

Leavenworth Convention & Tourism Committee
Noon on Wednesday, September 23, 2026
Leavenworth City Hall Commission Chambers

1. Approval of Agenda
2. Approval of Minutes (December 16, 2025 Meeting)
3. CVB Manager's Review of Activities
 - a. Meetings, Events, Groups, Advertising Programs
 - i. Data
 - b. Kansas Tourism Marketing Grant Application
4. Future Projects
 - a. 2027 Marketing Programs
 - b. 2027 Visitors Guide
 - c. City of Leavenworth/Leavenworth CVB Website
 - d. Rebrand of City of Leavenworth/Leavenworth CVB
 - e. CVB Grant Program
5. Roundtable Topics
 - a. History Makers Training and Museum Open House (Donna Jean Fletcher)
6. Meeting Dates: Set specific day (March, June, September, December)

Currently next meeting is: Tuesday, December 16, 2026

Convention and Tourism Committee

Name of this committee was changed by Resolution B-2049 adopted 1-22-2013, to Convention and Tourism Committee – 10 members to be comprised of at least 2 members from the local hotel industry, 3 members from the tourist attraction industry, 1 member from Fort Leavenworth and 1 member from Leavenworth Main Street. In appointing such members, the City shall attempt to create a representative balance of large and small businesses, and businesses from the various geographical areas of the City. Each appointee will be a 3 year term. The Assistant City Manager and the Riverfront Community Center Manager shall be the City's representatives to the

Committee and shall be ex-officio. Appointees do not have to be citizens of Leavenworth.

This board makes recommendations concerning the programs and expenditures for promotion of conventions and tourism.

Meetings

Quarterly, 4th Wednesday in March, June, September and December/or as needed. Lunch time meetings.

Members

10 members - 3 year terms, appointed by the City Commission

Leavenworth Convention & Visitors Bureau: OUR MISSION

The mission of the City of Leavenworth, KS, Convention and Visitors Bureau is to attract visitors, tour groups, and meeting and convention business to the Leavenworth community.

Convention & Tourism Committee

Name	Position Title
Shawn Carns	Board Member at Large
Marianne Tennant	Board Member at Large
Susie Young	Board Member at Large
Samantha Carpenter	Board Member Main Street
Jordan Throckmorton	Board Member Hotel
Edna Wagner	Board Member Tourist Attraction
Donna Jean Fletcher	Board Member Tourist Attraction
James (Zachary) Light	Board Member Hotel
George Marcec	Board Member Ft. Leavenworth
Lisa Weakley	Board Member Tourist Attraction
Scott Peterson	City Manager
Tammy Metzgar	Riverfront Comm. Center/Ex-Officio
Toby Carrig	CVB Manager

Email	Term Expiration
shawn.f.carns@gmail.com	1/31/2030
matennant3@gmail.com	1/31/2028
susiecrew7@gmail.com	1/31/2028
office@heritagecenter-Leavenworth.com	
director@leavenworthmainstreet.com	1/31/2028
office@leavenworthmainstreet.com	
Jordan.Throckmorton@hilton.com	1/31/2027
mrsednawagner@gmail.com	1/31/2030
Churchgirljif@yahoo.com	1/31/2028
zlight@truenorthhotels.com	1/31/2028
george.a.marcec.civ@gmail.com	1/31/2028
laweakley@kc.orr.com	1/31/2027
Scott.Peterson@leavenworthks.gov	Standing Position
tmetzgar@leavenworthks.gov	NA
toby.carrig@leavenworthks.gov	NA

CVB ADVISORY BOARD MINUTES

December 16, 2025

ROLL CALL: Samantha Carpenter, George Marcec, Jordan Throckmorton, John Hutchinson, Marianne Tennant, Penny Holler, Kristi Lee, and Keitha Pettijohn.

Kristi Lee presented her quarterly report.

