

**Missouri Association of Convention & Visitor Bureaus
Strategic Plan 2005-2008**

Legislative:

- * Educate New Legislators on the economic benefits and impact of tourism on the state economy (ongoing)
- * Educate our own Members on the economic benefits of tourism (ongoing)
- * 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 (ongoing)
 - * Identify legislative areas that may not have a tourism contact and assign to the nearest MACVB member to educate legislators in those areas
- * School Opening
 - Develop Educational Materials for Industry – “Defendable Data”
Uniform Message for all Industry Groups, work with MDT to make sure the “message” is not stale and that we have defendable, understandable data.
 - Begin to develop a plan to address the sunset of HB188
 - Identify potential threats to MDT funding.

Committee Members: Sam Allen, Andy Theim, Karen Krispin

PROFESSIONAL DEVELOPMENT/EDUCATION:

- * Deliver Training at Affordable Price to MACVB members (continue)
 - 1) Scholarships – continue for CDME Core and Elective Courses as well as possible Sales Academy
- * Enhance MACVB Annual Meeting
 - 1) Add concurrent sessions at annual meeting based upon different budget based tracks
 - 2) 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.

- * Develop Internship Program

Committee Members: Sam Allen, Amy Supple and Stephanie Roush

Communication & Membership

- * Develop Allied Member Materials, Programs and Incentives
Committee: Ronda Mertens, Sherri Cliff
- * Database/Lead Tracking – Investigate development of a convention lead database
- * MACVB Scholarship Program (ongoing)
- * Develop Education Program for Missouri Chamber of Commerce
- * Use Co-op Applicant List as Prospect for recruiting New Members

Committee: Teresa Gilliam, Andy Thiem, Ronda Mertens

Marketing & Research

- * Continue Participation in Co-op and Marketing Committees
- * Enable Bureaus to Partner for Research Services – Allied Members, State Universities, MDT
- * Form a sub committee to work with the state in identifying non-traditional revenue streams to include what restrictions there are that we would need to overcome
 - Local Level-identify best practices from Missouri and other CVB's
 - Identify Missouri CVB's that are doing good jobs securing other revenue streams and make that list available to MACVB membership
 - Develop "How to" promotions to be incorporated into the annual meeting
 - MACVB can help leverage opportunities from suppliers
 - Work with the state to develop a tradeshow plan
 - Take a leadership role in coordinating efforts of MDT, MMG, MTC, MHLA, etc on issues of mutual interest. Communicate
 - Share media plans

- Help coordinate regional marketing efforts and templates

Committee: Chuck Martin, Andy Thiem, Ross Summers

Product/ New Market Development:

- * Partner with MDT on Regional Development Teams through Department of Economic Development- Contact Bob Hain, John Robinson
- * Develop Recommendations to MDT regarding Long Term/Future Events
- * Work with MDT to provide a unified presence at sport and trade shows
- * Develop Plan for Sports Marketing and Convention Marketing Development
- * Review what other States are doing
 - Pursue Cooperative Sales Opportunities
 - Identify standards for cvb's and develop a reporting system possibly shifting from ROI to other forms of reporting. Check on other models like TTRA, Universities, what other states use.
 - Move focus from destination marketing to true destination development. Create a panel of "experts" that can travel to our member's board meetings and present a strong case for the bureau being involved in destination management as well as marketing. Assist our members with community and stakeholder education.

Committee: Tracy Kimberlin, Marci Bennett

Partnerships:

- Establish a standing partnership committee to provide ongoing updates
- Develop strategic partnerships from state, local and regional engagements that focus on mutual benefits derived from leveraged resources
- Identify and categorize partners as strategic, tactical or advocate

Define opportunities where we leverage our promotions, expand programming, reduce expenses and advance legislative agenda

Committee: