

Convention & Tourism Committee - **MINUTES**

June 11, 2019 at 4:00 p.m.

Kansas Oil Museum

Attendees:

Deanna Bonn
Randy Just
Steve Reynolds
Natalie Donges
Tiya Tonn
Ross Viner (via phone)
Matt Guthrie
Molly Denton

Abesent:

Jean Plummer
Seth Turner
Karen Anderson

The meeting was called to order at 4:05 p.m. Minutes from March 19, 2019 were approved: Natalie motions, Randy seconded.

There are three new committee members; Tiya Tonn, Director of the Kansas Oil Museum, Deanna Bonn, Creator of Everyday El Dorado and Karen Anderson, Citizen of El Dorado. Kaytlan Berry's term ended in May and she will not be renewing at this time. Rachael Lacerda's membership spot is now open because she is no longer with Holiday Inn. Molly will reach out to the new GM to see if they are interested in becoming a member.

The 2019 first quarter numbers are in for El Dorado's Transient Guest Tax. Compared to the first quarter of 2018, our numbers are down by \$2,731.05 (\$28,529.07 in 2019 and \$31,260.12 in 2018). However, projections for the rest of the year look good with another large HollyFrontier turnaround scheduled for the fall.

*See attachment A for the current transient guest tax report.

Recently, the City Commission met to discuss how this advisory board can make changes to be more effective and better serve the Convention and Visitors Bureau.

*See attachment B for a list of the proposed changes.

The committee reviewed these suggestions and had many positive reactions. Most agreed that having more of an active purpose in the group would be very beneficial. There were several in the group that responded well to the idea of a CVB Grant Program. When Molly returns from maternity leave in September, she will review the CVB budget for 2020 to see what is possible for grant funds.

*See attachment C for a rough draft concept of the CVB Grant Program.

The City Commission has also approved a Community Image Rebranding initiative. The purpose of this plan is to differentiate El Dorado, KS from other communities in the area by developing a brand which may be used to market the City to prospective businesses, developers, residents and visitors. The CTC, along with City of El Dorado employees and other community leaders will be asked to join a separate committee to focus on this project. Consultant agencies will be asked to provide bid proposals and the committee will review and decide which company to go forward with. There are CVB funds for the initial consultation and plan, as well as funds to implement the plan once it has been chosen.

*See attachment D for a detailed scope of the plan.

Upcoming events:

- Summer Concert at the Depot (July 12th) – Free for the community!
- Drums Across Kansas (July 15th) www.drumsacrosskansas.com
- Dam Music Festival (July 25th - 27th) www.dammusicfest.com
- Holly Frontier Western Celebration (August 9th– 11th)
www.frontierwesterncelebration.com
- Night Lights Sky Lantern Festival (September 14th) www.nightlightsevent.com
- Travel Industry Association of Kansas (TIAK) Conference (October 21-23) in Mulvane

The next meeting is scheduled on September 17th at 4:00 p.m. at El Dorado Middle School

Meeting dismissed 5:00 p.m.

Minutes submitted by Molly Denton.