Reports from Board Members:

Samantha Carpenter: Leavenworth Main Street investment packets have been sent out. They will have their 30th Anniversary celebration on June 17th. Kansas Main Street is tentatively planning to have a 2027 quarterly meeting in Leavenworth. The strategic plan has removed local heritage and military tourism and will focus on economic revitalization and collaborative partnership. Local home-based businesses will be allowed short-term brick and mortar leases during the FIFA games.

George Marcec: George will advise if a planned reunion trip in May will stay at the Fort or in Leavenworth. Erin Yuen (sp?) is taking photos in the area for an upcoming German-American story in the New York Times.

Jordan Throckmorton: Bookings at the Hampton Inn have been slow all year. They brought in \$200,000 less compared to this time last year, keeping in mind that last year hit a record high. Jordan is not seeing FIFA bookings yet. Rates will be higher during the FIFA timeframe, but military rates will be honored if guests go through the normal booking channels.

Penny Holler: The City of Leavenworth had their new Commissioners orientation and Camp Leavenworth will be discussed at an upcoming meeting.

John Hutchinson: The Richard Allen Cultural Center Annual Christmas Tea went well last weekend, and the after action will be held early next year. Their annual meeting is in January. John will provide information on next year's scheduled events. The wall that needs to be rebuilt is moving up the contractor's list. John is looking into a more visible sign.

Marianne Tennant: The theater group will celebrate their 50th anniversary next year. They are performing "Sweeney Todd" in February. Marianne plans to coordinate their "Steel Magnolias" dates with the Chamber of Commerce's Mrs. Roper Romp and possibly have a Dolly Parton Day.

Submitted by:

Keitha Pettijohn

CVB Manager's Report

Activities and Projects

— We welcomed social media influencer Steven Kimmi on August 21-23 for content that he publishes on Instagram his quest for the Best of Kansas hamburgers and pizza. He went to The Depot, The Suburban, Homer's, and Abe's Place. He released a review of Abe's Place (photo at right) and will work in the others between now and late October.

— Met with NPG Newspapers and Cherry Road Media regarding 2027 Visitors Guide Request for Proposals. Contacted Sunflower Publishing from Lawrence in effort to get three bidders.

— Attended Kansas Tourism Marketing Grant webinar and put together application by August 31 deadline for that grant.

— Reviewed CVB Grant applications and met with CVB Grant Committee to determine awards for this cycle.

— Attended multiple Camp Leavenworth meetings, including one on-site.

— Met with Koni Reese of Certified Travel Media about current and future advertising campaigns.

— Attended meetings for coordination of American Veterans Traveling Tribute (Vietnam Wall and Cost of Freedom exhibits) for October 14-18, 2026.

— Attended Buffalo Bill Wild West Festival wrapup meeting and provided data for that group about this year's event ahead of their request for funding for 2027.

— Coordinated with Samantha Carpenter of Main Street on the KCTV5 holiday advertising package.

— Joined Trevor Cook (Assistant to the City Manager) for a virtual meeting with Civic Plus to discuss website upgrades.

— Jennifer Davoren and I met with Parks & Recreation Department about future of Harvey Girls logistics and invoice processing, which the CVB will take over later this year. The remaining two events in December will still run through the Parks & Rec budgets, but future Harvey Girls lunches will be in the CVB budget.

— Attended two Military Affairs Committee meetings.



— Attended city Economic Development Roundtable meeting.

— Attended PAIR Day at Fort Leavenworth along with CVB staffers Jennifer Davoren and Keitha Pettijohn. (Booth photo at left.)

— Attended University of St. Mary Community Connection event with Jennifer Davoren.

— Took a tour of Fort Leavenworth with George Marcec, Public Affairs Officer; Jennifer Davoren; and Fonda Trusskey of True North hotels.

— Attended ribbon cuttings for Fire House 3, Cody Park basketball court lights, indoor pool at Riverfront Community Center.

— Discontinued our CoSTAR subscription since the city already has one through the city manager's office (CoSTAR includes STR report for hotel occupancy data.)

— Attended Johnson County's State of Tourism meeting at KCKCC. Visitor spending is \$2.1 billion with 10.2 million people per year visiting that county. Several hotels are under construction or planned, including some associated with Halo Ridge in Olathe and in Overland Park. Sports tourism is a big part of the engine there with the Top Gun Invitational (softball) and the National Intramural and Recreation Sports Association (NIRSA) soccer tournament.



Regional/State Tourism Meetings Attended (and thoughts)

Northeast Kansas Regional Tourism
Glacial Hills Scenic Byway Meeting — Emphasizing fall travel for leaf peepers. This group is reworking their brochure, among other projects. This is one worth watching for ROI on amount of effort put into it.
SportsKS — Unable to attend due to location (Hutchinson) and no virtual meeting. This is an organization I likely would not renew dues considering limited sports facilities and impact in Leavenworth.
KC Destinations — A meeting of the DMOs in the Kansas City area.
I-70 Association — This organization has waived the annual membership fee for 2027, which will give us time to consider the benefits of our membership/participation. The annual fee is \$3,500. They do have a website and content but the control over it seems to be an issue, as there are two images of Leavenworth Washington shown among three images of our downtown for a blog entry on attractions, and there has been no response in fixing that.
MeetKS — Revising its one-pager for upcoming SMERF summit in Colorado. Retreat planned for December.

Tours and Orientations

First City Museum — Big plans for future modifications
Carousel Museum
Carroll Mansion
Fort Leavenworth (Memorial Chapel, Frontier Army Museum, Buffalo Soldier Monument, and more).

Miscellaneous

Coordinated with Jennifer Davoren, Trevor Cook, Penny Holler and department heads on production on First City Connection Newsletter with Public Information Officer position vacant.

Data

Numbers for 2026, as of August 31:
Visitors Guides distributed. 9,824
New Biweekly subscribers (Mailchimp) 67
Total Biweekly subscribers (Mailchimp)1,365
X followers.1,079 (we haven't posted here since February 26, 2026)
* — The Biweekly Events newsletter has about a 10 percent open rate, on average. Audience growth has been minimal (1,216 recipients at the start of 2025).

Facebook followers		Cities	
Insights data back to March 15, 2025			
March 15, 2025:.	6,471	Leavenworth . . .	47.8%
July 3, 2025	6,769	Lansing	11.9%
July 20, 2025	7,349	KC Missouri	9.3%
January 1, 2026.	7,586	KC Kansas.	9.1%
September 2, 2026	7,898 YTD: 4.11%	Basehor	4.5%
September 15, 2026.	8,059 YTD: 6.24%	Overland Park. . . .	4.0%

Facebook peak days for views (past 18 months):

Date	Views that day	Trending content	Views for content
July 3, 2025	28,399 views	Camp Leavenworth announcement (July 2)	78,907 views
November 11, 2025	23,687 views	Veterans Day Parade post (Nov. 11)	28,992 views
September 10, 2026	24,110 views	Sunflowers & Cider paid ads (two paid posts)	96,706 views

Facebook Paid Ad Campaign

Sunflowers & Cider event:
Flyer posted September 3 (\$279.59): 45,448 views., 376 reactions, 2,505 clicks, 88 shares, 9 comments and 128 follows.
Reel posted September 9 (\$119.98): 51,258 views, 17 reactions, 325 clicks, 3 shares, 3 comments, 1 follow.

Kansas Tourism Marketing Grant Program

The Leavenworth CVB applied for \$10,000 in funds from the Kansas Tourism Marketing Grant Program that would be matched by \$15,000 from our Promotional Advertising budget for 2026 or 2027.

This application was submitted prior to the August 31 deadline and outlined three projects:
— Placing Leavenworth Visitors Guides on Certified Travel Media racks along the following routes (with costs for those routes):

Locations	Annual Cost
St. Joseph/I-29 MO/NE/IA	\$1,920
Sioux City/ I-29 North, IA/NE/SD.	\$2,160
Omaha & Area Hotels	\$3,840

This will require printing an additional 10,000 guides to meet the fulfillment requirements. These routes were selected among nine CTM routes where the state of Kansas distributes its Travel Guide. Strategically, this help positions Leavenworth as a doorway to Northeast Kansas. Placer.ai data shows that Omaha and Nebraska visitorship is among the strongest markets of origin for visitors to Leavenworth.

