

**JOPLIN CITY COUNCIL
INFORMAL MEETING NOTES
MAY 20, 2019**

Tourism Update

CVB Director Patrick Tuttle gave an overview of the CVB Structure and Market. (Update attached).

5:23 PM: Emergency Evacuation: due to severe weather and the tornado sirens sounding, the council members, staff and guests were directed to take shelter in the basement of City Hall.

5:37 PM: The informal meeting resumed in the 5th floor Informal Council room.

Boards/Commissions Reappointments & Appointments

Reappointments:

Motion by Mr. Stanley, second by Mr. Lawson to approve the following reappointments. Motion passed 9-0.

JRC: Doug Doll 5/16/19

JRC: Bill Scearce 5/29/19

Planning and Zoning: Wendy Brueckner-Sears 5/16/19

Appointments:

Centennial Celebration Commission: Mayor Shaw asked for nominations for the first position on this commission:

Dr. Reid Adams nominated Tabitha Leake

Mr. Stinnett nominated Ken Cox

Mayor Shaw nominated Barbara Hogelin

Mrs. Colbert-Kean nominated Betty Smith

Mr. Monteleone nominated Jessica Courier

The Council voted on the nominees and Barbara Hogelin and Betty Smith received the highest number of votes. The Council voted again on these two names and Betty Smith received the highest number of votes and was appointed to the first position of the CC Commission.

The council voted on the previous list of nominations for the second position. Barbara Hogelin received the highest number of votes and was appointed to the second position of the CC Commission.

At this time, Director Tuttle returned to the informal council meeting.

There was discussion on the challenges of getting attractions to Joplin, as mentioned in the tourism update. Director Tuttle replied a meeting space and or event space would help, and the City would have a part in that. If we could get an indoor sports arena, for instance, the City would be involved in that. A conference center with a hotel/restaurant partnership with the City would be another idea. A feasibility study would be helpful to see if these ideas would work.

Mr. Stanley asked about Airbnb's; Director Tuttle replied the state lodging association is working on this and the city attorney is being kept apprised of it. The lodging association is trying to get it passed in the House, and if so, we would have a model to follow for the City.

Mr. Stanley asked if the new hotels are the reason for low lodging results and Director Tuttle replied that it has an impact.


Mr. Stanley asked about the status of expanding the lodging tax. Director Tuttle stated the SWMO Lodging Association expressed opposition to the expanded tax and he understands it from Gary Burton (COJ's lobbyist) the Missouri Hotel and Lodging Association will oppose any such legislation if a local chapter of their organization does. Therefore, it would be challenged in Jefferson City. Director Tuttle feels Senator Bill White understands the need for the increase, so in order to be considered for any passage at the state level, city council would need to take a stronger stand before the next state legislative session. Mr. Stanley asked to see minutes of the SWMO Lodging Association meetings to see what has been discussed in order to have a better understanding of what's been put before their membership. We know if we want a conference center or indoor athletic center, the funding source for either one of these comes through expanding the lodging tax.

Mr. Stinnett stated that there are two different hotel segments out there that are trying to represent themselves, and we need to get behind the one who's going to get something done.

Director Tuttle stated the City has a tourism commission and sports authority board who are directly under the Council's direction. One thing that has been discussed is creating one single tourism board.

Due to time constraints, Mayor Shaw stated we would have to continue this discussion at a future meeting. He stated he has a meeting soon with Shelly Kraft with Vision 2022. That meeting could help determine if Vision 2022 thinks we are on the right track. He will have a report for Council after the meeting, and perhaps get some direction from Council on this issue.

The meeting adjourned at 5:55 pm.


Barbara Gollhofer, City Clerk



Tourism Update

CVB STRUCTURE AND MARKET

- The Joplin Convention & Visitors Bureau (CVB) is a department of the City of Joplin.
- The CVB operates off a 4% lodging tax and receives no funding from the City's General Revenue fund.
- The CVB maintains a 4-person staff.
- The CVB focuses on selling Joplin to leisure and business travelers, group planners, convention/conference planners and tour operators who come from a distance greater than 70-miles from Joplin. These efforts are to generate visits that will result in an overnight stay, a return visit, and more frequent returns.
- Through destination marketing, the CVB positions the *VisitJoplinMO* brand in digital, social media, and print-based platforms to energize an interest in visiting Joplin.
- A destination sales effort seeks to attract large, multi-day conventions and group tours to Joplin. Through lead generated sources and by attending tourism trade shows, the sales director works with convention planners and tour operators to pair their needs with available regional amenities.
- 23 Hotels are located within the Joplin tax-base.
- These properties account for an inventory of 1,925 rooms daily.
- Annually these account for some 702,625 available rooms in Joplin.
- In 2018, \$1.4M was collected in lodging tax. It took \$36,426,774 in sales to generate this result, or 424,156 of the available rooms inventory sold. Resulting in an annual Occupancy Rate of 60.9% from an annual Average Daily Rate (ADR) of \$85.60.
- Changing the mindset - though much weight is put on "*Putting Heads in Beds*" the focus of filling hotel rooms and replenishing tourism revenues is better placed on Creating Demand (need for our hotels) and Producing Yield (revenue), across the market. The target should be an annual Occupancy Rate at 70% or greater and an annual ADR above \$105.

The Mission of the Joplin Convention & Visitors Bureau is to position the collective elements of the travel and tourism infrastructure within the Joplin region as a premier destination and have an influential role in creating a regional economic impact for industry partners, increasing visitation while enhancing the visitor experience.



CITY OF JOPLIN / CONVENTION & VISITORS BUREAU
4% LODGING TAX SUMMARY
FISCAL YEAR 2019 YTD (w/ FY2015-18 Comparisons)

	FY15	FY16	FY17	FY18	FY19
November	\$ 93,608.68	\$ 100,092.08	\$ 102,184.98	\$ 103,582.34	\$ 96,600.52
December	\$ 89,439.73	\$ 91,211.44	\$ 90,785.56	\$ 95,322.80	\$ 86,979.04
January	\$ 79,970.98	\$ 89,523.94	\$ 90,133.87	\$ 92,215.75	\$ 85,604.07
February	\$ 93,348.67	\$ 108,337.04	\$ 109,273.75	\$ 105,956.66	\$ 105,621.39
March	\$ 115,839.83	\$ 124,226.44	\$ 129,631.21	\$ 128,912.78	\$ 131,236.83
April	\$ 105,821.26	\$ 110,418.75	\$ 113,593.64	\$ 114,749.19	\$ -
May	\$ 110,968.74	\$ 130,936.13	\$ 131,194.69	\$ 133,552.00	\$ -
June	\$ 130,630.02	\$ 140,195.96	\$ 150,916.28	\$ 145,458.87	\$ -
July	\$ 144,200.74	\$ 140,875.83	\$ 149,888.34	\$ 140,715.79	\$ -
August	\$ 127,143.58	\$ 129,027.13	\$ 142,063.43	\$ 134,636.74	\$ -
September	\$ 119,278.67	\$ 114,943.48	\$ 122,654.95	\$ 121,357.44	\$ -
October	\$ 117,905.75	\$ 121,082.57	\$ 124,660.92	\$ 123,571.85	\$ -
TOTALS	\$ 1,328,156.65	\$ 1,400,870.79	\$ 1,456,981.62	\$ 1,440,032.21	\$ 506,041.65

As reported by City of Joplin/Finance
 Projected FY2019 Revenue: \$ 1,408,000.00 % FY budget achieved to date: 35.9%

	HISTORY				FY19 YTD
	FY15	FY16	FY17	FY18	November 2018 thru March 2019
Occupancy	58.5%	64.0%	66.5%	60.9%	53.5%
ADR	\$ 77.39	\$ 81.36	\$ 84.11	\$ 85.88	\$ 81.50
RevPAR	\$ 45.60	\$ 52.10	\$ 55.90	\$ 52.30	\$ 43.70
Supply	684,076	673,152	661,199	695,671	290,675
Demand	438,367	429,469	439,637	424,156	155,151
Unsold Supply	245,709	243,683	221,562	271,515	135,524
Revenue	\$ 33,926,005	\$ 34,939,861	\$ 36,979,275	\$ 36,426,774	\$ 12,678,090
Census Properties	23	22	22	22.8	23
Census Rooms	2013	1837	1811	1901	1925
% Rooms STAR Participants	92.6%	91.6%	91.6%	91.5%	90.6%

History: Data Smith Travel Destination Report

Month of March	STATEWIDE REPORTING					
	Occ %		ADR		RevPAR	
	2019	2018	2019	2018	2019	2018
United States	68.4	68.4	132.66	131.89	90.78	90.27
West North Central	55.9	54.7	95.19	94.51	53.26	51.71
Missouri	60.7	59.9	99.35	97.63	60.31	58.48
Kansas City, MO-KS	62.8	63.8	106.71	105.40	67.00	67.25
St Louis, MO-IL	67.4	68.7	104.56	100.08	70.44	68.76
Columbia, MO	57.8	56.8	86.20	87.49	49.84	49.71
Jefferson City, MO	58.0	57.5	83.19	79.61	48.24	45.78
Springfield, MO	70.5	70.2	89.91	85.76	63.40	60.25
Branson, MO	48.6	46.2	98.57	102.37	47.91	47.29
Lake of the Ozarks	48.9	42.2	94.03	92.20	46.00	38.92
Joplin, MO	60.5	58.7	80.66	82.79	48.78	48.60
Saint Joseph, MO	61.4	58.5	91.44	87.82	56.12	51.39
Independence, MO	54.9	53.6	79.16	77.28	43.43	41.41

MHLA: Data Smith Travel Destination Report

as of 5/3/19



LOCATION MATTERS

Geographically, Joplin is located at the *Crossroads of Many Journeys*. Three major highways connect Joplin in every direction. Interstate 44 reaches from Saint Louis to Oklahoma City, on into Texas; Interstate 49 crosses from New Orleans north to Kansas City, while historic Route 66 brings the Great Lakes and the Pacific Ocean to our doorstep -- *Joplin is one of only 4 Missouri cities who benefit from being at the intersection of two Interstate Highways* – *St Louis, Kansas City and Sikeston are the others.*

Taking into account the Interstate 44 traffic exiting off Exit 8, which feeds on to Range Line Road and directly into the Joplin hotel district, the ADT (Average Daily Traffic) off both ramps averages 12,733 cars. This equates to an AADT (Average Annual Daily Traffic) of 4.6 million cars. If just once percent of these cars exited into Joplin for nothing other than gas, lodging or food, that would account for 46,475 guests hitting various taxing revenue streams. The percentage is certainly higher.

A tale of 2 counties:

Within the Joplin tax-district, 90% of the restaurants are in Jasper County while 83% of the hotels are in Newton County.

REGIONAL CASINOS

- In essence Joplin is Missouri's largest casino market. The Joplin Tourism Region (JTR) is impacted by 12 casinos within a three-county reach of Joplin. 11 of these are Oklahoma Tribal-owned casinos and 1 is a State-licensed casino in Kansas.
- The largest five (5) of these casinos offer gaming, dining entertainment and lodging. They account for 931 rooms (808 in OK and 123 in KS).
- As a contrast, in all of Missouri there are 13 casinos with an estimated 2,367 rooms or 2.3% of Missouri's 104,010 available rooms.
- Adding the 931 casino rooms with the JTR to Joplin's 1,925, along with the 1,204 rooms available in Miami, Carthage and Pittsburg the daily available lodging in the region totals 4,040 rooms. This means the regional casino market account for 23.4% of available rooms in the market.
- In some cases, the region casinos are an asset for the Joplin hotel market but with the amenities they can offer, it cannot be ignored that these 931 lodging opportunities do pull business away.
- Additionally, they compete with staffing needs of our hotels.
- Joplin receives no lodging tax from any of these casino properties.

The Downstream RV Park and C-Store, east of Downstream Casino are in the Joplin City limits for sales tax.



NICHE MARKETS

Without significant space for large scale meetings, conferences or trade show attention is given to Group and Leisure Traveler that fall under “Niche Markets”. The primary Niche Markets worked by the CVB are:

- Group Travel Tours
 - Motorcycle
 - Vintage Cars
 - RV Caravans
 - Bicycle Tours
 - Motorcoach
- Leisure Travel
- Business Travel

GROUP TOURS

- The Joplin CVB had a direct impact with 35 group tours in 2018. These included bus, RV and motorcycle groups.
- These visits included over 1,030 guests to Joplin with 434 room nights.

FROM THE CVB GUESTBOOK

- 138 visits were recorded in 2018 the CVB Guestbook.
- These parties averaged 2+ people per visit.
- Entries show guests came from 27 different states and 16 international locations to include France, Canada, Australia, Netherlands, Germany, England, Scotland, Ireland, and Italy.

COLLATERAL MATERIALS

- The two (2) main collateral pieces used by the CVB to attract guests are the Visitors Guide and the Historical Guide.
- Over 10,594 visitor guides were distributed to Joplin hotels, tourism partners/attractions and regional visitor centers.
- An additional 28,765 Visitor Guides (and other information) were directly mailed from inquiries for Joplin information. These leads came from social media and web-based requests, direct phone calls, magazine leads, and other marketing placements.
- Guides and other Joplin promotional materials (post cards, magnets, note pads) were provide in support of 155 conferences, promotions, and events.



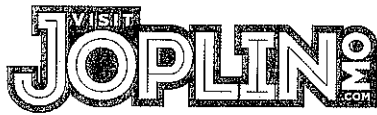
MISSOURI DIVISION OF TOURISM 2017 ANNUAL REPORT

- \$16.8B - tourism's total economic impact
- \$283 average amount spent per person with overnight stay in MO
- 42.0M visitors came to MO during 2017
- 313,362 tourism related jobs
- Tourism is the 2nd largest industry in the state, following agriculture

MDT 2017 annual report

INTERNATIONAL VISITORS		
	CY16	CY17
International Guests	19,085	20,614
From Countries	107	113
Spending	\$5,347,481	\$5,564,568

WEBSITE TRAFFIC		
	CY17	CY18
Sessions	170,103	211,296
New Users	134,481	163,454
Pageviews	817,376	1,054,998
Mobile %	62.53%	73.69%
Desktop %	28.85%	16.00%
Table %	8.61%	9.90%



SOCIAL MEDIA STATS		
	FY17	FY18
Facebook Likes (EOY)	9,223	10,579

GRANT FUNDING STATS		
	FY17	FY18
Applications/From Organizations	16/15	25/22
Funding Requested	\$131,265.00	\$269,302.25
Funding Awards	\$120,000	\$110,000
Amount Reimbursed	\$132,465.32	\$130,674.70
Event Attendance	NA	174,798
Hotel Nights Generated	NA	1,235
Hotel Receipts Gen'd (@\$86 ADR)	NA	\$107,190.00
Lodging Tax Generated (@4%)	NA	\$4,287.60

COUNTY TOURISM BREAKDOWN			
County	Jobs	Spending	Visitors
Barton	381	\$12.7M	51,200
Jasper	4871	\$218.4M	348,700
Newton	2037	\$104.7M	447,500
McDonald	312	\$13.7M	87,900