

AGENDA
**Tourism Advisory Council/
Tourism Tax Commission**
Joint Meeting
Tuesday, January 16, 2024 - 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 –

Upcoming Events – Chocolate Walk, King’s Ball, 2024 StG Gravel Classic (April 27)

NEW BUSINESS

Website Front Page Update

OTHER BUSINESS

McDaniels Marketing-working on marketing plan

Marketing sponsorship guidelines & application

Next meeting February 20, 2024 at 44 Plaza Dr.

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/82658986938?pwd=Z0hqMGNOmjRXaV4MUxuWE8xU0hHQT09>

Meeting ID: 826 5898 6938 Passcode: 998109

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

Posted 1/9/2024

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE CITY HALL (44 Plaza Drive)
Tuesday, September 19, 2023
5:30 p.m.**

CALL TO ORDER: 5:31 p.m.

ROLL CALL:

Present: Nichole French, Jim Ferguson, Alderman Joe Steiger, Dena Kreitler (via Zoom), Jason Stackle and Laura Oliver.

Absent: Taylor Marberry and Donna Rausch.

Also in attendance: Happy Welch, David Woods, Karen Stuppy, Robert Pratte, and Chris Alexander.

APPROVAL OF AGENDA: 1st Joe Steiger, 2nd Laura Oliver, All Ayes.

APPROVAL OF MINUTES – August 22, 2023: 1st Laura Oliver, 2nd Joe Steiger, All Ayes.

FINANCIAL REPORT: The board reviewed the financial reports. Lodging Tax receipts are currently at \$30,930.20 for FY 2023. The monthly balance is \$82,553.02 with only expenses being for Midwest Marketing (maps) and CTM Media Group (rack cards). 1st Joe Steiger, 2nd Laura Oliver, All Ayes.

PUBLIC COMMENTS: nobody approached the podium to speak when asked.

OLD BUSINESS

Past Events – The board does not have the attendance numbers for Oktoberfest yet. Joe Steiger thanked Audubon's and the other surrounding businesses for being so accommodating for the event. Jim Ferguson mentioned the Oktoberfest Committee decided to move the event to a more concentrated area and was able to get the band stand off the street this year. Nichole French reported she had complaints that the concentrated area made the event seem smaller than last year. French also said the parade attendees need better communication and coordination with the police escort. The city did not pay funds to sponsor the event but did market it on Facebook.

Joe Steiger mentioned the History Conference was well received and had similar attendance numbers to last year.

Upcoming Events – The board discussed the Plein Air Show and Sale hosted by the Ste Genevieve Art Guild will begin this weekend on the Fourth Friday Art Walk.

The board discussed the Milice Encampment that will be held on October 8th this year.

NEW BUSINESS

Tourism Director interviews start this week – Happy Welch has an interview scheduled for this Friday and has three solid candidates so far. They will be interviewed by City Administrator Happy Welch, Assistant City Administrator David Bova, City Clerk Pam Meyer, and Mayor Brian Keim.

Review 2023 MMG Advertising – The board reviewed the tourism grant budget for Print, TV, Radio and Digital. The costs represent the placement of the media but not the cost of creating the content. Happy mentioned TV stations can create ads in house. The digital includes the platforms of Facebook, Instagram, YouTube and Pinterest.

OTHER BUSINESS

Happy Welch passed out a mark up of application ideas for our Marketing Assistance Program. Welch will email out a copy to all members for their input. Some issues to be addressed include matching funds, money paid up front or reimbursed, sponsorship mention, 501(C)(3) designation, review of organizations budget, and application deadlines. \$7,000 has been budgeted for this program.

Joe Steiger mentioned he is working with the county commissioners, clerk, and Chamber of Commerce to get a county wide lodging tax on the ballot. The deadline for placement in November has passed. They are now shooting for a spring or summer election.

Chris Alexander inquired about putting events on the tourism website. Happy Welch instructed her to email him the information and he will post it.

Next scheduled meeting is October 17th at 5:30 p.m. at 44 Plaza Drive

Adjourn at 6:03 p.m. 1st Joe Steiger, 2nd Laura Oliver, All Ayes.

David Woods

LODGING TAX RECEIPTS BY MONTH

| | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY2021 | FY2022 | FY 2023 | FY 2024 |
|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------|
| October | \$ 2,125.99 | \$ 2,057.33 | \$ 689.00 | \$ 1,034.99 | \$ 2,423.27 | \$ 2,158.29 | \$ 2,785.96 | \$ 1,862.12 | \$ 4,747.71 | \$ 6,929.01 | \$ 4,025.51 |
| November | \$ 2,204.65 | \$ 1,548.70 | \$ 5,113.68 | \$ 945.93 | \$ 2,379.23 | \$ 2,524.44 | \$ 2,090.55 | \$ 2,140.76 | \$ 2,799.08 | \$ 1,091.71 | \$ 3,747.64 |
| December | \$ 1,445.33 | \$ 2,059.75 | \$ 2,224.05 | \$ 564.27 | \$ 1,675.41 | \$ 1,699.10 | \$ 2,077.18 | \$ 1,538.46 | \$ 2,033.27 | \$ 1,291.15 | \$ 2,150.85 |
| January | \$ 1,449.06 | \$ 1,756.64 | \$ 1,705.06 | \$ 438.33 | \$ 1,417.20 | \$ 1,340.52 | \$ 1,407.61 | \$ 1,159.49 | \$ 2,277.87 | \$ 3,141.45 | |
| February | \$ 1,304.54 | \$ 330.89 | \$ 337.75 | \$ 345.19 | \$ 2,400.34 | \$ 1,108.02 | \$ 1,713.77 | \$ 1,339.33 | \$ 2,814.85 | \$ 1,446.22 | |
| March | \$ 977.38 | \$ 1,999.71 | \$ 2,875.40 | \$ 348.89 | \$ 1,243.29 | \$ 1,485.84 | \$ 1,330.49 | \$ 3,657.15 | \$ 1,511.31 | \$ 1,426.12 | |
| April | \$ 1,727.51 | \$ 2,017.29 | \$ 752.44 | \$ 504.74 | \$ 1,819.83 | \$ 1,544.37 | \$ 1,070.92 | \$ 2,666.13 | \$ 2,764.35 | \$ 4,881.89 | |
| May | \$ 228.95 | \$ 2,069.24 | \$ 524.52 | \$ 806.46 | \$ 1,610.10 | \$ 2,776.71 | \$ 807.85 | \$ 1,855.98 | \$ 3,503.81 | \$ 2,154.68 | |
| June | \$ 1,597.45 | \$ 2,034.73 | \$ 503.26 | \$ 586.25 | \$ 2,180.00 | \$ 1,779.86 | \$ 866.91 | \$ 1,881.27 | \$ 612.72 | \$ 2,346.79 | |
| July | \$ 4,307.14 | \$ 1,024.43 | \$ 899.69 | \$ 22,521.03 | \$ 2,198.94 | \$ 2,662.64 | \$ 2,439.37 | \$ 2,605.61 | \$ 3,729.48 | \$ 3,370.44 | |
| August | \$ 2,024.51 | \$ 3,936.05 | \$ 805.96 | \$ 1,602.54 | \$ 2,077.43 | \$ 2,566.61 | \$ 1,691.48 | \$ 3,551.20 | \$ 3,712.96 | \$ 2,850.74 | |
| September | \$ 1,853.47 | \$ 2,328.26 | \$ 813.89 | \$ 2,136.50 | \$ 1,899.96 | \$ 1,893.13 | \$ 1,312.00 | \$ 454.47 | \$ 696.93 | \$ 2,341.80 | |
| Fiscal Year Totals | \$ 21,245.98 | \$ 23,163.02 | \$ 17,244.70 | \$ 31,835.12 | \$ 23,325.00 | \$ 23,539.53 | \$ 19,594.09 | \$ 24,711.97 | \$ 31,204.34 | \$ 33,272.00 | \$ 9,924.00 |

| | |
|---------|--------------|
| FY 2007 | \$ 23,819.24 |
| FY 2008 | \$ 22,493.00 |
| FY 2009 | \$ 23,679.44 |
| FY 2010 | \$ 24,591.73 |
| FY 2011 | \$ 22,828.79 |
| FY 2012 | \$ 36,715.99 |
| FY 2013 | \$ 22,664.10 |

| Date | Description of transaction | Credit | Debit | Amount |
|------------|----------------------------|-------------|-------------|--------------|
| | | | | \$ 82,532.32 |
| 9/8/2023 | Lodging Tax | \$ 20.70 | | \$ 82,553.02 |
| 9/18/2023 | Lodging Tax | \$ 1,690.76 | | \$ 84,243.78 |
| 9/19/2023 | Lodging Tax | \$ 179.99 | | \$ 84,423.77 |
| 9/28/2023 | Lodging Tax | \$ 378.59 | | \$ 84,802.36 |
| 9/29/2023 | CTI Media Group | | \$ 345.00 | \$ 84,457.36 |
| 9/29/2023 | Lodging Tax | \$ 71.76 | | \$ 84,529.12 |
| 9/30/2023 | Interest | \$ 37.23 | | \$ 84,566.35 |
| 10/10/2023 | Lodging Tax | \$ 77.00 | | \$ 84,643.35 |
| 10/12/2023 | Lodging Tax | \$ 32.08 | | \$ 84,675.43 |
| 10/16/2023 | Lodging Tax | \$ 640.43 | | \$ 85,315.86 |
| 10/24/2023 | Lodging Tax | \$ 2,053.16 | | \$ 87,369.02 |
| 10/25/2023 | Lodging Tax | \$ 874.72 | | \$ 88,243.74 |
| 10/31/2023 | Mid-West Marketing | | \$ 265.00 | \$ 87,978.74 |
| 10/31/2023 | Lodging Tax | \$ 348.12 | | \$ 88,326.86 |
| 10/31/2023 | Interest | \$ 40.36 | | \$ 88,367.22 |
| 11/2/2023 | Lodging Tax | \$ 492.38 | | \$ 88,859.60 |
| 11/9/2023 | Lodging Tax | \$ 61.08 | | \$ 88,920.68 |
| 11/14/2023 | Lodging Tax | \$ 301.06 | | \$ 89,221.74 |
| 11/17/2023 | Lodging Tax | \$ 388.54 | | \$ 89,610.28 |
| 11/21/2023 | Lodging Tax | \$ 1,872.05 | | \$ 91,482.33 |
| 11/27/2023 | Lodging Tax | \$ 55.13 | | \$ 91,537.46 |
| 11/28/2023 | Lodging Tax | \$ 155.95 | | \$ 91,693.41 |
| 11/30/2023 | Lodging Tax | \$ 421.45 | | \$ 92,114.86 |
| 11/30/2023 | Interest | \$ 40.94 | | \$ 92,155.80 |
| 12/5/2023 | Lodging Tax | \$ 58.60 | | \$ 92,214.40 |
| 12/13/2023 | Lodging Tax | \$ 1.94 | | \$ 92,216.34 |
| 12/14/2023 | Lodging Tax | \$ 206.59 | | \$ 92,422.93 |
| 12/15/2023 | Madden Media | | \$ 3,780.00 | \$ 88,642.93 |
| 12/15/2023 | J Rudny | | \$ 3,600.00 | \$ 85,042.93 |
| 12/20/2023 | Lodging Tax | \$ 117.92 | | \$ 85,160.85 |
| 12/21/2023 | Lodging Tax | \$ 1,645.01 | | \$ 86,805.86 |
| 12/22/2023 | Lodging Tax | \$ 42.00 | | \$ 86,847.86 |
| 12/26/2023 | Lodging Tax | \$ 42.48 | | \$ 86,890.34 |
| 12/29/2023 | Lodging Tax | \$ 36.31 | | \$ 86,926.65 |
| 12/31/2024 | Interest | \$ 39.14 | | \$ 86,965.79 |
| | | | | \$ 86,965.79 |
| | | | | \$ 86,965.79 |

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 _____ (cell phone)
for Representative: _____ (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

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For Office Use Only

Approved / Denied : _____

Approved Grant Amount: _____

Committee Authorized Signature: _____

City Administrator Approving Signature: _____