— A Leads Campaign to bolster the email newsletter lists and collect interested travel leads. Karsh Hagen Madden provided an estimate for a Leads campaign of \$8,000 that would generate 3,000 to 3,500 Leads. This would build a community of potential travelers and repeat visitors that remain in contact through e-newsletter campaigns.

— A photo and video campaign to collect more media assets to showcase Leavenworth. We received estimates from Torch House Studios for two days of shooting with stills, video, and drone work. It would also produce a 30-second video that we could utilize, ideally following the rebrand and website update in 2027.

2027 Marketing Programs

Not all plans are finalized yet for 2027 as we still gather information and options.
There are some areas for potential readjustments from previous plans. The current year’s budget allocated \$130,000 for Promotional Advertising, and we will likely come in under that number for 2026 due to the CVB Manager vacancy that reduced some programming. (See spending on next page.)
The Promotional Advertising budget for 2027 is down to \$100,000.
The programs above could account for some of that and are worth pursuing regardless of the grant funding. Printing additional Visitors Guides could cost approximately \$10,000.
We spent money on various digital displays with Certified Travel Media on their displays near Kansas City. I am planning to change that to distribution of Visitor Guides as outlined above.
We will continue some print through this budget line (Kansas Travel Guide ad; Discover Kansas full-page ad, Kansas Society of Association Executives, Kansas Electric Coop), but I’m looking at a greater emphasis on social media and digital for future programs.
Karsh Hagen Madden also provided estimates for SEO work related to the website that could range from \$19,200 to \$28,800 depending how much service we would require.
We also could bolster our Meta spending significantly.

