



Board of Director Meeting Agenda
September 15, 2026
Stoney Creek Hotel and Conference Center

1. Call to Order
2. Approval of Minutes: July 2026 Meeting
3. Financial Report
4. Executive Director's Report
 - a. Annual Report
 - b. Organization Update
 - c. STR Report
 - d. MACVB Legislative Priorities
 - e. Website Impact Calculator
 - f. Upcomming Events
 - i. Media Event
 - ii. Partner Educatin Event
 - iii. Holiday Open House
5. Staff Reports :
 - a. Marketing
 - b. Sales and Service
6. Old Business
7. New Business
 - a. GO Bond- Historic Sites
 - b. Marketing Grant Discussion and Vote
8. Future Meetings

November 10th at 3pm, Location TBD

January 12th at 3pm, Location TBD
9. Adjournment



Board of Director Meeting Minutes

Date: July 15, 2026

Time: 3:00 p.m. tour, 3:30 p.m. meeting

Location: The Peace Pavilion

In attendance: Mike Young, JJ Kuntz, Azalea Whitney, Melissa Cabrera, Jeff Rogers, Charlie Dissell, Doug Cowan, John Perkins, Cindy McClain

Absent: Teresa Dorsch, Aaron Mason, Morris Heide, Travis Boley

Staff: Allison Calvin, Maila Yang, Kyndsie Huston

1. Call to Order

Meeting called to order by Dissell at 3:30 p.m.

2. Approval of Minutes: May 2026 Meeting

Motion to approve the minutes with the spelling correction of Melissa Cabrera's name made by McClain, Kuntz second. Motion carries.

3. Financial Report

Cabrera presented the unaudited financials. Total assets were reported at \$300,143, including \$250,200 in operating cash, with total liabilities of \$44,960 and net assets of \$255,183. Year-to-date revenue totaled \$1,095,544, while program expenses were \$840,361. The largest expense categories were advertising and marketing, personnel, professional services, and website development.

Moved to approve the financial report by Cowan, Rogers second. Motion carries.

4. Executive Director's Report:

- a. Calvin reported on recent activities of the organization
- b. STR Report - Calvin reviewed May and June STR Reports

5. Staff Reports :

- a. Marketing report presented by Yang
- b. 2027 Marketing Budget presented by Yang
- c. Yang gave an update on upcoming RFP for Digital Media Campaign for 2027
- d. Calvin gave a quick update on 2027 Partner Marketing Grant



- e. Sales and Service report presented by Calvin
- 6. Old Business – no old business
- 7. New Business
 - a. Recommended Bylaw Changes - The Board reviewed recommended bylaw revisions, including updates to reflect the use of Bill.com for invoice processing and approvals. Proposed changes included adding the Executive Director as an approver for bills, revising the Executive Director annual review process and reporting cycle, and amending Article VIII, Section 1, to designate the Executive Director as an authorized signer. Under the proposed process, all invoices and payment requests would be reviewed by the Executive Director and approved by one Executive Committee member prior to payment.
Moved to approved the recommended bylaw changes as presented in the packet by Rogers, Young seconded. Motion carries.
- 8. Future Meetings
September 14th at 3 p.m. at Stoney Creek
- 9. Adjournment – adjourned at 4:24p.m.



Financial Statements
For the Period Ending August 31st, 2026

****Unaudited – For Management Use Only****

Index:

Pages 1-2 Financial Summary

Pages 3-4 Financial Dashboards

Page 5 Statement of Financial Position

Page 6 Statement of Activities

Visit Independence
Summary of Financial Information
For the Period Ending August 2026
Unaudited – For Management Use Only

Below is a summary of the current financial reports. Detailed financial statements are attached for your review.

Statement of Financial Position

Assets

Operating cash totals \$261,585 at the end of August 2026 which is an increase of \$84,832 compared to 2025. Other current assets include prepaid expenses of \$53,674 and payroll taxes in transit of \$5,693, totaling \$59,367. Total assets are \$320, 952 which is an increase of \$142,651 due to increase in cash.

Liabilities

Total liabilities are \$29,629, consisting of a credit card payable of \$15,813, accounts payable of \$7,598 and payroll liabilities of \$6,217.

Net Assets

Total net assets at the end of August 2026 are \$291,324, which is an increase of \$118,656 in comparison to same time last year.

Year-to-Date Statement of Activities

Revenues

Total operating revenue as of the end of August 2026 is \$173,285, which is above budget by \$1,119 and less than last year by \$58,215. Revenue consists of Transient Guest Tax received from the City of Independence, Grants from other nonprofits and Interest Income.

Expenses

Total program expenses as of the end of August 2026 are \$138,017 which are below budget by \$43,110 and more than last year by \$79,185. The four largest expense categories are as follows:

The largest differences compared to budget are:

- Professional Services - \$15,566 lower.
- Advertising & Marketing - \$12,546 lower.
- Travel & Development - \$4,130 lower.
- Personnel - \$2,973 lower.

The Largest differences compared to prior year are:

- Personnel - \$54,448 higher
- Advertising & Marketing - \$16,052 higher.
- Professional Services - \$11,350 higher.
- Office, Furniture and Equipment - \$7,523 lower.

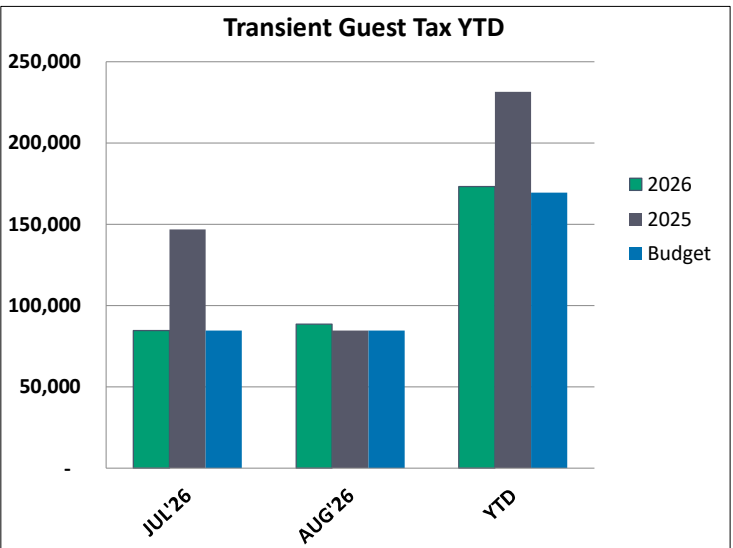
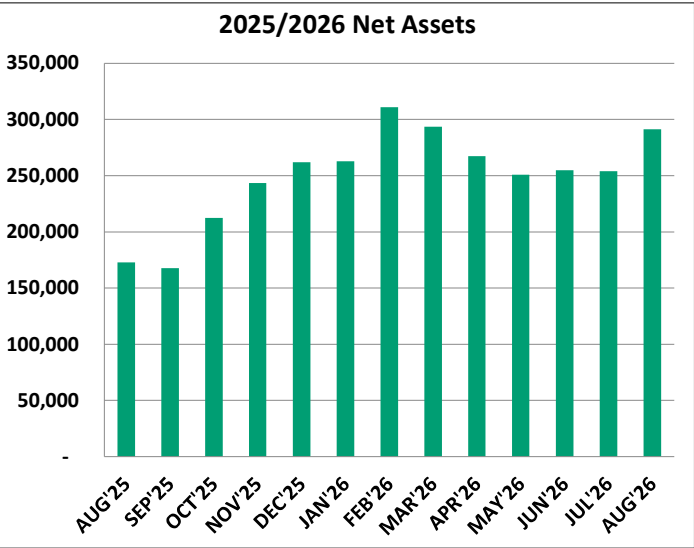
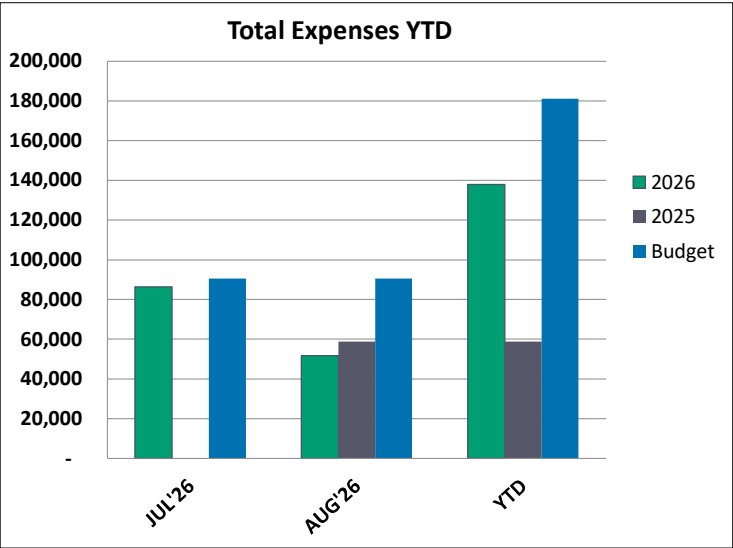
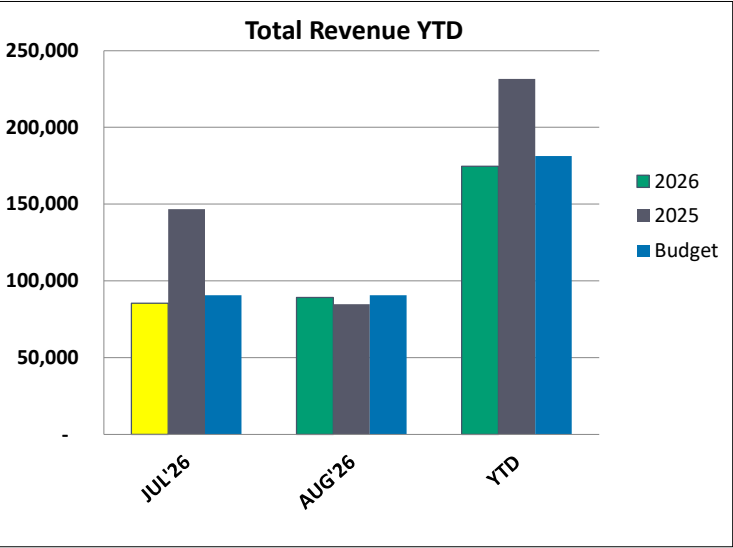
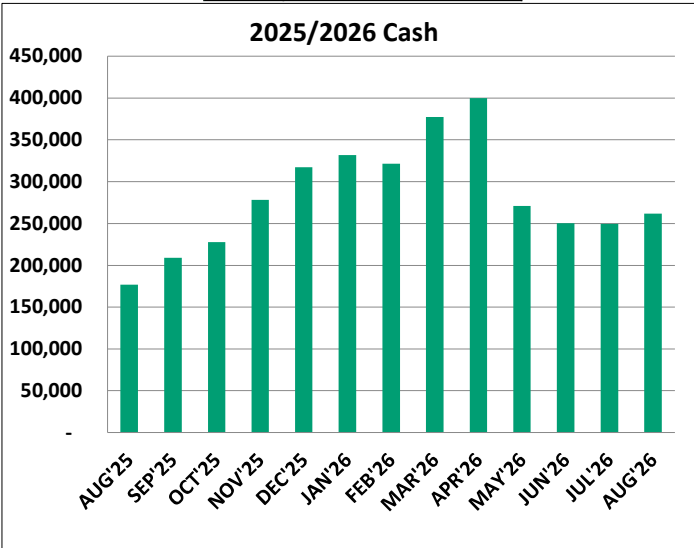
Change in Net Assets

