

AGENDA
**Tourism Advisory Council/
Tourism Tax Commission**
Joint Meeting
Tuesday, March 19, 2024 - 5:30 pm
165 S Fourth St

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETING – February 20, 2024

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Past Events – Mardi Gras on Main, Chocolate Walk

Upcoming Events –Solar Eclipse (April 8), 2024 StG Gravel Classic (April 27)

NEW BUSINESS

McDaniels Marketing Plan Approval

OTHER BUSINESS

Marketing Assistance Grant Applications (3)

Next meeting April 16, 2024, at 165 S Fourth St

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 3/12/2024

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE FIRE STATION (550 PINE ST)
Tuesday, February 20, 2024
5:30 p.m.**

CALL TO ORDER: 5:30 p.m.

ROLL CALL:

Present: Nichole French, Jim Ferguson, Laura Oliver, Alderman Joe Steiger, Dena Kreitler, Roseanne Ahne (pending aldermen approval), Christine Alexander (pending aldermen approval).

TTC Quorum

Absent: Whitney Tucker and Gary Smith.

Also in attendance: Happy Welch, Aaron Smith, Karen Stuppy, and David Woods.

APPROVAL OF AGENDA: 1st Laura Oliver, 2nd Jim Ferguson, All Ayes.

APPROVAL OF MINUTES – Sept 19, 2023: 1st Laura Oliver, 2nd Jim Ferguson, All Ayes.

FINANCIAL REPORT: The board reviewed the financial reports. Lodging Tax receipts are \$12,283.41 for the fiscal year (on track with previous years). The monthly balance is \$89,362.62 with no expenses for the month. 1st Jim Ferguson, 2nd Laura Oliver, All Ayes.

PUBLIC COMMENTS: Nobody rose to be recognized.

OLD BUSINESS

Past Events – Tourism Marketing Director Aaron Smith discussed the past events: The Chocolate Walk had a great turn out with lots of traffic to Audubon's, Sweet Things, and others. The new queen of the King's Ball is active in the community. Mardi Gras on Main had its inaugural event the Friday before the Chocolate Walk. There was a wrap up meeting afterwards for evaluation. The Winter Music Series had great turnout and packed the Orris. Dena Kreitler discussed that the upcoming weeks shows are sold out.

Upcoming Events – Aaron Smith discussed the upcoming events: Living in Ste. Gen House Tour (March 16), the First Friday Art Walks and the 2024 StG Gravel Classic (April 27) is the same weekend as the Ecole du Soldat and the Eclipse is happening on April 8 before the Gravel Classic and the committee is finalizing the flyer.

NEW BUSINESS

Dena Kreitler discussed that the organization Downtown Ste Genevieve has put out a calendar of events and they will be picking up the Pecanapalooza event this year.

OTHER BUSINESS

McDaniels Marketing – submitted finalized marketing plan for review – Randy McDaniels and Jenna Farrell gave an in-depth summary of the marketing plan that covers the next five years. It covered our strengths, opportunities, weaknesses, threats, goals, strategy, approach, and messaging. These items are combined into the Brand Promise Statement and the Impact of Community Benefit (for a better quality of life for all).

Christine Alexander asked about having Music differentiated from Fine Arts in the Entertainment category. We have five music venues, and that audience may be different from a fine arts audience. Aldermen Joe Steiger questioned why there is no mention of the National Park Service in the marketing plan. Randy McDaniels explained this is a living dynamic document and welcomed their input.

Marketing Sponsorship Guidelines & Application – Happy Welch discussed the completed Marketing Guidelines and Application. The board will wait until it has a quorum of both TTC and TAC to vote on their approval.

Next scheduled meeting is March 19th at 5:30 p.m. at City Hall, 165 S Fourth St.

Adjourn at 7:12 p.m. 1st Dena Kreidler, 2nd Laura Oliver, All Ayes.

David B 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	\$ 2,359.41
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	\$ 2,582.91
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	\$ 14,866.32