PER	POST DATE	AMOUNT	CARRY FVDR NAME/ITEM DESC	COMMENTS
1	01/16/2025	400.00 N	NEI-TURNER MEDIA GROUP INC	2025 Kansas Guide Book Ad
1	01/17/2025	89.74 N	META PLATFORMS INC	Facebook advertising 12/03-12/
1	01/17/2025	1,200.00 N	CHERRY ROAD MEDIA INC	Jan-Dec 2025 Website Ads
1	01/17/2025	5,988.00 N	BANDWANGO INC	Jan-Dec 2025 Annual Bandwango
1	01/24/2025	3,000.00 N	KANSAS I-70 ASSOCIATION	2025 Dues & Marketing
1	01/31/2025	5,200.00 N	CTM MEDIA GROUP INC	KC Visitor VisitorFun Exploreb
1	01/31/2025	2,950.00 N	MULTIVIEW INC	American Bus Assoc. News Brief
2	02/12/2025	4.43 N	META PLATFORMS INC	FB ad to promote the Leavenwor
2	02/12/2025	1,000.00 N	J. GREG SMITH ASSOCIATES, INC	Lewis & Clark Trail/KS & Great
3	03/07/2025	2,950.00 N	APA MEDIA LLC	Full Page Ad
3	03/07/2025	1,500.00 N	REUNION GROUP INC	Automated Email Listing Promot
3	03/07/2025	1,845.00 N	SIMPLEVIEW WORLDWIDE INC	Digital Banner for Travel KS.c
3	03/20/2025	95.56 N	META PLATFORMS INC	Facebook campaign for Explore
3	03/20/2025	500.00 N	E & M CONSULTING INC	2025 KSAE Magazine Ad
3	03/20/2025	985.00 N	OGDEN PUBLISHING	Kansas Magazine Ad
3	03/27/2025	699.00 N	NPG NEWSPAPERS INC	Ad in St Joseph CVB Visitor Gu
5	05/07/2025	2,500.00 N	PROFESSIONAL SPORTS PUBLICATIONS	2025 KC Royals Yearbook Ad
5	05/07/2025	1,333.33 N	MADDEN PREPRINT MEDIA LLC	GOOGLE SEM - GENERAL LEISURE
5	05/14/2025	1,450.00 N	THE ARTS ENGAGEMENT FOUNDATION OF KANSAS CITY	2 Ads-Staycations/Road Trips &
5	05/21/2025	575.00 N	KANSAS ELECTRIC COOPERATIVES INC	Color Ad 1/6 Page
5	05/30/2025	2,345.00 N	FAMILY MEDIA GROUP INC	KC Going Places 1/3 Sq Ad
6	06/04/2025	1,845.00 N	SIMPLEVIEW WORLDWIDE INC	TravelKS.com Ad
6	06/04/2025	2,500.00 N	SPECIALTY PUBLICATIONS OF MICHIGAN LLC	USA Today Go Escape Midwest Ad
6	06/13/2025	985.00 N	OGDEN PUBLISHING	Kansas Magazine Ad
6	06/13/2025	1,250.00 N	CHERRY ROAD MEDIA INC	LVN All in One Glossy Mag Ad
6	06/17/2025	-5,599.98 N	MULTIPLE	GL MANUAL ENTRY
6	06/20/2025	5,600.00 N	NEXSTAR MEDIA INC	Fox4 Zip Trip Summer 2025
6	06/20/2025	6,500.00 N	NEXSTAR MEDIA INC	Fox 4 Zip Trip Summer 2025
6	07/03/2025	675.00 N	THE ARTS ENGAGEMENT FOUNDATION OF KANSAS CITY	KC Studio Museum & Galleries 1
6	07/03/2025	240.00 N	STATE OF KANSAS	State Visitor Guidebook Listin
7	07/11/2025	1,333.33 N	MADDEN PREPRINT MEDIA LLC	GOOGLE SEM - GENERAL LEISURE
7	07/18/2025	-117.40 N	NPG Newspapers Inc.	GL MANUAL ENTRY
7	07/18/2025	55.66 N	META PLATFORMS INC	FC ads for zip trip video
7	07/18/2025	16.15 N	META PLATFORMS INC	FB ads for zip trip videos
8	08/14/2025	500.00 N	E & M CONSULTING INC	KSAE Summer Issue 1/2 Page Ad
8	08/14/2025	1,333.34 N	MADDEN PREPRINT MEDIA LLC	GOOGLE SEM - GENERAL LEISURE
8	08/14/2025	347.58 N	META PLATFORMS INC	FB ads for the FOX4 Zip Trip c
8	08/15/2025	475.00 N	NPG NEWSPAPERS INC	Fall Advertising
9	09/10/2025	250.00 N	LEAVENWORTH COUNTY HISTORICAL SOCIETY	Full Page Ad in VHT Booklet
9	09/12/2025	985.00 N	OGDEN PUBLISHING	Kansas Magazine Color 1/2H Ad
9	09/12/2025	495.00 N	CHERRY ROAD MEDIA INC	Glossy Mag Chamber Guide 1/4 P
9	09/12/2025	1,333.33 N	MADDEN PREPRINT MEDIA LLC	Google SEM - General Leisure
9	09/24/2025	2,500.00 N	PROFESSIONAL SPORTS PUBLICATIONS	2025 KC Chiefs Yearbook 1/2 Pa
9	09/24/2025	500.00 N	E & M CONSULTING INC	KSAE 2025 Fall Issue 1/2 Page
9	09/24/2025	1,447.00 N	MADDEN PREPRINT MEDIA LLC	1/6 Page Vertical Ad
9	10/02/2025	3,000.00 N	CTM MEDIA GROUP INC	VisitorFun Digital Signage: NR
10	10/10/2025	1,333.34 N	MADDEN PREPRINT MEDIA LLC	Google SEM General Leisure
10	10/10/2025	575.00 N	KANSAS ELECTRIC COOPERATIVES INC	KCL 1/6 Page Color Ad
10	10/24/2025	4,000.00 N	SPECIALTY PUBLICATIONS OF MICHIGAN LLC	2025 USA TODAY Go Escape Midwe
11	11/07/2025	1,739.00 N	MEREDITH CORPORATION	2026 Kansas National 1/4 Page
11	11/07/2025	2,320.00 N	LINK MEDIA OMAHA LLC	Digital Ads Rt 73 & I-70 Oct-N
11	11/07/2025	2,320.00 N	LINK MEDIA OMAHA LLC	Digital Ads @ Rt 73 & I-70 Nov
11	11/14/2025	985.00 N	OGDEN PUBLISHING	Kansas Magazine Ads x4
11	11/14/2025	1,050.00 N	NPG NEWSPAPERS INC	Targeted Marketing Display Cam
11	11/14/2025	1,333.32 N	MADDEN PREPRINT MEDIA LLC	Google SEM General Leisure
12	12/12/2025	1,050.00 N	NPG NEWSPAPERS INC	Digital Marketing Display
12	12/12/2025	3,000.00 N	CTM MEDIA GROUP INC	VisitorFun Digital Signage: NR
12	12/12/2025	1,333.34 N	MADDEN PREPRINT MEDIA LLC	Google SEM - General Leisure
12	12/17/2025	3,690.00 N	SIMPLEVIEW WORLDWIDE INC	TravelKS.com Advertising
12	01/22/2026	1,050.00 N	NPG NEWSPAPERS INC	digital display marketing camp
12	01/22/2026	985.00 N	OGDEN PUBLISHING	KS Magazine
12	01/22/2026	1,333.34 N	MADDEN PREPRINT MEDIA LLC	Google SEM - General Leisure