Attachment A

Year 2018	<u>Jan-18</u>	<u>Feb-18</u>	<u>Mar-18</u>	<u>Apr-18</u>	<u>May-18</u>	<u>Jun-18</u>	<u>Jul-18</u>	<u>Aug-18</u>	<u>Sep-18</u>	<u>Oct-18</u>	<u>Nov-18</u>	<u>Dec-18</u>	<u>Total</u>
Holiday Inn	\$ 5,005.77	\$ 6,800.40	\$ 3,962.62	\$ 6,964.15	\$ 6,439.41	\$ 8,149.12	\$ 7,910.36	\$ 8,227.05	\$ 6,915.56	\$ 8,101.71	\$ 9,161.80	\$ 5,979.60	\$ 83,617.55
El Dorado Super 8	\$ 1,703.20	\$ 1,226.84	\$ 1,318.25	\$ 2,635.59	\$ 2,284.58	\$ 2,534.66	\$ 2,103.03	\$ 2,212.13	\$ 2,097.94	\$ 2,673.12	\$ 3,987.24	\$ 1,877.06	\$ 26,653.64
Heritage Inn	\$ 493.19	\$ 695.31	\$ 393.38	\$ 692.08	\$ 821.19	\$ 1,110.63	\$ 978.99	\$ 1,486.08	\$ 1,384.50	\$ 1,626.85	\$ 2,827.65	\$ 680.91	\$ 13,190.76
Sunset Inn	\$ 310.42	\$ 467.81	\$ 384.90	\$ 981.09	\$ 660.30	\$ 306.69	\$ 160.88	\$ 234.86	\$ 569.07	\$ 1,177.72	\$ 2,098.40	\$ 590.64	\$ 7,942.78
Red Coach Inn	\$ 754.89	\$ 807.83	\$ 755.44	\$ 1,632.66	\$ 1,640.60	\$ 1,692.31	\$ 1,330.77	\$ 1,713.36	\$ 1,046.01	\$ 1,930.75	\$ 2,019.56	\$ 1,073.73	\$ 16,397.91
Stardust Motel	\$ 55.34	\$ 19.67	\$ 102.96	\$ 84.26	\$ 112.46	\$ 54.90	\$ 80.36	\$ 206.69	\$ 147.45	\$ 306.12	\$ 208.81	\$ 61.78	\$ 1,440.80
El Dorado Motel	\$ 129.85	\$ 58.40	\$ 57.52	\$ 124.70	\$ 112.40	\$ 224.61	\$ 121.61	\$ 117.11	\$ 221.57	\$ 420.91	\$ 610.54	\$ 179.58	\$ 2,378.80
Kansas Kabinas	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 79.52	\$ 76.22	\$ 238.96	\$ 196.00	\$ 118.95	\$ 134.26	\$ 843.91
Days Inn	\$ 1,880.31	\$ 2,089.21	\$ 1,784.11	\$ 3,527.12	\$ 2,776.62	\$ 3,815.12	\$ 3,860.83	\$ 4,774.81	\$ 3,070.30	\$ 3,822.24	\$ 5,857.10	\$ 2,432.91	\$ 39,690.68
AIRBNB INC	\$ 2.50			\$ 17.50	\$ 30.95	\$ 46.90	\$ 18.75	\$ 78.90	\$ 37.00	\$ 63.71	\$ 9.48	\$ -	\$ 305.69
Total:	\$ 10,335.47	\$ 12,165.47	\$ 8,759.18	\$ 16,659.15	\$ 14,878.51	\$ 17,934.94	\$ 16,645.10	\$ 19,127.21	\$ 15,728.36	\$ 20,319.13	\$ 26,899.53	\$ 13,010.47	\$ 192,462.52
Year 2019	<u>Jan-19</u>	<u>Feb-19</u>	<u>Mar-19</u>	<u>Apr-19</u>	<u>May-19</u>	<u>Jun-19</u>	<u>Jul-19</u>	<u>Aug-19</u>	<u>Sep-19</u>	<u>Oct-19</u>	<u>Nov-19</u>	<u>Dec-19</u>	<u>Total</u>
Holiday Inn	\$ 5,838.48	\$ 4,688.35	\$ 4,929.43										
El Dorado Super 8	\$ 1,356.60	\$ 1,248.29	\$ 1,204.21										
Heritage Inn	\$ 309.37	\$ 312.01	\$ 274.87										
Sunset Inn	\$ 388.96	\$ 137.20	\$ 217.12										
Red Coach Inn	\$ 779.26	\$ 786.53	\$ 519.59										
Stardust Motel	\$ 157.48	\$ 83.13	\$ 49.47										
El Dorado Motel	\$ 77.07	\$ 58.45	\$ -										
Kansas Kabinas	\$ 23.08	\$ 32.57	\$ 50.51										
Days Inn	\$ 1,590.58	\$ 1,778.48	\$ 1,577.78										
AIRBNB INC	\$ 12.40	\$ 27.80	\$ 20.00										
Total:	\$ 10,533.28	\$ 9,152.81	\$ 8,842.98	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Comparison:													
2018	\$ 10,335.47	\$ 12,165.47	\$ 8,759.18	\$ 16,659.15	\$ 14,878.51	\$ 17,934.94	\$ 16,645.10	\$ 19,127.21	\$ 15,728.36	\$ 20,319.13	\$ 26,899.53	\$ 13,010.47	\$ 192,462.52
2019	\$ 10,533.28	\$ 9,152.81	\$ 8,842.98	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Difference:	\$ 197.81	\$ (3,012.66)	\$ 83.80	\$ (16,659.15)	\$ (14,878.51)	\$ (17,934.94)	\$ (16,645.10)	\$ (19,127.21)	\$ (15,728.36)	\$ (20,319.13)	\$ (26,899.53)	\$ (13,010.47)	\$ (192,462.52)

Convention & Tourism Committee

CURRENT

11 Members (quorum 6)
Four members must be representative of businesses connected to hotel/motel industry.
2 Year Term
No Term Limit
Meets every other month on the third Tuesday at 4:00 p.m.

PROPOSED CHANGES

9 Members (quorum 5)
Four members must be representative of businesses connected to hotel/motel industry. Four members from the following industries: hotel/motel, hospitality, recreation and/or museum.
2 Year Term
No Term Limit
Meets every other month on the third Tuesday at 4:00 p.m.

Objective:

Makes recommendations regarding programs and expenditures for the promotion of conventions and tourism.

Objectives:

- Board will nominate a chairperson and vice chairperson.
- Community Marketing Manager (city representative) will act as secretary.
- Assesses the quarterly reports on transient guest tax dollars.
- Make recommendations on how to promote and market El Dorado and the El Dorado Lake area as a leisure, cultural and recreational destination.
- Make recommendations on how to generate revenue from overnight stays at hotels/motels.
- Serves as a liaison for individuals/organizations interested in hosting events, attractions, sports tournaments, etc.
- Helps make decisions on CVB Grant Program requests.
 - Offers grants to non-profit organizations interested in marketing an event or attraction, coordinating an event or hosting a sports tournament.