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
				\$ 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
1/8/2024	Lodging Tax	\$ 434.68		\$ 87,400.47
1/10/2024	Lodging Tax	\$ 3.84		\$ 87,404.31
1/17/2024	Lodging Tax	\$ 673.61		\$ 88,077.92
1/23/2024	Lodging Tax	\$ 996.37		\$ 89,074.29
1/25/2024	Lodging Tax	\$ 90.63		\$ 89,164.92
1/26/2024	Lodging Tax	\$ 16.88		\$ 89,181.80
1/29/2024	Lodging Tax	\$ 85.46		\$ 89,267.26
1/30/2024	Lodging Tax	\$ 36.18		\$ 89,303.44
1/31/2024	Lodging Tax	\$ 21.76		\$ 89,325.20
1/31/2024	Interest	\$ 37.42		\$ 89,362.62
2/2/2024	Lodging Tax	\$ 983.71		\$ 90,346.33
2/13/2024	Lodging Tax	\$ 1,169.52		\$ 91,515.85
2/16/2024	Lodging Tax	\$ 189.05		\$ 91,704.90
2/28/2024	Lodging Tax	\$ 27.64		\$ 91,732.54
2/29/2024	Lodging Tax	\$ 212.99		\$ 91,945.53
2/29/2024	Interest	\$ 39.13		\$ 91,984.66
3/8/2024	Lodging Tax	\$ 17.94		\$ 92,002.60
3/15/2024	J Rudney		\$ 3,600.00	\$ 88,402.60
				\$ 88,402.60
				\$ 88,402.60
				\$ 88,402.60
				\$ 88,402.60

What other sources of funding will be used to help pay for the marketing/advertising?
with the help of local businesses we have raised close to 2500\$

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

SENOFLOO has used Facebook, Snapchat and other media outlets. We had shirts made and stickers so far. We are looking to radio and newspaper to see what they will cost. If we can make it happen we would like to run ads 3 to 4 weeks before event. The cruise will also be on YouTube

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

As of now we have people coming from Lake of the Ozarks, Centralia, and Paducah Ky. we are expecting 300-400 people. We will cruise through down town Ste Gen. to show it off.

If the organization I represent is awarded full or partial funding through the Ste. Genevieve Tourism Tax Commission Marketing 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 City of Ste. Genevieve would like recognition of its contribution to the event/activity as a sponsor/co-sponsor/contributor with the City logo displayed.
3. If programs are printed for the performance the City of Ste. Genevieve can be listed or the logo added.
4. Failure to comply with the stipulations may result in revocation of all or part of the grant.
5. Any and all risks and hazards associated with the event will be assumed by the organization requesting funding.

Signature (authorized representative of requesting organization)

2/29/24

Date

For Office Use Only

Approved / Denied : _____

Approved Grant Amount: _____

Committee Authorized Signature: _____

City Administrator Approving Signature: _____

Ste. Genevieve Tourism Tax Commission Marketing Assistance Grant Application

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

City of Ste. Genevieve
165 S. Fourth Street
Ste. Genevieve, MO 63670
dwoods@stegenevieve.gov

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

Requesting Organization: Trailnet

Organization Representative: Corinne Austin, Chief Operating Officer

Contact Information
for Representative: 314-520-2324 (cell phone)
314-297-0064 (home or work phone)
Corinne@trailnet.org (email address)

Name/Description of Event: Trailnet's StG Gravel Classic

Amount Being Requested: \$250 _____ \$500 _____ \$1,000 X _____ Other _____
(Minimum) (Maximum)

Date(s) of Event: April 27, 2024

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

Voted one of the best gravel grinders in Missouri by Terrain Magazine, this is a can't-miss back-road adventure. But this is more than a bike ride. It's a celebration of gravel cycling with as much emphasis on the fun as the ride. The magic happens when you add an after-party supported by the entire community. There will be plenty of great food offerings, a street festival, top-notch live entertainment, complimentary post-ride beverages, prizes for top finishers, and plenty of pampering for our riders. Registered riders will be able to choose from an 18-mile, 43-mile, or 78-mile route, and children ages 8-15 are invited to participate in a short 3-mile "Little Pebbles" route at no cost.

Note: Registration for the short ride and the post-ride celebration, including a live music concert, will be free of charge and open to the public, but Trailnet does charge a registration fee for the 18-mile, 43-mile and 78-mile ride registrations to help offset event costs.

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?

500 (350-400 riders + 50 volunteers + 50-100 spectators)

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?

Trailnet has secured sponsorship dollars from other area organizations and will use a portion of that money to help pay for marketing and advertising for the Stg Gravel Classic Ride. Sponsors for this specific ride include Ste. Genevieve County Memorial Hospital, Billy Goat Bicycle Company, Bedford Group, Mississippi Lime, and Genco Executive Club.

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

Trailnet's stack of social channels and traditional media include:

- 17.7k email subscribers
- 11.4k Facebook followers
- 7.3k X (aka Twitter) followers
- 3.1k Instagram followers

Additionally, the StG Gravel Classic is included on Trailnet's 2024 rides calendar that appears on the inside front cover of every Terrain magazine for the year. Terrain magazine is distributed bi-monthly, reaching roughly 32,000 readers per issue between subscribers and 350 free distribution points across the St. Louis bi-state area and beyond. In addition to its print publication, the magazine offers a dynamic online platform, including a digital edition accessible on all devices, enriched editorial content on its website, and engaging social media channels. An annual subscription is part of all of 1,800 Trailnet members' membership benefits.

