

**AMENDED AGENDA
Tourism Advisory Council/
Tourism Tax Commission
Joint Meeting
Tuesday, November 21, 2023--5:30 pm
#44 Plaza Dr.**

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETING – September 19, 2023

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Past Events – Pecanapalooza, Cookie Crumb Trail

Upcoming Events – Holiday Christmas Festival, Shop Small Saturday, Holiday House Tour

NEW BUSINESS

Revised Downtown Map

McDaniels Marketing--Marketing Implementation Plan Consultant

Business Decorating Contest

OTHER BUSINESS

Marketing Sponsorship Guidelines & Application

Next meeting December 19, 2023 at 44 Plaza Dr.

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/82658986938?pwd=Z0hqMGN0MjRXaIV4MUxuWE8xU0hHQT09> Meeting
ID: 826 5898 6938 Passcode: 998109

By phone 1 312 626 6799 Meeting ID: 826 5898 6938 Passcode: 998109

Posted 11/14/2023

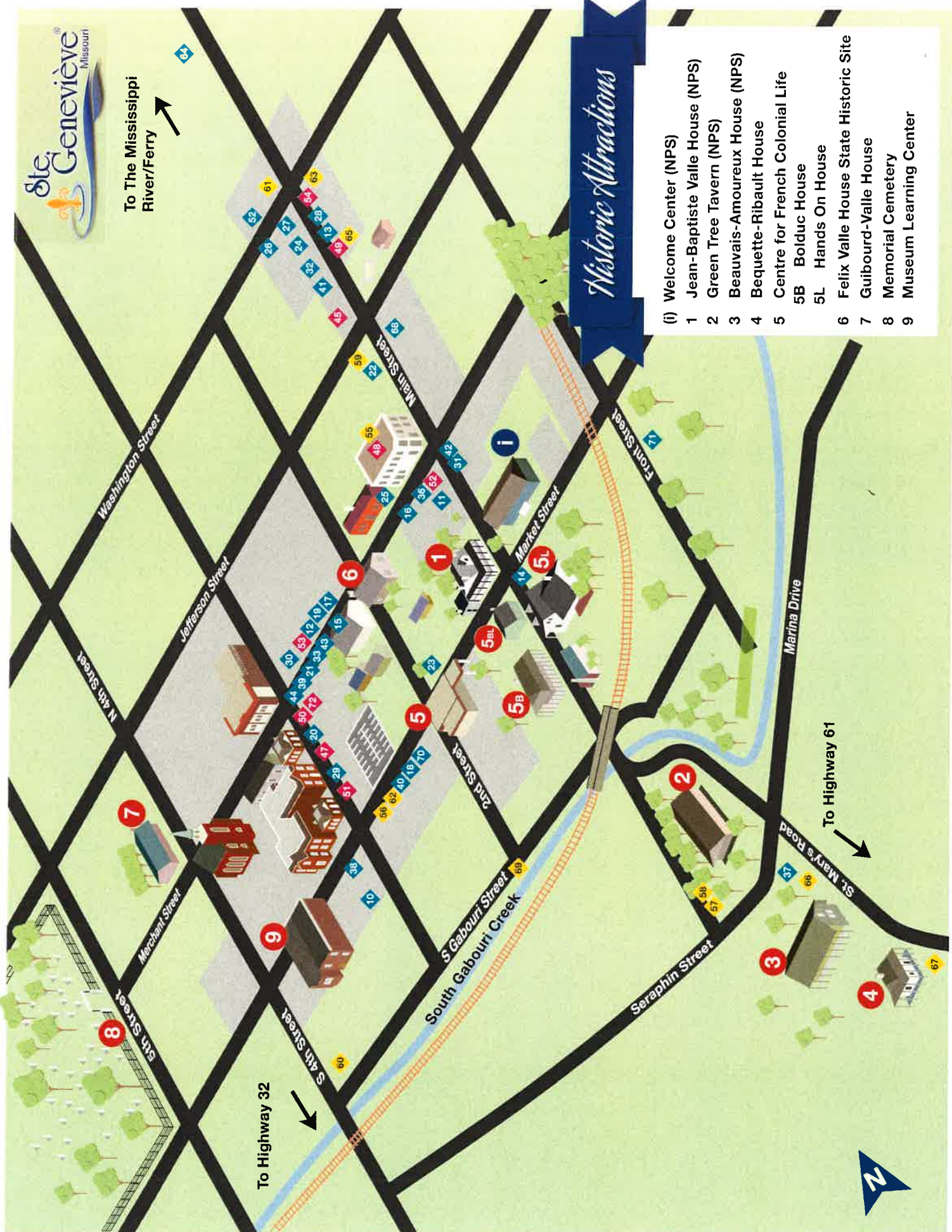
David Woods

To The Mississippi
River/Ferry

64

Historic Attractions

- (i) Welcome Center (NPS)
- 1 Jean-Baptiste Valle House (NPS)
- 2 Green Tree Tavern (NPS)
- 3 Beauvais-Amoureux House (NPS)
- 4 Bequette-Ribault House
- 5 Centre for French Colonial Life
- 5B Bolduc House
- 5L Hands On House
- 6 Felix Valle House State Historic Site
- 7 Guibourd-Valle House
- 8 Memorial Cemetery
- 9 Museum Learning Center



To Highway 32

To Highway 61





Historic District Directory

DINING

- 47 Anvil Saloon & Restaurant 52 Pat's Pastries
573-883-7323 573-608-5022
- 48 Audobon's Grill & Bar 45 Oliver's Restaurant
573-883-7323 573-535-0779
- 49 Rooted Coffee 53 Sirro's/The Orris
573-883-7323 573-883-5749
- 50 Common Grounds Coffee 54 Stella and Me Cafe
573-883-7323 573-883-3078
- 51 Historic Old Brick House 72 Danny's Sports Bar
573-883-7324 573-883-3078

LODGING

- 55 Audobon's Hotel 60 Gabouri Place
573-883-7323 audobonstegen.info vrbo.com/1374611
- Microtel Inn & Suites 61 Main Street Inn
573-883-8884 stegenievemicrotelinn.com MainStInn.net
- Triangle Inn Motel 62 Ms. Bette's Place
573-883-7191 Airbnb.com: 27083995
- 56 Blue Cottage 63 Nora's Nest
vrbo.com/9513360 Airbnb.com: 32147478
- 57 Cozy Haven 64 Ruby's Rental
Airbnb.com: 32388441 vrbo.com/751431
- 58 Dove's Nest 65 Sam's Vacation Rental
Airbnb.com: 32388441 vrbo.com/688108
- 59 Dr. Hertich's 66 Sassafras Creek Cabin
Airbnb.com: 32388441 Airbnb.com: 4366525
- 67 Type Inn 68 Inn Ste. Gemme Beauvais
vrbo.com/1611758 79 N. Main St.
573-883-7505
- 69 Aunt Katie's Corner
Airbnb.com

SHOPPING

- 10 ASL Pewter Foundry & Gift Shop 27 Rosie's Posties
573-883-2095 161 N. 6th St.
ASLPewter.com
- 11 Belle Ever After 28 Only Child Originals
573-883-7100 FB: BelleEverAfter.Boutique
- 12 Brix Urban Winery & Market 29 Magnolia's Est. 2021
FB: Brixurbanwinery/ 573-880-7089
FB: MagnoliasEst2021
- 13 E*Klek*TIX Gallery & Studio 30 Rollin On The River Bike
573-330-2620 FB: jean.risover Rental & Mercantile
573-330-4105
- 14 European Entitlements 31 Rosemary & Thyme
573-883-8233 EuropeanEntitlements.com Cooking School
573-883-7699
RosemaryThymeCookingSch.com
- 15 Felix Valle House SHS Gift Shop 32 Rust Artisan's Shop
573-883-7102 573-883-9682
FB: RustSleGenevieve
- 16 First Settlement Antiques 33 Rustik Sand Kandles
573-535-4650 FB: first-settlement-antique-store
- 17 Creations on Market 34 Sainte Genevieve Art
316B Market St. Center & Art Museum
573-535-9833
ArtSteGen.org
- 18 Harold's Famous Bee Co. 36 Sara's Ice Cream & Antiques
800-748-9810 573-883-5890
HaroldsFamous.com FB: SarasIceCream
- 19 Iggy's Pop Shop 37 Sassafras Creek Originals
573-880-7075 FB: Sassafras-Creek-Originals
FB: IggyPopShop
- 20 Lavendar Moon 38 Silver Sycamore Gallery
573-535-0074 of Fine Art
LavenderMoon.biz 573-608-0692
FB: SilverSycamoreGallery
- 21 Louie's Smokin' Hot 39 Ralston Fine Jewelry
217-899-7006 573-883-2372
260 Merchant St. FB: RalstonFineJewelry
- 22 Le Techniques Salon & Day Spa 40 Sweet Things Sweet Shop
573-883-2557 573-883-7990
FB: letechniquesalon FB: SteGenCandy
- 23 Quintessential Rivertown 41 Music Art Love
Spice & Tea 954-805-5992
314-620-8345 Musicartlove.com
FB: QPSTea
- 24 Masquerade on Main 25 Merchant Street Gallery
573-525-9056 573-883-3221
- 26 Modern Primitives
FB: OliveLandArt

The City and Community Organizations invite Downtown Businesses and property owners to decorate their buildings, front facades, and or store windows. Enhancing the physical and visual components of our Downtown Area.

The Holiday Decorating Contest is kicking off this December in Downtown Ste. Genevieve! Businesses and properties are encouraged to stay decorated through the winter holidays with contest Winners being announced on December 8th.

Registration opens : 11/13/23

Registration closes: 12/1/23

Displays ready for photos: 12/1/23

Voting Starts Via Facebook Likes:
12/2/23

Winner Announced: 12/8/23

Businesses and or property owners may register their business for the contest by contacting the Chamber for the registration forms. There will be winners chosen for 1st, 2nd, and 3rd place. The voting will take place via The Visit Ste. Gen Facebook page, so watch for all participating businesses when the voting opens on 12/2/23.



ste. genevieve

To Register complete the information below.

Name of Business

Contact Person & Phone Number

What are you decorating
check all that apply:

Window

Full Building

Sidewalk

Lamppost

Other



As TTC/TAC has approved the concept of providing more structure and transparency in how TTC provides funding opportunities for special events, I respectfully ask the members to consider this following proposal for guidelines and a system that is intended to ensure that the process will be fair, maximize the collective benefit for the community, and avoid misunderstandings--

TTC MARKETING MATCHING FUND

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Starting in ~~Fall of 2023~~ Winter of 2024, the City of Ste. Genevieve Tourism Tax Commission will begin to offer grants of ~~\$250-\$500~~ to \$1,000 to community event organizers to support their efforts to promote through marketing/advertising their events and bring additional visitors to Ste. Genevieve. The words marketing and advertising are interchangeable and refer to promoting through social media/traditional media/other approved methods of notification/invitation for an event or activity.

Commented [HW1]: 250

Guidelines for applicants:

To be eligible for support from the TTC Tourism Tax Commission funds, the event would need to meet the following criteria:

- Be organized by a nonprofit or corporate entity, rather than individuals or a temporary committee, or have a non-profit or a corporate entity serving as fiscal agent.
- Offer vendor spaces (either for a reasonable fee or for free) and/or other opportunities for participation in the event to any appropriate business, organization or attraction located in Ste. Genevieve City/County.
- Expect to attract or demonstrate the previous event attracted a minimum of 500 visitors/guests.
- Applications will be reviewed by staff for completeness and may request additional information that needs to be added. A submitted application does not guarantee funding. The TTC reserves the right to reject any proposal for any reason, and all funding is based on the budget allocated at the beginning of the fiscal year from tourism taxes.

The process will proceed as follows:

There would be an application form for special event marketing support from TTC funds available on the City's web site, or as a hard copy that can be picked up at City Hall.

1. The completed form must be submitted for consideration at least ~~90~~ ³⁰ days before the event takes place. The TTC will review the application at its regular monthly meeting on the 3rd Tuesday of the month.
2. The application will be reviewed by the TTC and must ~~then~~ be approved by a majority vote of the TTC members at the next meeting after it is submitted.
3. The marketing support for an event available from TTC funds can be in the form of a \$250, \$500 or a \$1,000 grant.
4. Event organizers may apply for any of the three grant amounts-sizes of grant, but applicants requesting \$500 or \$1,000 may get a lesser amount if available funds are running low and/or the event is expected to draw 500 or fewer guests the TTC may modify the grant amount based on the information provided. Applicants are encouraged to be as detailed as possible for clarity when making a request. These are public funds and must be used appropriately.

Commented [HW2]: 30 days

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Commented [HW3]: Or you can set any minimum/maximum amount you want

Commented [HW4]: Need to leave some leeway to make adjustments not to lock all decisions into too restrictive parameters. Or if you feel there could be disagreements/hurt feelings we can make them strict.

5. TTC funds awarded for support of a special event can only be used to help cover costs of marketing and advertising outside of the immediate Ste. Genevieve area that may include a local advertising portion as part of a whole package with marketing outside Ste. Genevieve.

Commented [HW5]: We'll need to determine is that only Ste. Genevieve county? That leaves the Herald out of the funding opportunity.

6. In making their advertising buys, the event organizers will need to be able to match spend an amount from other funding sources that is at least equal to the amount of the grant from TTC.

Commented [HW6R5]: Another person wondered if that is good policy.

7. Within 30 days after the event, the event organizer will provide the TTC/TAC with a brief report on the outcome of the event, and copies of receipts documenting the expenditure of funds on advertising/marketing to match the TTC grant. If online ads were purchased with the grant funds, the grantee will provide data to TTC on the ads' performance, such as number of impressions, views, etc. The report will be reviewed by the TTC officers and City-Ste. Genevieve Tourism Director to make sure funds were used for the intended purpose and fully spent sufficient appropriate expenses were incurred to constitute the match. The check for the grant will be issued after the report is received and reviewed.

Commented [HW7]: So this is a reimbursement only type of marketing support? We'll have to come up with criteria for the application on what documents we'll need from the groups to include with the application.

8. Funds will be for reimbursement unless approved by the TTC to be allocated up front.

Commented [HW8]: Max budget was determined by the amounts spread throughout the TTC budget.

9. Funds are for events/activities that increase tourism. Among the factors considered:
Ability to attract visitors during previous years (if previously conducted)
Ability to grow, with funding support, over two or more years
Timing.
Projections for food, beverage, and retail expenditures by visitors.
Ability to project a positive image of the City through media activities and advertising efforts.
Ability to attract visitors to overnight lodging.

Commented [HW9]: Reasonable vendor fees is a tough metric to follow. Maybe eliminate or determine what that amount should be with a solid number.

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The Tourism Tax Commission requests recognition as an event sponsor based on the level of funding.

7.

Ste. Genevieve Tourism Tax Commission Marketing Assistance Grant Application

Return completed application in person to City Hall or by mail to:

City of Ste. Genevieve
165 S. Fourth Street
Ste. Genevieve, MO 63670
pmeyer@stegenevieve.org

Application due dates: **Minimum 30 days prior to TTC Meeting**
TTC meets the 3rd Tuesday of each month

Requesting Organization: _____

Organization Representative: _____

Contact Information

for Representative: _____

(cell phone)

_____ (home or work phone)

_____ (email address)

Name / Description of Event: _____

Amount Being Requested: _____

Date(s) of Event: _____

Describe the event or activity you are planning that you need financial assistance for marketing/advertising. Feel free to attach additional information.

Is the event/activity open to the public?

YES or NO

Is it free of charge?

YES or NO

How many people do you anticipate? _____

Do you require matching funds up front?

YES or NO

What other sources of funding will be used to help pay for the marketing/advertising?

How will you be advertising? How will this marketing be scheduled and funded? Describe the social channels/traditional media you plan on using.

Explain how this will encourage tourism for Ste. Genevieve/Ste. Genevieve County.

If the organization I represent is awarded full or partial funding through the Ste. Genevieve Tourism Tax Commission Grant program, I/we agree to the following:

1. The event/activity for which the grant is made will be open to the public and free of charge.
2. The Ste. Genevieve Tourism Tax Commission would like recognition of its contribution to the event/activity as a sponsor/co-sponsor/level participant.
3. If programs are printed for the performance, the Ste. Genevieve Municipal Band will be listed.
4. Failure to comply with the aforementioned stipulations may result in revocation of all or part of the grant.
5. Any and all risks and hazards associated with the set-up, performance, and clean-up after the grant-funded event will be assumed by the organization requesting funding.

Signature (authorized representative of requesting organization)

Date

For Office Use Only

Approved / Denied : _____

Approved Grant Amount: _____

Committee Authorized Signature: _____

City Administrator Approving Signature: _____