



## STAFF REPORT 2013-020

TO: Honorable Mayor and Members of Council

FROM: Paula Hertwig Hopkins  
City Manager

DATE: 7 May 2013

**SUBJECT:** *Convention and Tourism Advisory Board and Review of Sports Tourism*

### BACKGROUND:

On February 27, 2013 Mayor Don Butterfield wrote a memo following a City Council joint meeting with the Convention and Tourism Advisory Board (CTAB) held December 19, 2012. See **Exhibit A** for memo. Purpose of the meeting was to discuss ways to further tourism in the community, what the mission statement and goals might look like, next step(s) for sports tourism, and concerns regarding fiscal responsibility, openness, and transparency with the current administration of Convention and Tourism lodging tax dollars.

This is not a new discussion: **1)** Report from Doug Harris to City Manager Jeff Hancock dated 19, 2009. See **Exhibit B** and **2)** Council/Chamber of Commerce Work Session December 16, 2011 and follow up memo developed by Tammy Long, President/Warrensburg Chamber of Commerce. See **Exhibit C**.

### ISSUE:

*Several **Action Steps** were identified in the February 27, 2013, memo:*

1. Increase CTAB membership
2. Conduct CTAB audit
3. Hire Full Time Director of Tourism
4. Discontinue Chamber of Commerce administration of tourism and City  
Manage Warrensburg Tourism and Lodging Tax/Operations

Staff has reviewed and is providing additional information regarding these **Action Steps** for further discussion by Council and the Community, if they wish.

*Follow up to each of the above **Action Steps**:*

1. **Expand** existing CTAB from five (5) members to seven (7) or more with representation from Sports Tourism, UCM Sports Program, Warrensburg

Main Street, Warrensburg School District, and Warrensburg Parks & Recreation. City's Legal Counsel has developed draft ordinance and is attached as *Exhibit D*.

2. City Auditor has advised us that before a meaningful audit could be conducted internal ***controls and tracking systems would need to be established within the Chamber Administration*** from which to compare whether or not tax receipts and time are being appropriately expended. It would then make more sense, if not efficient, for the City to conduct financial oversight in-house to address concerns of transparency and openness. Currently, CTAB financials are included in the Chamber audit and are not considered an open record.

3. ***Reorganization Option and Possible Steps:***

- ***City hires a Full Time Director of Tourism*** with experience and proven track record.
- ***City designates an existing or new not for profit organization*** that would contract with the City to deliver tourism services to include a salary/benefits for a Director of Tourism.
- ***Council would appoint and designate an advisory board***, in either case.
- ***City would contract with the not for profit to provide tourism services*** utilizing the lodging tax receipts the not for profit entity receives. ***Refer again to the 2009 memo from Doug Harris Exhibit B.***
- ***Director of Tourism*** would work for the City and staff the Convention and Visitor's Board.
- ***Convention and Visitor's Board would continue to approve budget expenditures and make recommendations to Council.***

***Potential Advantages of Action Steps:***

- Greater Visibility for Warrensburg Tourism, Visitor, Convention, and potentially, Sports Tourism Outreach
- Separate Physical Space and Gift Store to support ***Warrensburg Tourism, Visitor and Convention Outreach and Activities***
- Draw Distinction between ***Chamber's Business Mission*** and that of the ***Warrensburg Tourism, Visitor and Convention Purpose***
- ***Expertise and Experience*** of Tourism Director
- ***Promote and Expand*** Convention Outreach Efforts
- ***Provide for a Sports Sub Committee*** under the bureau board and at some later date establish a separate Sports Commission

***Potential Disadvantages of Action Steps:***

- ***Most, if not all***, of current lodging tax receipts would be needed to support a Full Time Tourism Director
- ***Adding position for marketing*** might have to wait due to budget constraints however, existing Public Information Office could assist
- ***Community Will and Explanation*** creating new not for profit or redirecting to an existing not for profit agency
- ***Sports Tourism*** might be tough to add to the Director's "plate."

***Items to Consider:***

- City currently ***sub leases depot to the Greater Warrensburg Area Chamber of Commerce and Visitor Center and Chamber.*** See ***Exhibit E for ordinance and sub lease.*** Term of the current lease automatically extends year to year through December 13, 2015 but notice of termination can occur by either party no later than ***October 1.***
- ***Contract for the provision of Visitor and Tourism Services*** between the Greater Warrensburg Area Chamber of Commerce and Visitors Center and the City of Warrensburg, Missouri can be terminated at any time thirty (30) days in advance. ***See Exhibit F for current agreement.***

**RECOMMENDATION:**

Further Council discussion and staff direction, if they wish.

Attached are sample articles and job descriptions pertaining to tourism activities.