Beyond Terrain's circulation, additional copies of Trailnet's 2024 rides calendar will be printed and circulated to local bike shops for their patrons throughout the year. Approximately 150 copies of the calendar will be distributed to supporters at our annual ride season kick-off event Beans, Bikes & Brews on March 19, 2024.

In addition, Trailnet has partnered with two other Missouri gravel rides to create the inaugural Show Me MO Gravel ride series. All three rides – the STG Gravel Classic, The Equalizer 50k and 100k, and the GOAT Jonesburg Gravel Ride will launch joint marketing efforts to local cycling clubs, bike shops and media.

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

Trailnet rides bring in roughly 3,000 ride participants annually. Last year, the StG Gravel Classic specifically attracted 316 riders from 10 different states, plus dozens of volunteers and spectators, encouraging awareness of and engagement with tourist destinations in both Ste. Genevieve and Ste. Genevieve County. Thanks to increased marketing efforts through the new, soon-to-be-launched Show Me MO Gravel Ride Series, we expect upwards of 350 riders this year. According to a 2023 Tourism Economics report, tourists' daily spending continues to increase year-over-year as the country continues recovering from the acute pandemic crisis of 2020. In FY2023, the average daily spending of a Missouri tourist was up to \$113.97, a 2.6% increase over FY22 and a 8.5% increase over the year before that. The spending from the 300+ riders at the event will bring an estimated \$33,900+ to the local businesses of Ste. Genevieve County.

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3. If programs are printed for the performance the City of Ste. Genevieve can be listed or the logo added.
4. Failure to comply with the stipulations may result in revocation of all or part of the grant.
5. Any and all risks and hazards associated with the event will be assumed by the organization requesting funding.



03/13/2024

Signature (authorized representative of requesting organization)

Date

For Office Use Only

Approved / Denied : _____

Approved Grant Amount: _____

Committee Authorized Signature: _____

City Administrator Approving Signature: _____

Ste. Genevieve Tourism Tax Commission Marketing Assistance Grant Application

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

City of Ste. Genevieve
165 S. Fourth Street
Ste. Genevieve, MO 63670
dwoods@stegenevieve.gov

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

Requesting Organization: Ste. Genevieve Chamber of Commerce

Organization Representative: Dena Kreitler

Contact Information
for Representative: 573-883-0306 (cell phone)

573-883-3686 (home or work phone)

dena@stegenchamber.org (email address)

Name/Description of Event: Eclipse Block Party

Amount Being Requested: \$250 _____ \$500 _____ \$1,000 X Other _____
(Minimum) (Maximum)

Date(s) of Event: April 7, 2024, April 8, 2024

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

Sunday, block party at the Valle dessert area and 3rd & Merchant St. This is a joint effort from the Chamber, the Tourism Dpt, The Museum Learning Center and other interested parties. Monday, the events will take place at the SG Community Center Campus in conjunction with the library and the National Park Service.

Is the event/activity open to the public? **X-YES** or NO

Is it free of charge? **X-YES** or NO

How many people do you anticipate? 2500 on Sunday, 1500 on Monday

Do you require matching funds up front? YES or **X- NO**

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

The Chamber has contributed to the Sunday event and sponsored the stage, we have requested additional sponsorships from the City, the County and other businesses in our county.

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

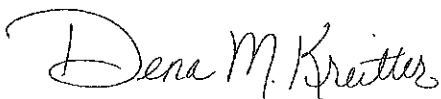
Our tourism director is in charge of the advertising for this event specifically with the advice of the Eclipse Planning Committee. The target is from the North, since the Eclipse will not be hitting their area. We anticipate a heavy attendance from the St. Louis market. We will be utilizing our social media platforms from all entities, Chamber, City, Tourism, Museum, Community Center etc.

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

Sponsoring the eclipse with this grant is pivotal for the event overall as it ensures its success, enhances the community's reputation, stimulates the local economy, and demonstrates the community's commitment to embracing science and culture. By capitalizing on the rare opportunity presented by the eclipse, Ste. Genevieve can position itself as a premier destination for tourists seeking unique and enriching experiences.

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3. If programs are printed for the performance the City of Ste. Genevieve can be listed or the logo added.
4. Failure to comply with the stipulations may result in revocation of all or part of the grant.
5. Any and all risks and hazards associated with the event will be assumed by the organization requesting funding.



Signature (authorized representative of requesting organization)

March 7, 2024

Date

For Office Use Only

Approved / Denied : _____

Approved Grant Amount: _____

Committee Authorized Signature: _____

City Administrator Approving Signature: _____