Total Change in Net Assets shows a profit of \$36,531 at the end of August 2026, which is higher than the budgeted profit by \$36,492. This variance is due mostly to the slightly increased income and decreased expenses. As compared to last year, the total change in Net Assets shows a decreased Net Income of \$136,137.

Prepared by CFO by Design | Unaudited – For Management Use Only

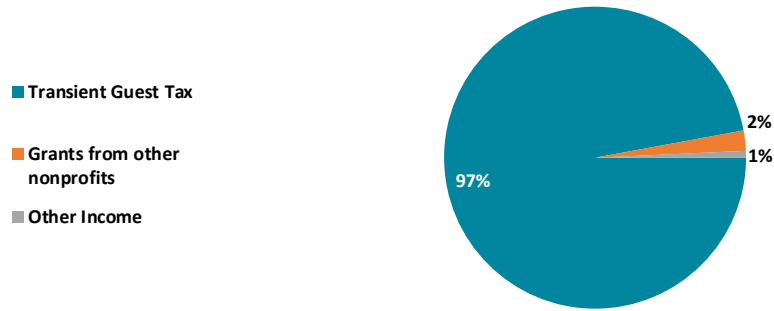
Visit Independence
Financial Dashboard
For the period ending August 2026
Fiscal Year is July - June

Color Code	
Red	Significant Underperformance
Yellow	Slight Underperformance
Green	Good Performance

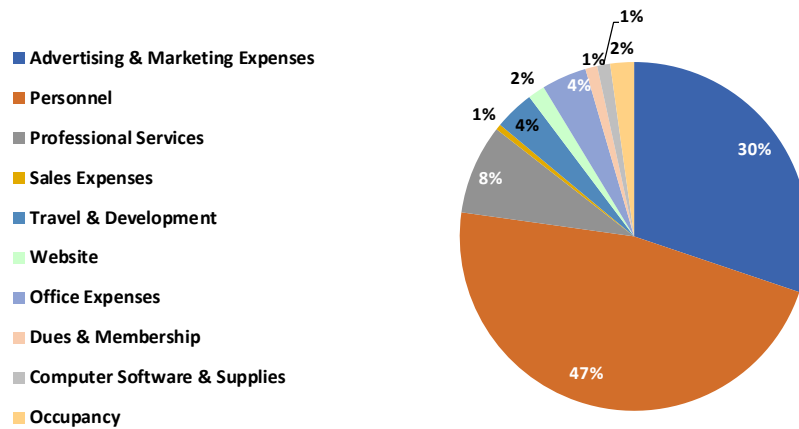


Visit Independence
Financial Dashboard
For the period ending August 2026

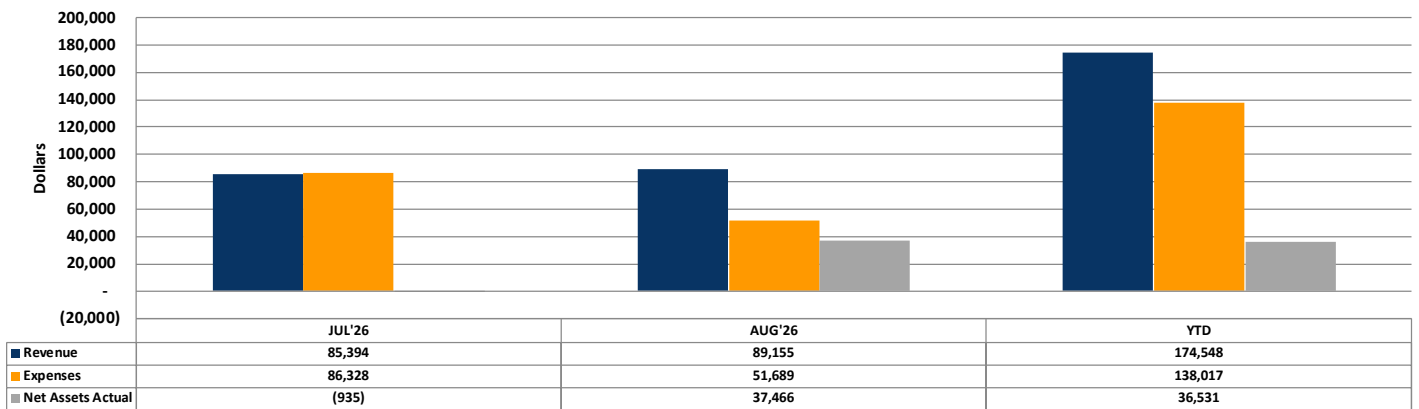
Summary of Revenues



Summary of Expenses



YTD Operating Performance



Visit Independence
Statement of Financial Position
For the period ending August 2026
Fiscal Year is July - June

	August 2026 \$	August 2025 \$	Variance Inc/(Dec) \$	Variance Inc/(Dec) %
ASSETS				
CURRENT ASSETS				
Cash				
Cash Operating	261,585	176,754	84,832	48.0%
Total Cash	261,585	176,754	84,832	48.0%
OTHER CURRENT ASSETS				
Prepaid expenses	53,674	-	53,674	100.0%
Payroll Taxes in Transit	5,693	1,547	4,146	268.0%
Total Other Current Assets	59,367	1,547	57,820	3737.0%
Total Current Assets	320,952	178,301	142,651	80.0%
TOTAL ASSETS	\$ 320,952	\$ 178,301	\$ 142,651	80.0%
LIABILITIES				
CURRENT LIABILITIES				
Credit Card	15,813	-	15,813	100.0%
Accounts Payable	7,598	3,803	3,795	99.8%
OTHER CURRENT LIABILITIES				
Payroll Liabilities	6,217	1,830	4,388	239.8%
Total Current Liabilities	29,629	5,633	23,996	426.0%
TOTAL LIABILITIES	29,629	5,633	23,996	426.0%
NET ASSETS				
Retained Earnings	254,793	-	254,793	100.0%
Net Revenue	36,531	172,668	(136,137)	(78.8%)
TOTAL NET ASSETS	291,324	172,668	118,656	68.7%
TOTAL LIABILITIES & NET ASSETS	\$ 320,952	\$ 178,301	\$ 142,651	80.0%

Visit Independence
Year-to-Date Statement of Activities
For the period ending August 2026
Fiscal Year is July - June

	August 2026 YTD - ACTUALS		August 2026 YTD - BUDGET		VARIANCE TO BUDGET		August 2025 YTD - ACTUALS		Aug '26 TO Aug '25 ACTUALS VARIANCE	
	\$	%	\$	%	\$	%	\$	%	\$	%
REVENUE										
Contributed income										
Transient Guest Tax	169,500	97.8%	169,500	98.5%	-	-	231,500	100.0%	(62,000)	(26.8%)
Ad Sales	-	-	167	0.1%	(167)	(100.0%)	-	-	-	-
Donation	-	-	833	0.5%	(833)	(100.0%)	-	-	-	-
Grants from other nonprofits	3,785	2.2%	1,667	1.0%	2,119	127.1%	-	-	3,785	100.0%
Sub-Total Contributors income	173,285	100.0%	172,167	100.0%	1,119	0.7%	231,500	100.0%	(58,215)	(25.1%)
TOTAL REVENUE	173,285	100.0%	172,167	100.0%	1,119	0.7%	231,500	100.0%	(58,215)	(25.1%)
PROGRAM EXPENSES										
Advertising & Marketing Expenses	41,163	23.8%	53,708	31.2%	(12,546)	(23.4%)	25,111	10.8%	16,052	63.9%
Personnel	64,132	37.0%	67,105	39.0%	(2,973)	(4.4%)	9,684	4.2%	54,448	562.2%
Professional Services	11,350	6.6%	26,917	15.6%	(15,566)	(57.8%)	-	-	11,350	100.0%
Sales Expenses	715	0.4%	2,833	1.6%	(2,118)	(74.8%)	-	-	715	100.0%
Travel & Development	5,028	2.9%	9,158	5.3%	(4,130)	(45.1%)	1,266	0.5%	3,762	297.2%
Insurance	638	0.4%	1,167	0.7%	(529)	(45.3%)	3,490	1.5%	(2,852)	(81.7%)
Website	2,150	1.2%	2,175	1.3%	(25)	(1.1%)	-	-	2,150	100.0%
Office Expenses	5,693	3.3%	8,583	5.0%	(2,890)	(33.7%)	-	-	5,693	100.0%
Communication Services	345	0.2%	667	0.4%	(322)	(48.3%)	240	0.1%	104	43.4%
Dues & Membership	1,515	0.9%	2,314	1.3%	(799)	(34.5%)	4,178	1.8%	(2,663)	(63.7%)
Bank Fees & Service Charges	397	0.2%	208	0.1%	189	90.8%	124	0.1%	273	220.2%
Merchant account fees	-	-	25	-	(25)	(100.0%)	-	-	-	-
Equipment Lease & Maintenance	-	-	500	0.3%	(500)	(100.0%)	-	-	-	-
Computer Software & Supplies	1,637	0.9%	2,267	1.3%	(629)	(27.8%)	6,212	2.7%	(4,575)	(73.6%)
Occupancy	3,000	1.7%	3,000	1.7%	-	-	750	0.3%	2,250	300.0%
Computer Equipment	-	-	167	0.1%	(167)	(100.0%)	-	-	-	-
Office Furniture and Equipment	254	0.1%	333	0.2%	(80)	(23.9%)	7,777	3.4%	(7,523)	(96.7%)
TOTAL PROGRAM EXPENSES	138,017	79.6%	181,127	105.2%	(43,110)	(23.8%)	58,832	25.4%	79,185	134.6%
NET OPERATING INCOME	35,268	20.4%	(8,961)	(5.2%)	44,229	493.6%	172,668	74.6%	(137,400)	236.0%
Other Income	1,263	0.7%	9,000	5.2%	(7,737)	(86.0%)	-	-	1,263	100.0%
NET OTHER INCOME	1,263	0.7%	9,000	5.2%	(7,737)	(86.0%)	-	-	1,263	(2.2%)
CHANGE IN NET ASSETS	\$ 36,531	21.1%	\$ 39	-	\$ 36,492	93,139.1%	\$ 172,668	74.6%	\$ (136,137)	(78.8%)

Organization Report

July-August 2026

Organization and Staff Updates

- We welcomed Melissa Lambert, Tourism Coordinator, to the team.
- The 501c6 application is complete and submitted through the legal team.
- Visit Independence was awarded \$50,000 from MDT for the Marketing Matching Grant program.
- Kyndsie and Allison met with members of the Visit KC sales team to discuss collaboration and sales efforts.
- Allison and Maila attended the Missouri State Fair, working a booth alongside Missouri Department of Tourism.
- Hosted Travel Writer Anna Marie Imbordino - July 16-18, 2026
- Independence Tour with Travel Writer Lisa Waterman Gray
- Allison participated on the panel for the Chamber's Destination Independence Luncheon
- Allison and Maila attended Destinations International Conference in Portland, OR
- Melissa completed her Professional in Destination Management (PDM) Certificate through Destinations International.
- Allison and Maila attended ESTO's Annual Conference in Philadelphia, PA
- Maila attended the Missouri River Runner Committee Meeting in Sedalia, MO
- Allison attended her second CDME Certification Course in Portland, OR before Destinations International Annual Conference.
- Allison has been added to the Missouri Association of CVBs (MACVB) Legislative Committee.
- Allison has been invited to the CEO AI Cohort through Matador AI.
- Allison has been invited to join the founding CEO Cohort through Brand Revolt.



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Independence
MISSOURI

2026

JULY 2025 - JUNE 2026
ANNUAL REPORT



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About Us

Visit Independence serves as the official Destination Marketing Organization (DMO) for Independence, Missouri. As a nonprofit, our mission is to drive economic growth by attracting visitors to experience all that Independence has to offer. From iconic historic sites to a growing culinary scene and comfortable accommodations, we actively promote Independence as a place where rich history meets vibrant culture and modern-day travel experiences.

At the heart of our work is collaboration. We partner with local hotels, attractions, restaurants, event venues, and small businesses to amplify their visibility and support tourism. By promoting these partners, we help generate overnight stays, visitor spending, and long-term economic impact that benefits the entire community. Tourism is more than travel—it's a powerful economic engine that supports jobs, local services, and quality of life for residents.

Above all, we believe that a strong destination is built on strong relationships. By championing local businesses, supporting events, and promoting authentic experiences, Visit Independence invites travelers to not just visit—but to connect, explore, and discover what makes Independence, Missouri truly memorable.



Meet Our Team



Allison Calvin
Executive Director



Maila Yang
Dir. of Marketing
+ Communications



Kyndsie Huston
Sales + Services
Manager



Melissa Lambert
Tourism
Coordinator

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Charlie Dissell, President
City of Independence

Morris Heide, Vice President
City of Independence

Melissa Cabrera, Treasurer & Secretary
City of Independence

JJ Kuntz, Executive Committee
Stoney Creek Hotel & Conference Center

Jeff Rogers, Executive Committee
Independence Square Association

Doug Cowan, Community Services League

Teresa Dorsch, Englewood Arts Center

Mike Young, Cable Dahmer Arena/OVG

Travis Boley, Oregon California Trails Assn.

Cindy McClain, McClain Restaurant Group

Azalea Michel-Whitley, Truman Library & Museum

Aaron Mason, Mid-Continent Public Library

John Perkins, City of Independence

John Thornton, Chicago Alton Depot
Served through March 2026

Samuel Rushay, Truman Library & Museum
Served through March 2026



Vision + Mission

VISION

A thriving Independence where history lives, local businesses prosper, and visitors leave feeling like they belong.

MISSION

To promote Independence as a welcoming, historic, and vibrant destination by showcasing its people, places, and stories—driving tourism, supporting local businesses, and strengthening the city's economic vitality.

VALUES

Stewardship

We are responsible caretakers of Independence's story, resources, and public trust. Every decision is guided by what best serves the city as a whole—today and tomorrow.

Integrity

We operate transparently, ethically, and with accountability—earning trust through consistent, responsible action.

Hospitality

We lead with warmth and respect. Visitors, partners, and residents alike should feel welcomed, heard, and valued.

Partnership

Tourism works best when it works together. We collaborate with local businesses, civic leaders, cultural institutions, and community partners to promote shared success.

Authenticity

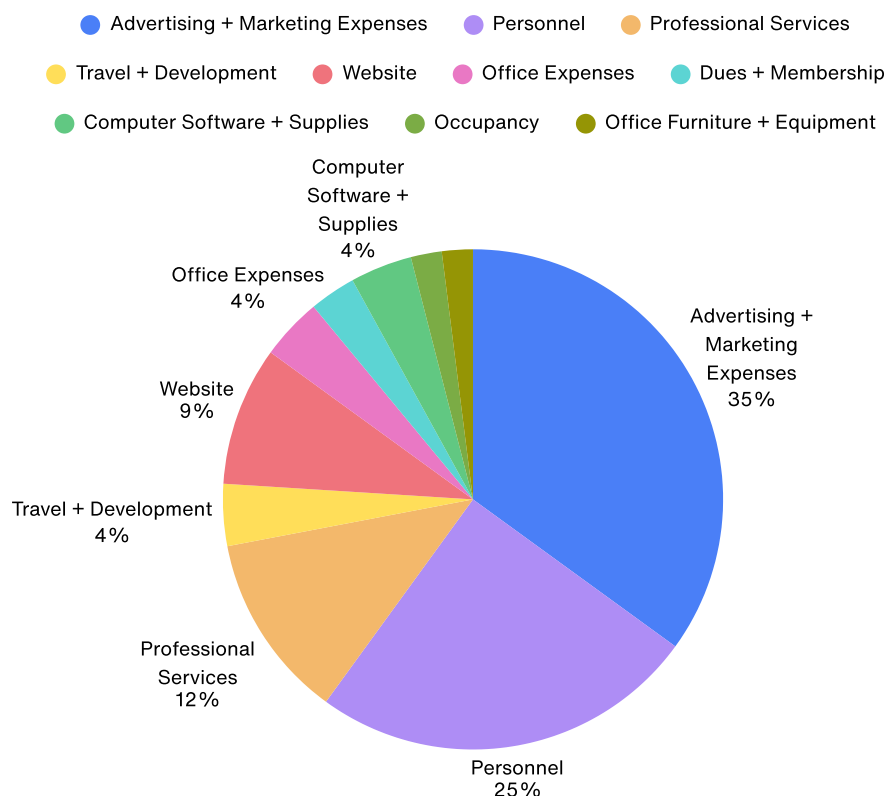
We tell real stories, grounded in place. Independence doesn't need to pretend to be something else—and neither do we.

Financial Statement

Visit Independence is committed to responsible financial stewardship and ensuring resources are strategically invested to support the organization's mission. During our first year, funding supported the establishment of organizational operations, destination marketing initiatives, visitor services, partner programs, and sales efforts designed to strengthen Independence's visitor economy. As we move forward, we remain focused on accountability, sustainability, and maximizing the impact of every tourism dollar.

Startup Deposit One Time	Contract Allotmont Transient Guest Tax	Total Revenue Incl. \$6,544 other income
\$62,000	\$1,027,000	\$1,095,544

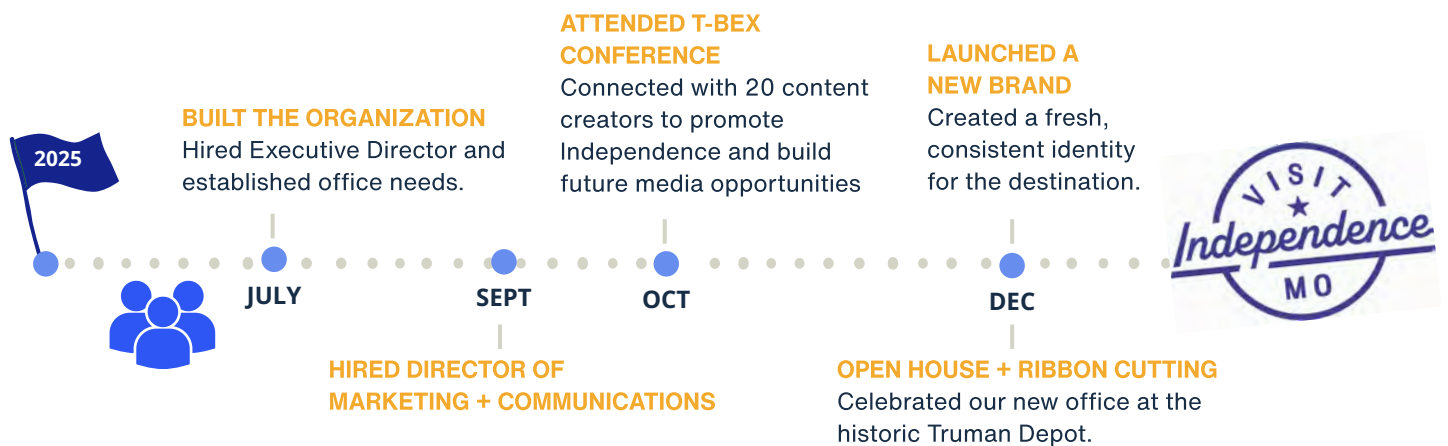
Summary of Expenses



Year-One Review:

BUILDING THE FOUNDATION

Our first year was one of building, launching, and laying the foundation for the future of Visit Independence. From establishing the organization to creating new ways to welcome and engage visitors, the year was filled with milestones that positioned us for continued growth.

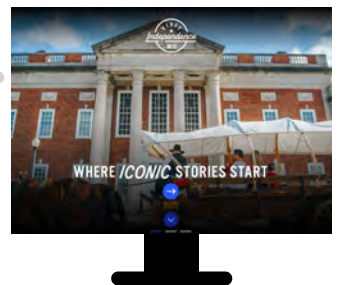


LAUNCHED THE TRAILS PROGRAM
A digital passport giving visitors an interactive way to explore the city, earn points, and receive prizes.

MAY: A MONTH OF MAJOR LAUNCHES

LAUNCHED FIRST DIGITAL CAMPAIGN
Developed campaigns for World Cup travelers and America 250.

LAUNCHED A NEW WEBSITE
Launched VisitIndependence.com to inspire travel to Independence.



CONTINUED →

One Year Review:

BUILDING THE FOUNDATION



Marketing + Communications Report: November 2025 - June 2026

WEBSITE (May-June)

40K Users

44K SEM Impressions

5K SEM Clicks

SOCIAL MEDIA

1.4M Impressions

15K Engagements

23K Link Clicks

1,329 Follows

DIGITAL ADVERTISING (May-June)

2.8M Impressions

68K Clicks

856 Leads

VISIT INDEPENDENCE TRAILS

90 Pass Sign-Ups

103 Check-Ins

20 Prize Shipments



PR + MEDIA

Publicity Value

\$74.6K

Earned Impressions

704.7K

Media Mentions

25



8

Hosted
Content
Creators



27

Hosted
Media

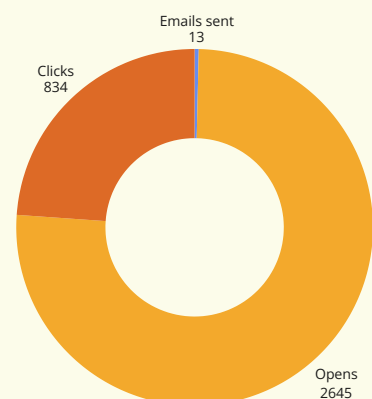


57

Partners
Featured



NEWSLETTERS



526.6K

Print Circulation

850

Postcards Mailed

25,000

Visitor Guides Distributed



Sales + Services

Visit Independence is committed to growing group, meetings, and sports business that generates overnight stays and strengthens the local visitor economy. Through targeted sales efforts, industry partnerships, planner outreach, and personalized services, we connect groups with Independence hotels, venues, attractions, and experiences. As we move forward, our focus remains on generating qualified leads, increasing room nights, strengthening partner opportunities, and positioning Independence as a welcoming and competitive destination for groups and events.

- **HIRED SALES + SERVICES MANAGER**
- **15 TOTAL SALES LEADS RECEIVED**



APRIL

- **9 LEADS SENT TO PARTNERS**

JUNE

- **1 GROUP TOUR BOOKED**

- **10 PARTNER SITE VISITS**



Visit Independence is committed to building strong relationships with the local businesses, attractions, hotels, venues, and organizations that make our destination successful. Through ongoing communication, education, collaboration, and partner programs, we work to connect our tourism community with resources and opportunities that expand their reach. As we move forward, our focus remains on strengthening partnerships, increasing engagement, and working together to grow Independence's visitor economy.

- **298 Active Partners**
- **71 Partner Events Added**
- **50+ Partner Referrals**
- **8 Community Presentations**
- **328 Partner Accounts Created**



CONTACT US



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**Visit
Independence
MISSOURI**

FOR IMMEDIATE RELEASE

Independence Chamber, Independence Square Association and Visit Independence Partner to Launch Christmas Market

New holiday event will offer complimentary vendor space to SantaCaliGon vendors impacted by severe weather

INDEPENDENCE, Mo. — The Independence Chamber of Commerce, Independence Square Association and Visit Independence are coming together to create a new holiday experience in the heart of Independence for vendors impacted by severe weather during this year's SantaCaliGon festival.

The inaugural **Independence Square Christmas Market** will take place **Saturday, November 14, from 11 a.m. to 5 p.m.** The event will bring holiday shopping, local makers, seasonal festivities and Christmas cheer to the historic Independence Square.

As part of the partnership, **SantaCaliGon vendors whose participation was impacted by this year's weather are invited to participate in the Independence Square Christmas Market at no cost.**

“Following the severe weather that affected the final portion of SantaCaliGon Days, our hearts went out to the vendors whose festival experience was unexpectedly disrupted. We are deeply grateful to Visit Independence and the Independence Square Association for partnering to create this holiday vendor show and welcoming participating SantaCaliGon vendors at no charge. This special event provides an additional opportunity for vendors to showcase their products, connect with customers and generate holiday sales while inviting the community back to shop small on the historic Independence Square,” said **Valerie Byrnes, President and CEO of the Independence Chamber of Commerce.**

“We know many SantaCaliGon vendors lost valuable sales time because of this year's weather, so we're excited to welcome them back to the Square for our Christmas Market and give them another opportunity to connect with shoppers and the community during

the holiday season,” said **Jeff Rogers, Executive Director of the Independence Square Association.**

The Christmas Market will also provide residents and visitors with another reason to experience Independence during the holiday season, shop small and support local and regional businesses.

“The holiday season is already such a special time to experience Independence, and this market gives us another opportunity to create an experience that brings visitors and residents into our community while supporting the vendors and small businesses that make events like these possible,” said **Allison Calvin, Executive Director of Visit Independence.** “We’re proud to work alongside the Independence Chamber of Commerce and Independence Square Association to turn a challenging situation into something positive for our community.”

The partnership between the three organizations reflects a shared commitment to supporting Independence businesses, strengthening the local visitor economy and creating experiences that bring people together.

Additional details about the Independence Square Christmas Market, including entertainment, activities and vendor information, will be announced in the coming weeks.

SantaCaliGon vendors interested in participating in the complimentary vendor opportunity can fill out the form here, <https://forms.cloud.microsoft/r/7njag6Tu5B>.

EVENT DETAILS

Independence Christmas Market

Saturday, November 14, 2026

11 a.m.–5 p.m.

Historic Independence Square

Independence, Missouri

About the Independence Chamber of Commerce

The Independence Chamber of Commerce serves and advocates for the Independence business community by fostering connections, supporting economic growth and creating opportunities for businesses and community partners.

About the Independence Square Association

The Independence Square Association works to preserve, promote and strengthen the historic Independence Square through events, business support, beautification and community partnerships.

About Visit Independence

Visit Independence is the official destination marketing organization for Independence, Missouri, dedicated to promoting the community as a destination and strengthening the local economy through tourism.

MEDIA CONTACTS:

Valerie Byrnes 816-800-2642 valerie@ichamberbiz.com

Cindi Rogers 816-381-7181 crogers@bygeorgepr.com

Maila Yang 816-579-1151 maila.yang@visitindependence.com



INDEPENDENCE
SQUARE
ASSOCIATION



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Missouri Hotel & Lodging Association

For the month of: June 2026

	Current Month - June 2026 vs June 2025												Year to Date - June 2026 vs June 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2025						Occ %		ADR		RevPAR		Percent Change from YTD 2025						Properties		Rooms	
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	69.6	68.5	173.76	162.92	120.97	111.59	1.6	6.7	8.4	8.9	0.4	2.1	63.0	62.2	165.98	160.41	104.59	99.78	1.3	3.5	4.8	5.3	0.5	1.8	64408	38963	5711356	4410647
West North Central	67.7	67.6	138.79	131.10	94.01	88.60	0.2	5.9	6.1	5.7	-0.3	-0.1	54.4	54.0	122.78	117.86	66.84	63.59	0.9	4.2	5.1	4.9	-0.2	0.7	5129	3081	384104	294776
Missouri	67.3	69.7	143.21	130.84	96.37	91.19	-3.4	9.5	5.7	5.0	-0.6	-4.0	57.2	56.9	129.12	122.25	73.82	69.52	0.5	5.6	6.2	5.0	-1.1	-0.5	1240	746	107076	82536
Kansas City, MO	66.6	73.9	165.97	134.61	110.59	99.44	-9.8	23.3	11.2	10.4	-0.7	-10.4	61.0	62.3	137.38	125.98	83.87	78.48	-2.0	9.0	6.9	5.8	-1.0	-3.0	331	274	36119	32532
Saint Louis, MO	74.6	76.0	142.98	135.96	106.72	103.36	-1.8	5.2	3.3	3.0	-0.2	-2.0	63.3	61.6	133.00	126.79	84.19	78.12	2.7	4.9	7.8	6.8	-0.9	1.8	374	278	40442	35633
Columbia, MO+	71.5	68.5	119.36	113.27	85.31	77.61	4.3	5.4	9.9	13.7	3.4	7.9	60.6	59.6	122.59	117.82	74.31	70.27	1.6	4.0	5.7	10.9	4.9	6.6	37	30	3928	3393
Jefferson City, MO+	53.4	51.1	120.56	114.21	64.43	58.31	4.7	5.6	10.5	10.5	0.0	4.7	52.9	49.9	121.59	120.70	64.34	60.19	6.1	0.7	6.9	6.9	-0.0	6.1	16	14	1509	1389
Springfield, MO	70.0	69.6	120.89	108.89	84.62	75.74	0.6	11.0	11.7	11.7	-0.1	0.6	61.5	57.9	114.92	105.25	70.67	60.96	6.2	9.2	15.9	13.1	-2.4	3.6	75	57	6790	5461
Branson, MO	60.8	63.8	147.73	143.30	89.87	91.42	-4.6	3.1	-1.7	-2.7	-1.0	-5.6	45.1	45.8	127.19	122.44	57.36	56.03	-1.5	3.9	2.4	0.3	-2.1	-3.5	167	43	13436	5699
Lake of the Ozarks+	62.2	65.5	156.56	153.19	97.35	100.30	-5.0	2.2	-2.9	-2.1	0.9	-4.2	47.0	47.7	130.26	128.50	61.23	61.34	-1.5	1.4	-0.2	0.8	0.9	-0.6	41	9	2784	1322
Joplin, MO	65.3	62.7	113.08	110.56	73.82	69.27	4.2	2.3	6.6	9.7	2.9	7.2	55.4	54.5	108.36	106.44	60.04	58.06	1.6	1.8	3.4	6.5	2.9	4.6	38	23	2665	1917
Saint Joseph, MO+	73.8	72.8	129.26	124.02	95.38	90.34	1.3	4.2	5.6	5.6	0.0	1.3	61.0	61.4	116.46	122.12	70.99	74.97	-0.7	-4.6	-5.3	3.0	8.7	8.0	12	10	1058	953
Independence, MO+	59.2	69.3	139.59	102.96	82.65	71.35	-14.6	35.6	15.8	15.8	0.0	-14.6	53.9	55.8	102.69	94.66	55.39	52.85	-3.4	8.5	4.8	3.2	-1.6	-4.9	20	14	1588	1320

A blank row indicates insufficient data.

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Missouri Hotel & Lodging Association

For the month of: July 2026

	Current Month - July 2026 vs July 2025												Year to Date - July 2026 vs July 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2025						Occ %		ADR		RevPAR		Percent Change from YTD 2025						Properties		Rooms	
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	69.7	68.1	171.74	162.46	119.77	110.71	2.3	5.7	8.2	8.6	0.4	2.8	64.0	63.1	166.94	160.74	106.85	101.39	1.5	3.9	5.4	5.9	0.5	1.9	64414	39042	5713554	4418160
West North Central	67.0	65.6	134.31	127.99	90.05	83.99	2.2	4.9	7.2	7.0	-0.2	1.9	56.3	55.7	124.86	119.63	70.29	66.60	1.1	4.4	5.5	5.4	-0.2	0.9	5126	3079	384124	294732
Missouri	65.5	65.4	136.21	127.63	89.27	83.42	0.3	6.7	7.0	6.3	-0.6	-0.4	58.4	58.1	130.42	123.13	76.15	71.55	0.5	5.9	6.4	5.4	-1.0	-0.5	1237	746	106991	82666
Kansas City, MO	66.7	65.2	150.73	124.39	100.48	81.10	2.3	21.2	23.9	23.4	-0.4	1.8	61.9	62.7	139.83	125.74	86.55	78.86	-1.3	11.2	9.7	8.7	-0.9	-2.2	331	276	36114	32819
Saint Louis, MO	70.3	71.0	135.78	133.84	95.49	95.09	-1.0	1.4	0.4	0.6	0.1	-0.9	64.3	63.0	133.49	127.94	85.82	80.58	2.1	4.3	6.5	5.7	-0.8	1.3	375	278	40527	35674
Columbia, MO+	66.3	63.8	114.09	108.88	75.63	69.48	3.9	4.8	8.9	12.6	3.4	7.4	61.4	60.3	121.25	116.42	74.50	70.16	2.0	4.1	6.2	11.2	4.7	6.7	37	30	3928	3393
Jefferson City, MO+	51.3	50.9	117.09	112.55	60.10	57.30	0.8	4.0	4.9	4.9	0.0	0.8	52.7	50.0	120.95	119.49	63.72	59.77	5.3	1.2	6.6	6.6	-0.0	5.3	16	14	1509	1389
Springfield, MO	67.0	67.4	112.03	107.49	75.11	72.48	-0.6	4.2	3.6	3.6	-0.1	-0.6	62.2	59.3	114.30	105.55	71.08	62.56	4.9	8.3	13.6	11.6	-1.8	3.0	75	57	6835	5461
Branson, MO	64.4	64.0	145.25	144.76	93.50	92.72	0.5	0.3	0.8	-0.2	-1.0	-0.5	48.1	48.6	130.92	126.94	62.93	61.64	-1.0	3.1	2.1	0.2	-1.9	-2.9	167	41	13436	5482
Lake of the Ozarks+	63.8	63.0	156.98	159.83	100.21	100.63	1.4	-1.8	-0.4	-1.6	-1.2	0.1	49.5	50.0	135.33	134.31	67.03	67.15	-0.9	0.8	-0.2	0.4	0.6	-0.3	40	9	2721	1322
Joplin, MO	63.0	60.6	112.03	115.87	70.53	70.20	3.9	-3.3	0.5	-4.2	-4.6	-0.9	56.5	55.4	108.94	107.99	61.52	59.88	1.8	0.9	2.7	4.6	1.8	3.7	36	23	2545	1917
Saint Joseph, MO+	67.4	66.4	123.93	120.07	83.52	79.78	1.4	3.2	4.7	4.7	0.0	1.4	61.9	62.2	117.65	121.78	72.82	75.72	-0.5	-3.4	-3.8	3.3	7.4	6.9	12	10	1058	953
Independence, MO+	60.4	64.0	117.26	96.62	70.86	61.85	-5.6	21.4	14.6	14.6	0.0	-5.6	54.9	57.0	105.03	94.98	57.66	54.15	-3.7	10.6	6.5	5.1	-1.3	-5.0	20	14	1588	1320

A blank row indicates insufficient data.

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VISIT INDEPENDENCE

FY2027 Partner Marketing Grant Program

BOARD REVIEW & SCORING SUMMARY

PROGRAM FUNDS	TOTAL REQUESTED	APPLICANTS	UNREQUESTED FUNDS
\$15,000	\$13,715	4	\$1,285

Combined Reviewer Scores

Rank	Applicant	Request	Avg.
1	KC Mavericks	\$5,000	79.5
2	Independence Square Association	\$2,500	76.0
3	MO Model Railroad Museum / Chicago & Alton Depot	\$1,215	70.6
4	Juneteenth Independence	\$5,000	66.2

Note: Mike Young did not score the KC Mavericks application; his non-score is excluded from that applicant's average.

Note: Jeff Rogers declined to score based on being one of the 4 applicants.

Awarding Consideration

We would not simply award all four applicants their full request because the money is available. Since this is Visit Independence's first competitive partner marketing grant program, the funding decisions establish a precedent. The scoring rubric specifically emphasizes tourism impact, overnight visitation, audience reach, and a strong marketing plan. The awards should reflect those criteria.

Program Requirements

Maintain the required 50/50 cash match; use the Visit Independence logo on grant-funded marketing; submit eligible expenses through reimbursement; and provide final campaign results within 30 days of campaign completion. Reporting should include, when available, reach/impressions, geographic markets, website or ticket activity, attendance, visitor origin/ZIP codes, and overnight stays or room nights.

Marketing Report

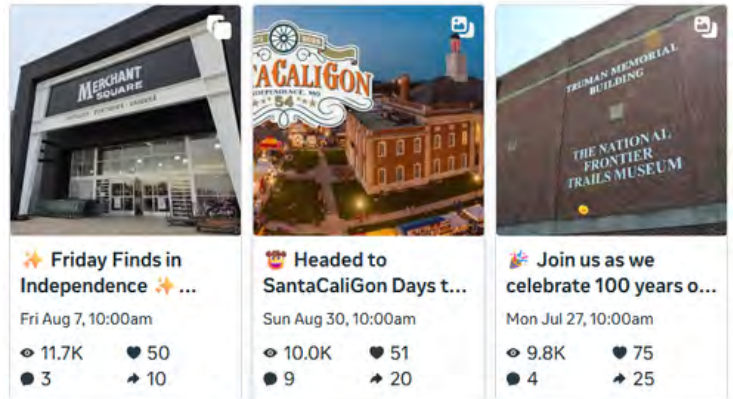
August 2026

Social Media Performance (FB+IG)

Views	43.1K	▲	10%
Engagement	473	▲	-9%
Link Clicks	240	▲	100%
Follows	84	▲	-2%

*compared to August 2025

Top 3 Posts



LinkedIn Performance

Impressions	2.8K
Reactions	104
Page Views	22
New Followers	14

Visitors Guide Mailed: 73

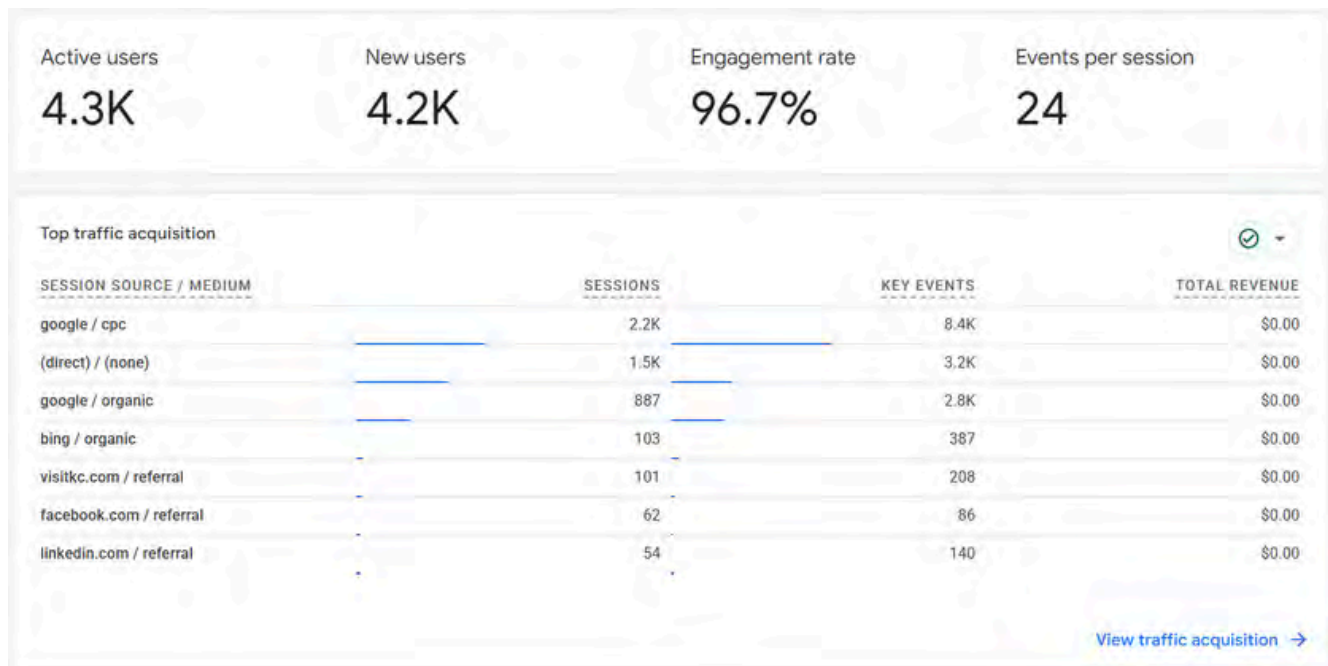
Visitor Email Sign Ups: 24



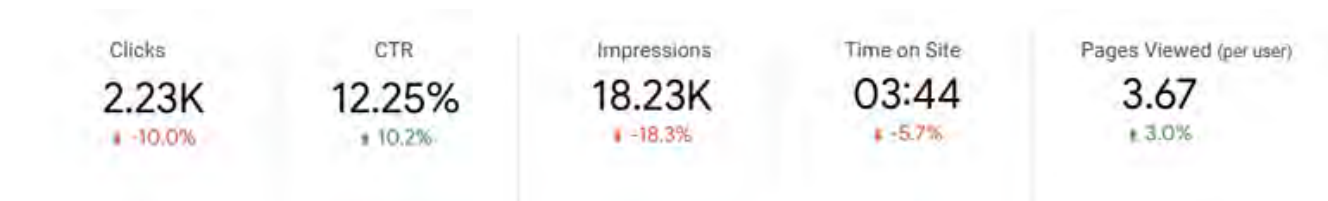
Marketing Report

August 2026

Website Analytics



Search Engine Marketing: Google



Website Attribution | YTD

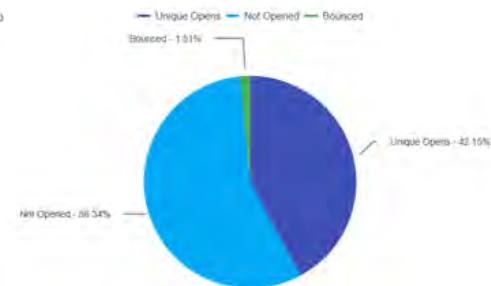
Website Attribution connected DMO website exposure from June 1–July 31, 2026, to in-market foot traffic, excluding Independence residents.



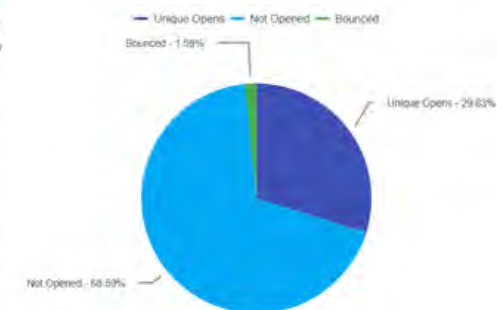
Marketing Report

August 2026

Industry Email Performance



Leisure Email Performance



Visit Independence Trails Performance (Year To Date Metrics)

Total Pass Sign Ups	144
Total Check Ins	243
Total Prize Shipments	8
Total Enews Signups	33

Marketing Report

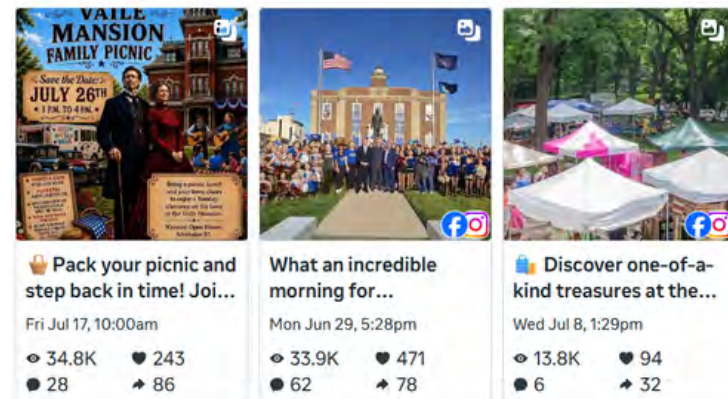
July 2026

Social Media Performance (FB+IG)

Views	286.6K	▲	100%
Engagement	2.6K	▲	100%
Link Clicks	9.7K	▲	100%
Follows	209	▲	100%

*compared to July 2025

Top 3 Posts



LinkedIn Performance

Impressions	4.2K
Reactions	215
Page Views	45
New Followers	22

META Prospecting

Impressions	259.6K
Clicks	9.6K
CTR	3.7%
Engagement Rate	99.9%

Geofencing Display Banner Ads

Impressions	406K
Clicks	5.1K
CTR	1.5K%
Engagement Rate	99.7%

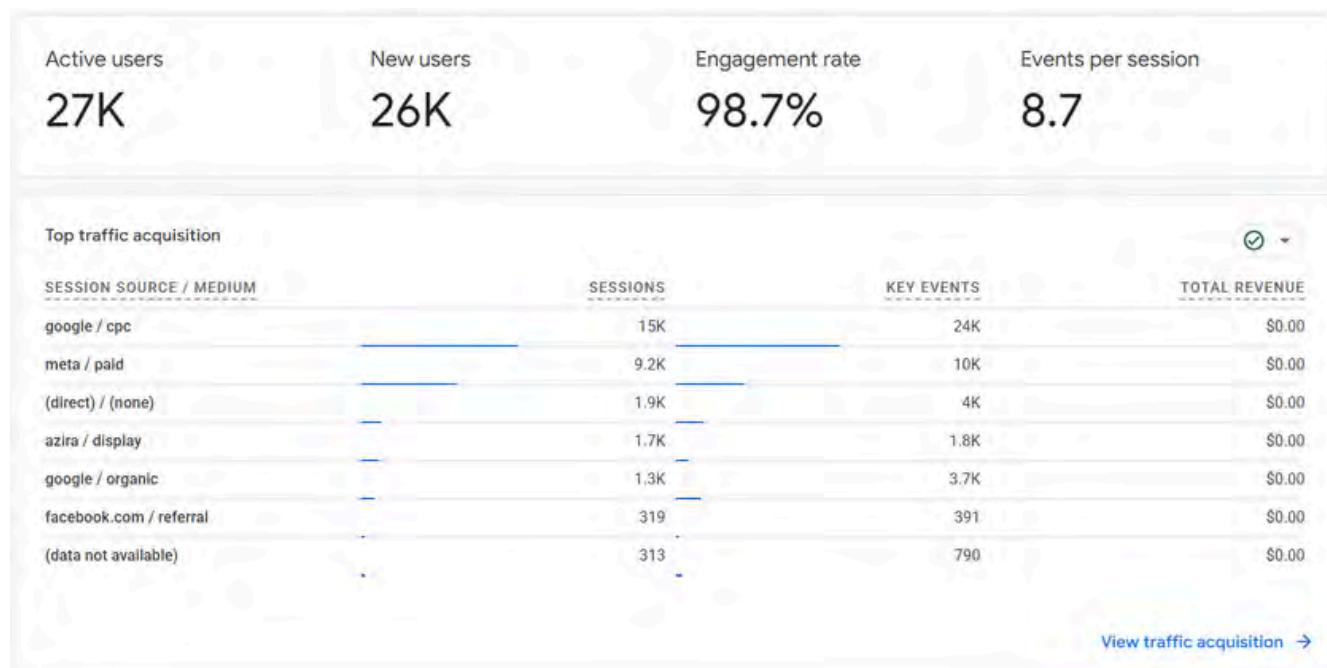
CTV Ads

Impressions	65.9K
Clicks	101
CTR	.15%
Engagement Rate	100%

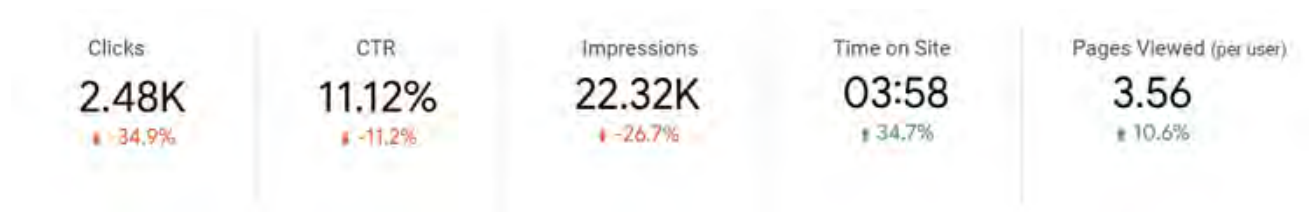
Marketing Report

July 2026

Website Analytics



Search Engine Marketing: Google

**Visitors Guide Mailed: 59****Visitor Email Sign Ups: 55**

Marketing Report

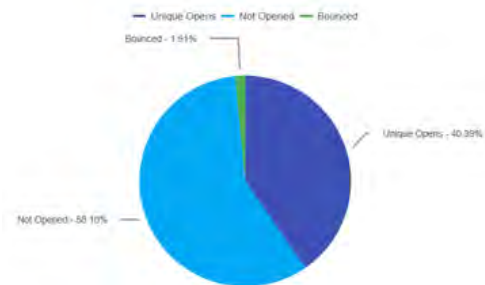
July 2026

Industry Email Performance

July 2026 - Visit Independence Industry News

View Sent Email Copy this campaign Save as Template Archive

Sent to 485 subscribers across 1 list

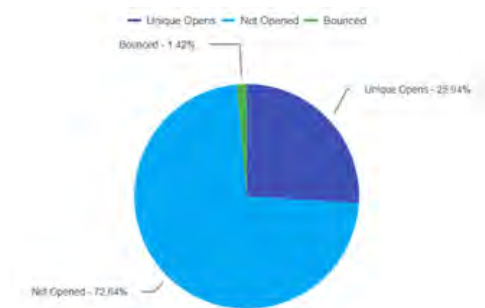


Leisure Email Performance

July 2026 | Visit Independence Insider News

View Sent Email Copy this campaign Save as Template Archive

Sent to 653 subscribers across 1 list



Visit Independence Trails Performance (Year To Date Metrics)

Total Pass Sign Ups	126
Total Check Ins	157
Total Prize Shipments	8
Total Enews Signups	25

Sales & Services Report

July 2026

ECONOMIC IMPACT

CURRENT DIRECT TENTATIVE - MEETINGS ONLY

\$11,219.72

LEAD STATUS CHANGES:

● LEADS:	5
● TENTATIVE:	4
● DEFINITE:	1
● LOST:	0
● TURNED DOWN:	1

WE DECLINED TO BID

NEW LEADS:

● SPORTS:	3
● MEETING:	2
● TOUR:	1
● TOTAL:	6

HIGHLIGHTS:

- PROVIDED 3 SERVICE ASSISTS (WELCOME BAGS)
- TRUMAN LIBRARY (1) AND HILTON GARDEN INN (2)
REGISTERED FOR MSAE EVENT & SUMMIT EXPO
ON SEPTEMBER 10TH (MISSOURI SOCIETY OF ASSOCIATION EXECUTIVES)
- BOOTH SET-UP AT THE ANNUAL PICNIC WITH MR. AND MRS. VAILE @ VAILE MANSION

ECONOMIC IMPACT

OVERALL TURNED DOWN TOTAL: **\$230,665.46**

Sales & Services Report

August 2026

ECONOMIC IMPACT

CURRENT DIRECT TENTATIVE - MEETINGS ONLY

\$7,723.78

LEAD STATUS CHANGES:

● LEADS: 3

● TENTATIVE: 1

● DEFINITE: 1

● TURNED SVC ASSIST: 1

● TURNED DOWN: 0

● LOST: 2

NO RESPONSE FROM PARTNERS (1)
& LOCATION (2)



SENT TO HOTELS, PENDING DECISION



NEW LEADS:

● SPORTS: 1

● MEETING: 2

● TOUR: 0

● TOTAL: 3

HIGHLIGHTS:

- PROVIDED WELCOME BAGS FOR THE COMMUNITY RED ROCK SCREENING @ TRUMAN LIBRARY, RESERVED WELCOME BAGS FOR UPCOMING EVENT AT STONEY CREEK
- COLLABORATED WITH MARKETING ON CREATING A MEETINGS PROFILE SHEET FOR UPCOMING TRADESHOW (MSAE EVENT SUMMIT & EXPO)
- VOLUNTEERED WITH CSL X3 FOR ANNUAL BACK TO SCHOOL EVENT

ECONOMIC IMPACT

OVERALL TURNED DOWN TOTAL: **\$11,219.72**

Company Name	Independence Square Association
First Name	Jeff
Last Name	Rogers
Title	Executive Director
Email	indepsq@gmail.com
Phone	816-381-7181
Street	106 S Liberty St.
City	Independence
State	Missouri
Postal Code	64050
Project Description	Living Windows - this single-day event has grown in attendance annually and is becoming a destination for families and groups not only from Independence but regionally and even on some holiday tour bus routes. This year the event will be in collaboration with the Mayor's Christmas Tree lighting (coordinated by Parks & Recreation). One the evening of Friday, December 4, over 40 windows will come to life in our historic downtown with holiday scenes that include actors, choirs, instrumentalists, etc. Thousands of spectators line the sidewalks to watch the performances. Restaurants are filled, shops are full and the sights, smells, and sounds of the holidays make Independence a destination.
Project Name	Living Windows
Grant Amount Requested	2500
Applicant Cash Match	3775
Annual Marketing Budget	40,000

Campaign Start Date	10/8/2026
Campaign End Date	12/4/2026
Tourism Impact	This is a unique draw for holiday/shopping tourists. KC is a regional draw for holiday events and shopping and we will market this event as a must experience for that traveler. Attendance is expected to be 10K+. An expanded target market is expected to increase overnight visitors and hotel nights with a goal of at least 50 hotel nights. Shopping and dining in the district is expected to be \$30,000 - \$50,000.
Marketing Plan	This year we will expand our target market to include holiday travelers and shoppers from outside of Kansas City. to include the state of Missouri and large metros in NE, IA, and KS. Graphic Design: \$225 Print: Missouri Life: \$1400 (1/2 page ad) November, Examiner \$500 eNewsletter: \$800 (dedicated) Social Media ads (Meta): targeting Des Moines, Omaha, Wichita, KC \$1000 (November) Posters: \$50 (October/November) Bag inserts: \$300 (October 8 - Dec 4) Cable Commercial (KC metro): 2 weeks leading up to event \$2000 Marketing will include calls to spend the weekend by booking local Bed & Breakfasts, stay, shop, etc. with call outs to visitindependence.com and indepsquare.com for hotel options. Total spend: \$6275
Campaign Budget	This year we will expand our target market to include holiday travelers and shoppers from outside of Kansas City. to include the state of Missouri and large metros in NE, IA, and KS. Graphic Design: \$225 Print: Missouri Life: \$1400 (1/2 page ad) November, Examiner \$500 eNewsletter with Missouri Life: \$800 (dedicated) Social Media ads: targeting Des Moines, Omaha, Wichita, KC \$1000 Posters: \$50 Bag inserts: \$300 Cable Commercial (KC metro): 2 weeks leading up to event \$2000 Total spend: \$6275 We would like Visit Independence grant to help with Cable (\$1000), Missouri Life (\$1100), Meta (social media \$400) for a total of \$2500
Success Measures	Success will be measured by: Total attendance Shopping and Dining spends Website visits Social mediate engagement

Company Name	Kansas City Mavericks
First Name	James
Last Name	Hopkins
Title	Senior Sales Director - Corporate Sponsorship
Email	jhopkins@kcmavericks.com
Phone	913-558-4364
Street	19100 E Valley View Parkway
City	Independence
State	Missouri
Postal Code	64055
Project Description	The Kansas City Mavericks are proposing a tourism marketing campaign designed to promote Independence as a destination to Mavericks fans and visitors attending home games at Cable Dahmer Arena. The campaign will use the Mavericks' in-arena and digital platforms to encourage fans to extend their experience beyond the game and explore Independence restaurants, attractions, lodging and other local destinations. Visit Independence messaging will be featured through static dasherboard signage and LED ribbonboard advertising during Mavericks home games, along with targeted banner advertising in Mavs Mail, our weekly email communication. Digital placements will include calls to action connecting fans with Visit Independence resources and additional things to see and do in Independence. Mavericks home games bring thousands of attendees to Independence throughout the regular season, including fans traveling from across the Kansas City metropolitan area on both sides of the state line. This provides an opportunity to leverage an existing visitor draw to increase awareness of Independence and encourage additional dining, entertainment, retail and overnight activity within the city.
Project Name	Kansas City Mavericks: Visit Independence Tourism Marketing Campaign

Grant Amount Requested	\$5,000
Applicant Cash Match	\$5,000
Annual Marketing Budget	Budgets are maintained across multiple departments and categories. No standalone annual marketing budget is maintained specifically for this campaign.
Campaign Start Date	10/15/2026
Campaign End Date	4/15/2027
Tourism Impact	Kansas City Mavericks home games are an established driver of visitation to Independence, with average attendance of approximately 4,500 fans per game over a 36-game regular-season. Fans travel from throughout the Kansas City metropolitan area and surrounding communities across Missouri and Kansas to attend games at Cable Dahmer Arena. The campaign will build on that existing visitation by encouraging fans to spend additional time in Independence before and after Mavericks games, including at local restaurants, attractions, retail destinations and hotels. Visiting teams and their traveling personnel also utilize nearby Independence hotels and contribute to local dining, entertainment and other spending during their stays. This provides an opportunity to increase awareness of Independence tourism offerings among a large, established audience already traveling into the city.
Marketing Plan	The campaign will utilize three Mavericks marketing platforms: • In-Arena Static Advertising: Visit Independence branding displayed on a dasherboard at Cable Dahmer Arena throughout the season, providing consistent visibility to fans attending Mavericks home games. • In-Arena Digital Advertising: Visit Independence branding incorporated into LED ribbonboard advertising during Mavericks home games. This can be destination focused call to actions. • Email Marketing: Visit Independence banner advertisements incorporated into a set number (12) of Mavs Mail emails during the season. Email placements will include direct calls to action encouraging Mavericks fans to explore Independence dining, attractions, lodging and visitor resources. Campaign goals include increasing awareness of Independence as a destination, driving traffic to Visit Independence tourism resources,

	encouraging incremental visitor spending surrounding Mavericks home games, and exposing regional visitors to additional reasons to return to Independence.
Campaign Budget	In-Arena Dasherboard Advertising: Grant Request: \$2,500 LED Ribbonboard Advertising: Grant Request \$1,500 Mavs Mail Email Marketing: Grant Request \$1,000 Total Cost: \$10,000 / Grand Request \$5,000
Success Measures	Our campaign performance will be measured through audience reach, attendance and digital engagement metrics available through Mavericks marketing platforms. This will include total home game attendance, estimated in-arena impressions from dasherboard and LED ribbonboard advertising, Mavs Mail distribution and open rates, and clicks generated through Visit Independence email placements and calls-to-action. These metrics will help measure overall exposure to Visit Independence messaging and engagement generated through the campaign's digital components.

Company Name	Juneteenth Celebration Committee of Independence MO
First Name	Rev Anthony J
Last Name	Mondaine
Title	Organizer/Founder
Email	juneteenthindepmo@gmail.com
Phone	8163721819
Street	14407 E. 40th Terr S.
City	Independence
State	Missouri
Postal Code	64055
Project Description	Please see attachment
Project Name	Juneteenth Independence
Grant Amount Requested	\$5000.00
Applicant Cash Match	\$5000.00
Annual Marketing Budget	5000.00
Campaign Start Date	6/19/2026
Campaign End Date	5/1/2027
Tourism Impact	Please see attachment
Marketing Plan	Please see attachment
Campaign Budget	25000.00
Success Measures	Please see attachment

**Required
Attachments**

[Download](#)

August 20, 2026

Visit Independence
Partner Marketing Grant Program
Independence, Missouri

Dear Grant Review Committee:

On behalf of the Juneteenth Celebration Committee of Independence, Missouri, I respectfully submit this letter requesting a \$5,000 Partner Marketing Grant to support a comprehensive \$10,000 marketing campaign for the Independence Juneteenth Celebration.

The Independence Juneteenth Celebration has grown into a signature community event that honors African American history, celebrates freedom, and brings residents and visitors together through live entertainment, educational programming, local vendors, food, cultural experiences, and family-centered activities. Our celebration has attracted thousands of attendees and continues to expand its reach throughout the Kansas City metropolitan area and beyond.

Grant funding would allow the committee to strengthen its regional marketing efforts through targeted digital advertising, social media promotion, professional print materials, regional media placements, event signage, and partnerships with tourism and community organizations. The campaign would intentionally promote Independence as the destination—not simply the event—by encouraging visitors to explore local restaurants, historic attractions, museums, shops, and lodging accommodations during their stay.

The committee will provide the required 50% match through sponsorships, community partnerships, private contributions, and organizational resources. Together, the grant award and matching investment will support a coordinated campaign with measurable results, including:

- Increased attendance from visitors outside Independence
- Expanded regional awareness and digital engagement
- Increased traffic to local tourism and hospitality partners
- Greater visitor spending at restaurants, retail businesses, attractions, and lodging properties
- Collection of attendee ZIP codes and other data to evaluate the event's tourism impact

Juneteenth holds both national significance and a meaningful place in the continuing story of Independence. Supporting this campaign will help elevate an important cultural celebration while advancing Visit Independence's mission to increase visitation, overnight stays, and visitor spending.

The Juneteenth Celebration Committee is committed to building a welcoming, professionally marketed event that strengthens community pride and creates lasting economic and cultural value for our city. We would be honored to partner with Visit Independence in positioning Independence as a premier destination for heritage, culture, and celebration.

Thank you for considering our request. We appreciate Visit Independence's investment in local organizations and events that bring people to our community. We look forward to the opportunity to work together and expand the reach and impact of the Independence Juneteenth Celebration.

Respectfully submitted,

Rev. Anthony J. Mondaine Sr.
Chair and Founder
Juneteenth Celebration Committee
Independence, Missouri

Company Name Missouri Model Railroad Museum, Inc. and 1879 Chicago & Alton Depot

First Name Gina

Last Name Gerdel

Title MMRM Treasurer

Email gina@showmerails.org

Phone 816-405-0022

Street 312 West Pacific Avenue

City Independence

State Missouri

Postal Code 64050

Project Description Our Marketing Campagin is a joint ad to promote the Missouri Model Railroad Museum and the 1879 Chicago & Alton Depot. The importance of this marketing project is to extend our reach to families in the metro area that may not of heard of us yet, or for those who have to entice them to visit both locations. Our geographic target is Independence and the Kansas City metro area. We will accomplish this by jointly advertising in the KC Parent Magazine with a monthly readership of 61,400. Our timeline will begin with the first ad in April of 2027, our second ad in June of 2027 and the final ad of the campaign in August of 2027. We have grown to the point where we can advertise in a way where the outreach is the best use of advertising money. We are excited to be in a position to advertise like this, but we still need some assistance.

Project Name KC Parent joint Advertising Campaign with Missouri Model Railroad Museum and 1879 Chicago & Alton Depot

Grant Amount Requested \$1,215.00

Applicant Cash Match \$1,215.00

Annual Marketing Budget \$3,600.00

Campaign Start Date 4/1/2027

Campaign End Date 8/31/2027

Tourism Impact We expect this to impact our attendance by ncreasing it. For 2026, January to mid August our admissions equal 2865 with an average of 358 visitors per

month. We are only open four days a week. We hope to see a 10% to 15% increase with this targeted marketing campaign. We also hope this will increase the number of yearly memberships as this keeps visitors coming back again and again, truly making it a destination. This also means more visitors for the 1879 Chicago & Alton Depot.

Marketing Plan The advertising platform we will be using is print in the form of KC Parent Magazine. They have a print readership of 61,400 each month with a 96% magazine pick-up rate at the locations they distribute to. KC Parent Magazine can be found at Price Chopper, Hen House, HyVee, Sun Fresh, CVS and other grocery chains around the metro area totaling 485 locations. We share the same target audience, families. When we have families come in, they are looking for something that entertains everyone in their group and the Missouri Model Railroad Museum and the 1879 Chicago & Alton Depot appeal to all ages. We will advertise in the April, June and August 2027 issues of KC Parent Magazine.

Campaign Budget The total budget for the campaign is \$2,430.00. We are asking for \$1,215.00 and will match/contribute \$1,215.00. The schedule is as follows: April 2027 Ad - payment of \$810.00 is due March 2027 - content due March 2027 June 2027 Ad - payment of \$810.00 is due May 2027 - content due May 2027 August 2027 Ad - payment of \$810.00 is due July 2027 - content due July 2027

Success Measures Our success will be measured in admissions/attendance. We will keep track of how visitors heard about us and note who heard about us through this directed campaign effort.

Required Attachments [Download](#)

Marketing Grant Program Submission

By Missouri Model Railroad Museum and 1879 Chicago & Alton Depot

Our campaign budget total is \$2,430.00, and we are requesting grant assistance of \$1,215.00 total. Missouri Model Railroad Museum and 1879 Chicago & Alton Depot will be sharing the advertising expense for this campaign. We have successfully shared other advertising.

Our Marketing Timeline is as follows:

April 2027	KC Parent Magazine	Joint ad for Missouri Model Railroad Museum and 1897 Chicago & Alton Depot
June 2027	KC Parent Magazine	Joint ad for Missouri Model Railroad Museum and 1897 Chicago & Alton Depot
August 2027	KC Parent Magazine	Joint ad for Missouri Model Railroad Museum and 1897 Chicago & Alton Depot

We will share a 1/16-page ad during the months of April, June and August. This will also cover the time that the 1879 Chicago & Alton Depot is open during the Spring to Fall season.

The Media Plan will be the three key issues for both museums. KC Parent Magazine currently has a monthly media reach of 61,400 and is distributed for free in the following locations: Price Chopper, Hen House, HyVee, Sun Fresh Markets, CVS and other grocery chains. KC Parent Magazine has a 96% pick-up rate. The target is families for the magazine, and families are both museums target audiences as well.

We currently have large family groups coming in now, and we feel we can increase our numbers and continue to be a destination to visit. Due to the location of both the Missouri Model Railroad Museum and the 1879 Chicago & Alton being in the same area, we work to support each other and promote that our visitors can move about between both locations. The Bingham Waggoner is also across the street, and we promote visitors also visit there as well. Park in one area and visit three historic Independence locations.

From January to mid August we have welcomed 2,865 guests for an average of 358 guests a month with only being open four days a week.