

**AGENDA ITEM**  
March 16, 2021

Subject: 2021 Tourism funding for Bushwhacker Days 2021 & 2021 Community Guide

Department: Tourism

This ordinance will authorize payment from the Tourism Funds to the Nevada/Vernon County Chamber of Commerce for marketing, advertising and promotion of Bushwhacker Days 2021 and Community Guide in the amount of \$23,000

BILL NO. 2021-024

ORDINANCE NO.

A SPECIAL ORDINANCE OF THE CITY OF NEVADA, MISSOURI, AUTHORIZING PAYMENT FROM THE NEVADA TOURISM FUND TO THE NEVADA/VERNON COUNTY CHAMBER OF COMMERCE FOR MARKETING, ADVERTISING AND PROMOTION OF 2021 BUSHWHACKER DAYS.

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

**Section 1.** The Nevada/Vernon County Chamber of Commerce has scheduled Bushwhacker Days for June 10-12, 2021 and funding will be used to secure Entertainment groups during the three day event

**Section 2.** The City Manager is hereby directed to authorize and execute payment to The Nevada/Vernon County Chamber of Commerce in the amount of \$23,000.00 for marketing, advertising and promotion of 2021 Bushwhacker Days and the 2021 Community Guide

**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 \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
George Knox, Mayor

(seal)  
ATTEST:

\_\_\_\_\_  
Michele Bailey, City Clerk

## Grant Request

**To:** Mark Mitchell, Nevada/Vernon County Tourism

**Grant Request:** \$25,500

**Requestor:** BW Days Sub Committee 2021

**Purpose:**

BW Days Annual Community Festival Entertainment

**Contact:** Shéree Gayman, [chamber1@nevada-mo.com](mailto:chamber1@nevada-mo.com), 417-667-5300

Dear Mr. Mitchell,

BW Days 2021 respectfully requests a tourism grant for entertainment in the amount of \$25,500.

As with every year we strive to bring in the best entertainment for not only our community but entertainment that will bring visitors in from other communities. 2019 cost for entertainment was \$30k+ and our attendance and community support was AMAZING. We saw a significant increase in audience in 2019 with NewSong, Cherry Bomb and Ricochet. We are working with 3 different production companies to bring entertainment for Thursday's Gospel night, Friday's Rock and Roll, and Saturday's Country.

2020 Request:

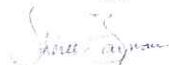
|                 |                 |
|-----------------|-----------------|
| ❖ Entertainment | \$20,000        |
| ❖ Labor         | <u>\$ 5,500</u> |
| ○ <b>Total</b>  | <b>\$25,500</b> |

This will, of course, not cover the whole entertainment cost but it will ensure that we will be able to bring in some fantastic acts that will draw a crowd to our amazing community.

This partnership with tourism has been vital to the success of community festival for many years. We hope you'll consider continuing to provide this support.

Thank you for your time and consideration.

Sincerely,



Shéree Gayman



## Grant Request

**To:** Mark Mitchell, Nevada/Vernon County Tourism

**Grant Request:** \$3,000

**Requestor:** Nevada/Vernon County Chamber of Commerce

**Purpose:**

Advertising/Marketing in the 2021-2022 Nevada/Vernon County Community Guide  
(\$3,600 value in advertising)

**Contact:** Shéree Gayman, Executive Director, [chamber1@nevada-mo.com](mailto:chamber1@nevada-mo.com), 417-667-5300

Dear Mr. Mitchell,

The Nevada/Vernon County Chamber of Commerce respectfully requests a tourism grant for advertising/marketing in the amount of \$3,000.

The purpose of the Community Guide is to serve as a multilateral tool not only for the Chamber, but also for the City, County, and our employers. The guide is the only written, all-encompassing marketing publication for Nevada/Vernon County that beautifully showcases Nevada and Vernon County, positively projecting the rich history and sound infrastructure within our community. It has become a valuable tool that employers use in recruitment efforts and is included in all of the Chamber's requests for relocation packets when individuals or businesses are exploring our area and all we have to offer.

Here are some facts on the annual guide:

- ❖ Placed in every Hotel room and Lobby in Nevada
- ❖ 4,500 copies printed and distributed throughout the STATE
- ❖ Included in ALL requested information packets:
  - Welcome Baskets, Real Estate Offices, Hotels, etc...
- ❖ Distributed at large community events:
  - Cottey Picnic, BW Days, Home & Leisure, etc...
- ❖ Highlights Vernon County Economics/Tourism/Relocation opportunities
- ❖ Website linked Flip Book

If the request is approved, funding will be used to cover the cost of advertising/marketing the city of Nevada with 4 full pages (Value \$3,600) to include parks, police, fire department, etc....

Thank you for your time and consideration.

Sincerely,

Shéree Gayman  
Executive Director  
Nevada/Vernon County Chamber of Commerce