

Missouri Association of Convention & Visitor Bureaus Strategic Plan 2003-2005

Legislative:

- Educate New Legislators on the economic benefits and impact of tourism on the state economy
- Educate our own Members on the economic benefits of tourism
- Identify and Educate Specific Legislators
- Support Issues Not Candidates (amend by-laws to reflect this)
- Make “Little Book” Info Available Via the MACVB web site
- Pursue Legislation insuring FULL funding of the Missouri Division of Tourism as outlined in HB 188 (RSMO 620)
- Advocate to Preserve or Enhance Co-op Funding
 - Determined to pursue insuring that the coop funds remain at 20% of the Missouri Division of Tourism budget or at the current level of \$3.2 million, whichever is higher.
- Identify Tourism Champions Among New Legislators
- Identify legislative areas that may not have a tourism contact and assign to the nearest MACVB member to educate legislators in those areas
- Partner with Missouri Travel Council, Missouri Attractions Association and Missouri Hotel and Lodging Association to host regional meetings with new legislators
- School Opening
- Develop Educational Materials for Industry – “Defendable Data”
 - Uniform Message for all Industry Groups (discuss this with MTC and form a joint message that is consistent and defendable)

Action:

1. Meeting with Director of Tourism and convey the message about protection of Coop Funding.
2. Meet with MTC and Other Organizations to Request Support
3. Meet with the Tourism Commission and convey the message about protection of Coop Funding.
4. Pursue Legislators choose a champion of the proposed legislation.
5. Develop Message/Campaign to Support Overall Effort
6. Explore possibility of developing a chat board on the MACVB website for discussion of issues and ideas

Committee Members: Sam Allen, Andy Thiem

Professional Development/Education:

- Deliver Training & Affordable Price to MACVB members
 - Scholarships (continue for CDME Core and Elective Courses as well as possible Sales Academy)
- Enhance MACVB Annual Meeting
 - Add concurrent sessions at annual meeting based upon different budget based tracks.
 - Tailor For Small/Large Bureaus and possibly add an extra half day for the smaller and emerging bureaus to directly address their needs.
- Add Resource Library to Web for comparative budget information as well as operational ideas, job descriptions, personnel manuals, etc.
- Formalize the nominating committee composition to insure adequate representation from bureaus of all budget sizes.
 - Suggested Nominating Committee
 - Up to 100k – Amy Supple (Chilicothe)
 - 100,000 to 449,999 – Melody Chapman (Sedalia)
 - 450,000 to 749,999 – Stephanie Roush (Independence)
 - 750,000 to 1,249,999 – Marci Bennett (St. Joseph)
 - 1,250,000 to 1,999,999 – Steve Powell (St. Charles)
 - 2,000,000 to 4,999,999 – Tracy Kimberlin (Springfield)
 - 5,000,000 to 9,999,999 – Joe Donnelly (Kansas City)
 - 10,000,000+ - Carol Moody (St. Louis)
- Develop Internship Program

Committee Members: Sam Allen, Cheryl Thorp and Amy Supple

Communications & Membership:

- Insure that all new association members are approved by a vote of the board.
- Develop regular members application and membership brochure
- Develop Allied Member Materials, Programs and Incentives
 - Committee: Ronda Mertens, Bill Patterson
- Materials/Information Via Intranet
 - Database/Lead Tracking-investigate development of a convention lead database
 - IACVB Information – Pursue Through MACVB Membership
- ★ Joe Donnelly to Contact IACVB
- ★ MACVB Scholarship Program
- Develop Education Program for Missouri Chamber of Commerce
- Use Co-op Applicant List as Prospect for recruiting New Members

Committee:

Marketing & Research:

- Develop Recommendation to Commission to have Industry Review Event Funding
- Similar to Co-op or as Part of Co-op
- Continue Participation in Co-op and Marketing Committees
- Enable Bureaus to Partner for Research Services
- Allied Members, State Universities, MDT
- Explore possible impact of industry transition from S.I.C. to North American Industrial Classification (N.A.I.C.) codes

Committee: Chuck Martin

Product/New Market Development:

- Partner with MDT on Regional Development Teams through Department of Economic Development – contact Bob Hain, John Robinson and Elizabeth Bax
- Develop Recommendations to MDT Regarding Long-Term/Future Events
- Work with MDT to provide a unified presence at sports and trade shows
- Develop Plan for Sports Marketing and Convention Marketing Development
 - Review what Other States are Doing
- Pursue Cooperative Sales Opportunities

Committee: