

AGENDA ITEM
January 22, 2019

Subject: 2019 Tourism funding for the Vernon County Historical Society

Department: Tourism

This ordinance will authorize payment from the Tourism Funds to the Vernon County Historical Society for marketing, advertising and promotion of the Bushwhacker Museum.

A SPECIAL ORDINANCE OF THE CITY OF NEVADA, MISSOURI, AUTHORIZING PAYMENT FROM THE NEVADA TOURISM FUND TO THE VERNON COUNTY HISTORICAL SOCIETY FOR MARKETING, ADVERTISING AND PROMOTIONS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEVADA, MISSOURI THAT:

Section 1. Nevada Tourism submitted recommendation for local Tourism allocations for City Council approval on December 18, 2018, within that recommendation was marketing, advertising and promotion of the Bushwhacker Museum in the amount of \$5,610.00.

Section 2. The City Manager and Finance Director are hereby directed to authorize and execute payment to The Vernon County Historical Society in the amount of \$5,610.00 for marketing, advertising and promotion of the Bushwhacker Museum.

Section 3. This ordinance shall be in full force and effect from and after its adoption and approval.

PASSED, APPROVED and ADOPTED by the City Council of the City of Nevada, Missouri, this 5th day of February, 2019.

(SEAL)

Attest:

Brian L. Leonard, Mayor

Johnna Williams, Deputy City Clerk



Will Tollerton
Vernon County Historical Society
212 W. Walnut Street
Nevada, MO 64772

Mark Mitchell
City of Nevada
110 S. Ash Street
Nevada, MO 64772

9/14/2018

Dear Mark,

The Vernon County Historical Society respectfully requests consideration for an I.M.P.A.C.T. Nevada Tourism Local Grant to fund advertising of the Bushwhacker Museum in 2019. As the **#1 attraction** in Nevada according to tripadvisor.com, we believe that bringing out-of-town guests to visit the museum is of great benefit to the local economy. Our advertising needs are as follows, listed in order of priority:

- 1) Network Advertising on Fidelity Channel 6 to reach 350,000 viewers in Arkansas, Missouri, and Texas for (5) months at a rate of \$250/month. _____ Total Cost: **\$1,250.00**
 - 2) Targeted Internet marketing, i.e. Facebook/ TripAdvisor/ Google, etc. _____ Total Cost: **\$500.00**
 - 3) Creation of a full suite of Freedom's Frontier National Heritage Area Partner Signs for State, City, & Interstate roads. _____ Total Cost: **\$1,000.00**
 - 4) *Midwest Itineraries* magazine, 1/12 page ad in spring edition: _____ Cost: **\$795.00**
 - 5) Placement of ¼ Page ad in the Spring Travel Edition of 417 Magazine with additional ¼ page advertorial. _____ Total Cost: **\$1,065.00**
 - 6) KOAM/ KSNTV Ad buys: _____ Total Cost: **\$1,000.00**
- Grand Total: \$5,610.00**

Fidelity Communications created several excellent 30 and 60 second ads this past summer, which have been running on Fidelity cable channels as well as on the Internet all summer. Several guests have referenced these ads when visiting the museum and we believe that continuing the ad campaign next summer would be beneficial to bringing additional visitors to the museum. In 2019, we would like to expand usage of the ads created by Fidelity to the Four-State media market covered by KOAM/ KSN TV channels. Overall, museum visitation has seen a modest increase in 2018.

As a partner site of the Freedom's Frontier National Heritage Area, the Bushwhacker Museum is eligible for assistance from their signage program. FFNHA has recently installed signage on I-49 South of Nevada. We now need additional signage closer to town encouraging travelers to exit the highway.

Midwest Itineraries is a premier regional group travel magazine, with about 10,000 travel planner readers. The April edition of *417 Magazine* is a special feature promoting tourism destinations in Southwest Missouri and would be the best edition to encourage people to travel to the museum when it opens on May 1st.

The board of the Vernon County Historical Society thanks you for your consideration.