Attachment C

CVB GRANT PROGRAM

The El Dorado Convention and Visitors Bureau (CVB) offers grants to non-profit organizations interested in marketing an event or attraction, coordinating an event or hosting a sports tournament.

MARKETING GRANT

The Marketing Grant program is designed to enhance marketing efforts of tourism-oriented attractions and events. Grant recipients can receive monies to assist with up to 50% of the cost of marketing materials and/or advertising. Any organization requesting grant monies must be prepared to match the amount dollar for dollar. Qualifying items include paid media, newspaper or magazine ads, brochures and audio visual material. The total annual Marketing grant pool is \$_____.

EVENT & ATTRACTION GRANT

The Event & Attraction Grant program is designed to assist event planners in bringing performers and tourist attractions to El Dorado. Grant recipients can receive up to 50% of the cost of booking a performer, exhibit or the rental of a facility to stage an event that will bring visitors to town. Any organization requesting grant monies must be prepared to match the amount dollar for dollar. Qualifying items include a performer's booking fee, rental of a facility to hold an event or the fee for booking an exhibition, art show or other educational program. The total annual Event & Attraction Grant pool is \$_____.

SPORTS TOURNAMENT GRANT

The Sport Tournament Grant program is designed to assist local organizers in planning and executing sports tournaments to attract outside teams to El Dorado. Grant recipients can receive monies for up to 50% of the cost of sports facility rentals not to exceed \$750; or \$300 hospitality room; or \$750 for officials' salaries. The total annual Sports Tournament Grant pool is \$_____.

All grant applications are due at least 90 days prior to the event. Organizations must match the grant dollars received. Funds are available on a first-come, first serve basis. Grant requests may be rejected based on lack of information, insufficient funds available or inability for applicant to meet criteria as established by the Convention and Tourism Committee.

Attachment D

Community Image/Rebranding – EL DORADO, KS Presented to the City Commission at Work Session (5/29/19)

PROJECT SCOPE

The purpose of this initiative is to differentiate El Dorado, KS from other communities in the area by developing a brand which may be used to market the City to prospective businesses, developers, residents and visitors.

- The chosen agency shall provide The City of El Dorado with a market research study to determine the view of the City in neighboring communities.
- The agency must create an image for El Dorado that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage and social media marketing materials.
- It should be noted, the City of El Dorado recently went through a website redesign. Therefore website recreating or redesign does not need to be part of the agencies proposals.
- The City of El Dorado requests proposals by qualified firms to research, create and develop an implementation plan for a community branding initiative for the City of El Dorado.

The City of El Dorado would like a proposal that represents the primary goals and objectives to be achieved by the branding initiative and process:

- a. *Uniformity* – The brand should convey a common message and image to audiences both within and outside of the City of El Dorado.
- b. *Community Identity/Pride* – Identify and promote what makes the City of El Dorado distinct and appealing in a regionally competitive environment for investors, businesses retailers, visitors and residents.
- c. *Community and Economic Development Promotion* – promote a healthy economy, attract private investment, new residents, young professionals and retain key businesses. A defined message that will market the City of El Dorado locally, statewide, nationally and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
- d. *Flexibility* – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City of El Dorado as well as groups and businesses within the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- e. *Endorsement* – The brand must be authentic and resonate with citizens, businesses, employees and community groups within the City of El Dorado and throughout the region in order to gain the broadest possible support for the initiatives. It must be relevant to the City of El Dorado, but also reflect the desire to move forward.

SCOPE OF SERVICES

Project Management – The consultant will lead all aspects of the City of El Dorado community branding initiative, including the following:

- a. Placemaking Advisory Committee – This team will be composed of representatives from the City of El Dorado, the Convention & Tourism Committee and other community leaders.
- b. Facilitator during the research process and/or testing of the new brand. Include descriptions of community engagement efforts that will take place during this process. The City of El Dorado has a

Attachment D

very involved and engaged community. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware and involved in the project.

Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will review previous studies conducted by the City of El Dorado to help implement strategies for the brand image and marketing campaign. In addition:

- a. Identifying the key elements of the City of El Dorado.
- b. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
- c. Analysis of competitor marketing strategies.
- d. Measures that will be used to determine if the branding effort is successful.

Strategic Plan – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include, but not be limited to the following:

- a. Promotion of the use of the brand among many City of El Dorado and community agencies, groups and businesses while maintaining brand integrity.
- b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
- c. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- d. Creative/Development of Brand – The consultant will develop creative elements that may include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:
 - Print and electronic advertising
 - Website design
 - Media placement
 - Public Relations
 - Outdoor signage and brand recognition

Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for the development of creative elements.
- c. Recommended positioning logo and brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.
- e. Potential funding sources

Evaluation Plan – The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the steering committee, key stakeholders and the public.