVEL IS AN ECONOMIC ENGINE

Why Travel Matters to Kansas' District 2

	SPENDING	PAYROLL	JOBS	TAX RECEIPTS	TRAVEL INDUSTRY EMPLOYMENT RANK
CONGRESSIONAL DISTRICT	\$1.6 BILLION	\$278.7 MILLION	14,690	—	5
STATE	\$7.4 BILLION	\$1.3 BILLION	65,590	\$941.2 MILLION	7

Leavenworth updates



Worked with Jones Huyett Partners on a video for the State Office of Tourism. It will be a video on the Historic Forts of Kansas. Due out this fall.

Have completed several successful FAM Tours (Familiarization Tours) this year and 2 tours have booked with us.

Highlighted on social media all the Then and Now photos of properties and attractions during National Travel and Tourism Week in May. It was a very successful campaign week with over 4,914 impressions and 65 shares.

We hosted our Sister City of Wagga Wagga, Australia. August 29th through Sept 5th. Spent time with the title holders and the Mayor of Wagga Wagga and his wife. We showed them around Leavenworth, Topeka, and KC. Overall I believe they had a very nice time and we built on and increased our international relationship for the better.

Jan-July we est. 58,000 visitors to Leavenworth

Visitor Guidebooks:

11,859 Visitor Guidebooks distributed in 2018

195 Direct requests for Visitor Guidebooks mailed

Completed a Meeting Planners Guidebook

Working on a Melissa Etheridge Self Driving Tour Brochure

Working on the 2019 Visitors Guidebook

Working on the design for the new CVB Website

Tourism Grants for August 1, 2018 round:

First City Film Festival \$1,500

Leavenworth Main Street \$3,250

Richard Allen Cultural Center \$2,500

Leavenworth County Historical Society \$2,750



Updated Historic Wayside Markers

THIS SUMMER - 2018

We are very excited to say that this project is complete. Young Sign Co. was great to work with during the whole project. We also worked with the Public Affairs Office on Fort, Frontier Army Museum and Friends of the Frontier Army Museum.

This post received quite a few likes and shares on Facebook when we posted it: 6,644 likes and 50 shares

Summer Marketing Campaigns



5 different billboards ran this summer May thru Aug. They were placed along I-29 SB and I-70 E and WB on either side of Hwy 7.



Banner Display ads running on the Leavenworth Times website June thru Dec.

Occupancy

ADR

Revenue

Collected

Occupancy

2017	66.6%	
2018	61.2%	6 mo. only

Average Daily Rate

2017	\$106.90	
2018	\$112.92	June \$116

Revenue Jan-July 2018.

2018 \$5 M 44,278 Room nights

Avg. of 57% of room nights
sold were TGT exempt

Collected Jan - July 2018

2018 \$2.85 M 25,260 Room nights



Tours:

6/26 Estes Church Tour

7/17 FAM Tour

7/25 Spence Tour

9/6 Mccrite Plaza Retirement Comm.

9/6-7 WJAG Radio Tour

9/11 Travels with Doris Tour

9/14 Diane Montague Tour

9/20 Brewster Place

10/10 Security Bank

10/11 Sew Great Tours

11/2 Johnson County Parks & Rec.

11/8 Crossroads Tours

4/25/19 Air Capital Active People

Meetings:

6/24 Stenson Family Reunion

8/1 KCRDA Mtg.

8/21 Tyler Munis Mtg.

9/1 Kristine Hintzen Family

10/6 Lvn 50th Class Reunion

Sports:



Midwest Travel



TRADE SHOWS AND CONFERENCES ATTENDED:

PAIR Day

April 14, Fort Leavenworth

Mo Bank Travel

April 23-25, in Branson,

Midwest Bloggers Conference

May 9-11, in Clear Lake, IA

Tour Kansas Showcase

August 6-8, in Des Moines, IA

PAIR Day

August 18, Fort Leavenworth

TRADE SHOWS AND CONFERENCES COMING UP:

Kansas State Fair

Sept. 14, in Hutchinson, KS

TIAK Tourism Conference

Oct. 22-24, Junction City, KS

DMAI Conference

Nov. 11-13, Seattle, WA

KSAE Meetings Showcase

Dec. 4-5, Topeka, KS



Home2 Suites
opened Jan 2018

THANK YOU!

LEAVENWORTH CVB

Any Questions?



TownePlace
opening Sept. 2018