

ANNUAL REPORT 2017

*Igniting global passion
for Kansas City*





WHAT THE WORLD IS SAYING

{ Noteworthy Rankings from 2017 }

The 20 Quirkiest Cities in America – *Travel + Leisure*

25 Coolest Places in the USA to Visit with Kids – *USA Today*

Where to Travel and Learn During Black History Month
– *Dallas Morning News*

Underappreciated American Cities You Should Totally Move to – *Thrillist*

25 Best Towns of 2017 – *Outside*

The Cities Creating the Most High-Wage Jobs – *Forbes*

7 NFL Cities Beyond Football – *The New York Times*

America's 13 Hottest Up-and-Coming Coffee Cultures – *Expedia*

The Best Cities to Visit on a Budget – *MSN*

7 Cities That Are Hipper Than You Think – *Jetsetter*

2017's Best Sports Cities – *WalletHub*

Most Romantic Getaways – *Redbook*

30 Most Exciting Food Cities in America – *Zagat*

30 Cities for Affordable Winter Travel – *USA Today*

"Alive and thriving ... effervescent" – *CNN*

[#HowWeDoKC](#)

ABOUT US

WHO WE ARE

HISTORY

Formed in 1918 as the hospitality arm of the KC Chamber of Commerce, the Convention and Visitors Bureau of Greater Kansas City became independently incorporated on June 20, 1966, as a not-for-profit corporation. Now known as Visit KC, the marketing and sales organization is engaged on an annual basis by the City of Kansas City, Missouri, and is responsible for promoting the region as a top-of-mind travel destination for the leisure, convention and group tour audiences.

FUNDING

Visit KC's primary source of funding is a tax on hotel/motel occupancy and a business license fee within the incorporated boundaries of Kansas City, Missouri. The ordinances creating the tax provide that the proceeds are to be used for marketing and operations of Visit KC. The organization's budget is enhanced by private funds raised through a variety of sources including partnership dues, advertising opportunities and in-kind services.

VISION

Visit KC will serve as a primary catalyst for extraordinary and continuous economic growth of the Kansas City region's convention and visitor industry.

MISSION

Ignite global passion for Kansas City.

VALUES

TACT – Teamwork, Accountability, Communication & Trust

WHAT WE DO

MARKET KANSAS CITY

- Destination branding to position Kansas City as a vibrant, creative community
- Convention sales efforts to attract conventions, meetings and sporting events to Kansas City
- Integrated marketing campaigns to drive visitors to KC through advertising, PR and social media
- Home to the KC Film Office, representing the region's film community



WELCOME & CONNECT TRAVELERS

- Assist with the successful execution of close to 275 meetings and conventions each year
- Create maps, guides, content and other visitor resources to help guests discover all there is to do in Kansas City

PROMOTE LOCAL BUSINESSES

Drive traffic to local hotels, attractions, restaurants and almost 1,000 businesses involved in the local hospitality community

SUPPORT LOCAL EVENTS

Organize and support major events like Kansas City Restaurant Week and the Big 12 Men's Basketball Championship, to name a few

WHY IT'S IMPORTANT

TOURISM ECONOMIC IMPACT

Tourism generates \$5.5 billion in economic impact for the region annually, including indirect and induced impact. Moreover, taxes paid by visitors save the average Kansas City household \$550 in taxes annually.

LOCAL JOBS

One in 19 jobs in the region are sustained by tourism either directly or indirectly. That amounts to 48,000 jobs and \$1.7 billion in wages.

INFLUX OF VISITORS

Kansas City hosts 25.2 million visitors each year. Of these, 47% (or 12 million) stay overnight. For more information about KC's annual visitation, such as demographics and points of origin, go to VisitKC.com/research.

Sources: *Tourism Economics, Longwood International, U.S. Travel Association, 2016*



MARKETING & COMMUNICATIONS

2017 KEY ACCOMPLISHMENTS

- Championed the organization's **strategic road map** for 2018-2020 via teamwork, research, planning and implementation.
- Executed an **integrated marketing campaign** in partnership with agency of record MMGY Global, generating 233,000 incremental hotel room nights and \$71.7 million in economic impact. Reaching seven media markets in six states, the campaign generated an effective return on investment of \$85.
- Generated 783 articles about Kansas City through **public relations**—accumulating an estimated 205 million impressions in publications such as *Condé Nast*, *Travel + Leisure*, *The New York Times* and more.
- Increased meeting planner interest in KC, amassing nearly 40 million impressions in **convention marketing** through trade advertising, earned media, e-mail marketing and social media.
- Realized significant growth in Visit KC's **social footprint**, securing 366,000 followers and 757,000 brand engagements—a 96-percent surge since 2016.
- Orchestrated two fly-market **activations** in support of the “How We Do Kansas City” campaign, targeting consumers, meeting planners and media in Chicago and New York.
- Assisted 220 productions through the **KC Film Office**, including large-scale productions such as a commercial shoot for Dixie Plates and a multi-day taping for NBC's *American Ninja Warrior*.
- Strengthened the Film Office's development tool, the **KCMO film development incentive**, without increasing the budget of the program.
- Introduced a **social media advocacy** platform for team members, amassing 166,318 impressions for the brand through employees' personal networks.
- Launched Visit KC's first **podcast**, featuring intimate conversations with Kansas City makers and doers.
- Secured a five-year partnership resolution from **Jackson County**, enabling Visit KC to apply for marketing funds through the Missouri Division of Tourism Matching Grant program.



CHICAGO BRAND ACTIVATION

ADVERTISING CAMPAIGNS

LEISURE	2015	2016	2017
Media Budget	\$1,195,802	\$1,036,559	\$1,121,461
Local Media Partner Investment*	\$475,500	\$418,500	\$613,500
State of Missouri Investment	\$420,901	\$399,137	\$382,699
Paid Media Impressions	123,651,245	171,800,577	170,298,229
Campaign ROI (per media dollar)	\$81	\$93	\$85

CONVENTION	2015	2016	2017
Advertising Impressions	35,952,041	23,697,660**	20,129,613

*Partner investment less membership dues
**Shift in media mix to allow for greater trade endemic integration

INTERACTIVE MARKETING	2015	2016	2017
Web Visits	2,832,413*	3,231,489	3,784,244
Page Views	14,473,212*	13,181,165	13,596,969
Unique E-mail Opens	214,080	279,389	381,724
E-mail Signups	22,139	27,162	30,845

*Impacted by the 2015 World Series

COMMUNICATIONS

MEDIA RELATIONS	2015	2016	2017
Publications Assisted	407	379	405
PR Impressions (earned media)	191,852,870*	181,159,090	205,566,216

*Impacted by the 2015 World Series

SOCIAL MEDIA	2015	2016	2017
Total Followers	215,795	291,461	366,288
Engagements	710,614	383,347	757,353

KC FILM OFFICE	2015	2016	2017
Productions Assisted	182	251	220



CONVENTION SALES & SERVICES

2017 KEY ACCOMPLISHMENTS

- Achieved 103% of Visit KC's **room-night production** goal—generating 264 bookings and 381,194 room nights for future meetings. This accounts for more than \$320 million in future economic impact.
- Assisted with the successful execution of **275 meetings** in Kansas City, including 23 citywide conventions.
- Coordinated 11,976 reservations through **convention housing**, generating more than \$210,000 in revenue.
- Increased **awareness and visibility** of Kansas City by attending 23 industry tradeshows.
- Enhanced Kansas City's exposure to the **international tour** market, completing six international missions and conducting 115 appointments at three tradeshows.
- Welcomed the 2017 **U.S. Figure Skating Championships**, attracting 600 athletes and 75,000 fans to Sprint Center and the Silverstein Eye Centers Arena.
- Hosted 77 clients during four **dynamic sales missions** to the markets of New York City, D.C., Chicago and Indianapolis.
- Hosted 92 personalized **site visits** to Kansas City, as well as four "KC Experience" familiarization trips, which cumulatively attracted 43 clients.
- Maintained a record 96-percent rating for Visit KC's **convention services** through client satisfaction surveys.

MEETINGS HELD IN KC	2015	2016	2017
Conventions	288	279	275
Room Nights	305,945	325,874	376,390
Attendance	333,592	334,083	512,972
Economic Impact	\$306,000,000	\$246,564,131	\$295,651,841

CONVENTION SALES ACTIVITY	2015	2016	2017
Meetings Booked	270	294	264
Definite Room Nights	382,815	362,305	381,194
Leads Generated	834	862	769
Tentative Room Nights	1,529,572	1,981,314	1,775,689
Site Visits	114	114	92
Convention Center Bookings	43	44	34
Convention Center Room Nights	287,657	222,177	243,659



MAJOR BOOKINGS IN 2017

ORGANIZATION MEETING	DATE(S)	ROOM NIGHTS
Educational Testing Service Advanced Placement Reading	June 2021-2022	29,197/YR
African Methodist Episcopal Church Quadrennial General Conference	June 2028	25,360
Cerner Corporation Annual Health Conference	October 2018	17,210
National Baptist Convention, USA, Inc. National Congress Convention	June 2020	12,288
Veterans of Foreign Wars of the US Annual Convention	July 2022	10,480
United Soccer Coaches Annual Convention	January 2027	10,050
Midwest Sports Productions World Fastpitch Championships	July 2017	9,500
Triple Crown Sports Volleyball NIT President's Day Weekend	February 2024-2025	9,300/YR
National Collegiate Athletic Association Div. I Men's Basketball Championship Midwest Regional	March 2019	8,500
Evangelical Free Church of America National Youth Conference	July 2022	8,010
North American Gay Amateur Athletic Alliance Gay Softball World Series	September 2019	7,028
UBM Life Sciences, Veterinary Fetch Kansas City	August 2019	6,500
American Academy of Family Physicians National Conference of Family Medicine Residents & Medical Students	July 2020-2022	4,892/YR
Grain Elevator and Processing Society GEAPS Exchange	March 2022	4,859
American School Counselor Association Annual Conference	July 2024	4,745
USA Fencing November North American Cup	November 2018	4,139
Watt Global Media Petfood Forum	April 2021	4,075



PARTNERSHIPS & SPECIAL EVENTS

2017 KEY ACCOMPLISHMENTS

- Introduced the **Visitor Influencer Program (VIP)**, an education and certification program for front-line hospitality workers and proud Kansas Citians.
- Launched the inaugural season of **KC Tap Tour**, a self-guided experience of 11 local breweries. More than 2,300 Guidebooks were sold and nearly half of all who participated went to more than five breweries on the tour.
- Hosted the 8th Annual Kansas City **Restaurant Week**, featuring 10 days of special multi-course menus at 182 restaurants and raising more than \$315,000 for charity.
- Produced **Downtown Dazzle** in partnership with the City of Kansas City, Power & Light District, Crown Center and Downtown Council. In its fourth year, the event brought thousands to the Downtown corridor and featured a new light display in Washington Square Park, more than 1,000 riders of the free trolleys and more than 1,000 Urban Homes Tour participants.
- Experienced an 85-percent increase in **visitor center** interactions, wherein 5,344 referrals were made to partner businesses.
- Enhanced Visit KC's presence at **community events**, engaging with 13,338 people—a 130-percent increase over 2016.
- Celebrated **National Travel and Tourism Week** by teaming with partners to highlight industry professionals on VisitKC.com, as well as a social media contest for frontline hospitality employees and a presence at a Kansas City Royals game for Tourism Night at The K.
- Hosted quarterly **Partner 2 Partner** networking events to help engage partners and offer valuable industry networking opportunities.
- Welcomed 700 industry partners to the 2017 Visit KC **Annual Meeting** at the Kauffman Center for the Performing Arts.



PARTNERSHIP COMPOSITION	2015	2016	2017
Accommodations	178	129	119
Arts and Culture	187	44	139
Attractions	262	35	193
Breweries*	-	10	19
Casino/Gaming	5	5	5
Convention Services	149	73	182
Dining	637	201	194
Entertainment	49	17	74
Organizations	65	55	55
Shopping	463	156	121
Sports & Recreation*	-	37	115
Tours & Sightseeing*	-	11	41
Transportation	40	33	29

*New Categories

PARTNER REVENUES	2015	2016	2017
Partnership Dues	\$251,438	\$310,532	\$325,219
Hotel Lead Share	\$305,462	\$333,667	\$425,822
Web/Collateral Advertising	\$100,460	\$85,498	\$144,207
Marketing Campaign Partners	\$475,500	\$418,500	\$847,993
TOTAL	\$1,132,860	\$1,148,197	\$1,743,241



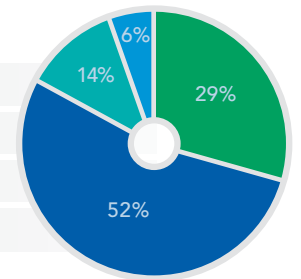
ADMINISTRATION & FINANCE

2017 KEY ACCOMPLISHMENTS

- Finalized the organization's 2018 operating budget and increased the organization's **financial reserve** by \$150,000.
- Migrated software to **Microsoft Office 365** as the first step to an "always on, always connected" philosophy.
- Rolled out **new workstations** for the entire team, with 95% now using mobile stations with docking capability.
- Maintained Visit KC's successful college **internship program**. The summer class of seven interns was the most ever to join the organization at one time.
- Reduced **month-end closing** processes.
- Reduced organizational **fixed costs** by implementing process improvements.
- Virtualized 80% of the organization's **server infrastructure**, moving some server resources to the cloud. Completed staff-wide training on all new programs.
- Streamlined the annual review process and conducted a staff-wide salary grading **compensation analysis**.
- Introduced a new intranet **SharePoint** site for team collaboration.

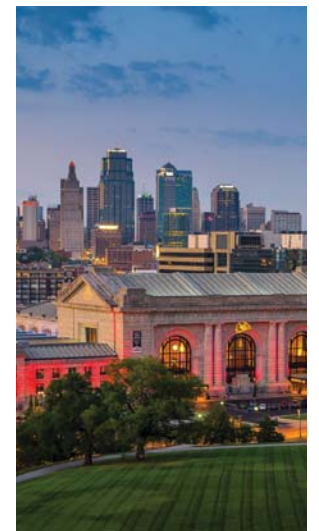
2017 EXPENDITURES BY TARGET AUDIENCE

Destination Marketing Audience • 52% {\$5,699,902}
Sales Audience • 29% {\$3,174,688}
Operational • 14% {\$1,517,085}
Local Audience • 6% {\$626,580}



2017 REVENUES

Convention Tourism Tax	\$9,488,059
Arena Business Fees	\$1,158,527
Marketing Campaign Partners	\$847,993
State Co-op Funding	\$360,071
Partnership Dues	\$325,219
Hotel Lead Share	\$425,822
Convention Services Revenue	\$224,660
Web/Collateral Advertising	\$144,207
Promotional Participation Revenue	\$463,509
Total Revenue	\$13,438,067
TIF Expenditures	(\$2,036,072)
Revenue (Net of TIF)	\$11,401,995



2017 EXECUTIVE OFFICERS & BOARD OF DIRECTORS

CHAIR – **Kevin Pistilli**, President, Raphael Hotel Group

VICE CHAIR – **CiCi Rojas**, President, Tico Productions & Tico Sports

TREASURER – **Cindy Circo**, Public Affairs Manager, Kansas City Power & Light

SECRETARY – **Jeanette Prenger**, President, ECCO Select Corporation

- **Vic Allred**, President, Jazz, A Louisiana Kitchen
- **Lee Barnes, Jr.**, Councilman, 5th District At-Large, City of Kansas City, Missouri
- **Nick Benjamin**, Executive Director, The Cordish Co.
- **Bill Chapin**, Senior Vice President of Business Operations, Kansas City Chiefs Football Club
- **Cindy Circo** (Treasurer), Public Affairs Manager, Kansas City Power & Light
- **Dan Fowler**, Councilman, 2nd District, City of Kansas City, Missouri
- **Arzelia Gates**, Corporate Secretary, Gates Bar-B-Q Corp.
- **Gloria Jackson-Leathers**, Director of Kansas City Civic Engagement, Ewing Marion Kauffman Foundation
- **Bob Kendrick**, President, Negro Leagues Baseball Museum
- **Jenny Kincaid Julian**, Owner, Socialworx PR
- **Steve Klika**, Commissioner, Third District, Johnson County
- **David Lopez**, General Manager, Manny's Mexican Restaurant
- **Riccardo Lucas**, President & CEO, N.STRIDE Consulting, LLC
- **Bradley McCormack**, Senior Associate, The Sader Law Firm
- **Pat Macdonald**, Senior Philanthropic Advisor & Executive, Greater Kansas City Community Foundation
- **Rachel Merlo**, Community Manager, Kansas City, Google
- **Stacey Paine**, President, Crown Center Redevelopment Corp.
- **Kevin Pistilli** (Chair), President, Raphael Hotel Group
- **Jeanette Prenger** (Secretary), President, ECCO Select Corporation
- **Clayton Reid**, President, MMGY Global
- **CiCi Rojas** (Vice Chair), President, Tico Productions & Tico Sports
- **Rosemary Salerno**, General Manager, Zona Rosa Development, LLC
- **Troy Schulte**, City Manager, City of Kansas City, Missouri
- **Jim Snow**, Complex General Manager, Westin Crown Center/ Sheraton KC Hotel
- **Angie Stanland**, Vice President of Associate Services & Recruiting, Cerner Corporation
- **Jon Stephens**, President, Rockhill Strategic
- **Philip Strnad**, GM, Hilton President Hotel
- **Keli O'Neill Wenzel**, President/ Managing Partner, O'Neill Marketing & Event Management, Inc.
- **Randy Wisthoff**, Executive Director/ CEO, Kansas City Zoo
- **Amy Jordan Wooden**, President & CEO, AJW Consulting

Ex Officio Members

- **Kurt Mayo**, Executive Director, Hotel & Lodging Association of Greater Kansas City
- **Oscar McGaskey**, Director, Convention & Entertainment Facilities
- **Kathy Nelson**, President/CEO, KC Sports Commission

Executive Committee

Ex Officio Members

- **Bill George**, President, Kansas City Transportation Group
- **Troy Stremming**, Executive Vice President of Government Relations & Public Affairs, Pinnacle Entertainment, Inc.
- **Brenda Tinnen**, General Manager/ Senior Vice President, AEG-Kansas City, Sprint Center

AWARDS & HONORS

#HowWeDoKC Brand Activation in Chicago,
U.S. ESTO Destiny Award, U.S. Travel

"That's How We Do Kansas City" Campaign –
2017 Marketing Campaign Award, Missouri Division of Tourism

KC Tap Tour – **Visitor Service Summit WOW Award**,
Destinations International

Visit KC Magazine – **PRISM Award**, Greater Kansas City PRSA

"KC on KC: Distilleries" – **Emmy Nomination**, Mid-America Emmys

Visit KC Interactive Map – **Silver Adrian Award**,
Hospitality Sales & Marketing Association International

#HowWeDoKC Brand Activation in Chicago – **Bronze Adrian Award**,
Hospitality Sales & Marketing Association International

Visit KC – **Allied Member of the Year Award**,
Greater Kansas City Attractions Association

Jake Buchheit – **30 Under 30**, Destinations International

Derek Klaus – **NextGen Leaders**, *Kansas City Business Journal*

Denise DeJulio – **Allied Member Award of Excellence**, KCSAE

**THAT'S
HOW
WE DO**
Kansas City



1321 BALTIMORE AVENUE, KANSAS CITY, MO 64105
VISITKC.COM • 816-691-3800