93,156.41

PER	POST DATE	AMOUNT	CARRY FORWARD	VDR NAME/ITEM DESC	COMMENTS
2	02/10/2026	3,636.40	N	CERTIFIED TRAVEL MEDIA LLC	KC VisitorFun Digital Signage
2	02/19/2026	47.88	N	META PLATFORMS INC	Ad for the Soccer grants avail
2	02/19/2026	1,995.00	N	TRUE WEST PUBLISHING INC	Mar-Apr 1/2 Ad
3	03/05/2026	1,845.00	N	SIMPLEVIEW WORLDWIDE INC	March-May Ad on TravelKS.com
3	03/12/2026	607.95	N	E & M CONSULTING INC	KSAE Spring Issue Ad
3	03/13/2026	985.00	N	OGDEN PUBLISHING	Kansas Magazine Ad
4	04/03/2026	2,400.00	N	CERTIFIED TRAVEL MEDIA LLC	Map: 2026 Kansas City
3	04/03/2026	1,333.33	N	MADDEN PREPRINT MEDIA LLC	GOOGLE SEM - GENERAL LEISURE
4	04/10/2026	1,525.00	N	NPG NEWSPAPERS INC	Digital Marketing Display
4	04/10/2026	2,170.00	N	NPG NEWSPAPERS INC	Retail Ad & Digital Marketing
4	04/23/2026	2,500.00	N	PROFESSIONAL SPORTS PUBLICATIONS	2026 KC Royals Yearbook Ad
5	05/05/2026	240.00	N	STATE OF KANSAS	State Visitor Guidebook Listin
5	05/07/2026	1,050.00	N	NPG NEWSPAPERS INC	Targeted Display Marketing Cam
5	05/14/2026	575.00	N	KANSAS ELECTRIC COOPERATIVES INC	Color Ad 1/6 Page
5	05/29/2026	2,500.00	N	CERTIFIED TRAVEL MEDIA LLC	KC VisitorFun Digital Sign Jun
6	06/05/2026	985.00	N	OGDEN PUBLISHING	Kansas Magazine Ad
6	06/05/2026	1,845.00	N	SIMPLEVIEW WORLDWIDE INC	Advertising on TravelKS.com
6	06/11/2026	975.00	N	CHERRY ROAD MEDIA INC	Discover Kansas Northeast Mag
6	06/12/2026	400.00	N	NEI-TURNER MEDIA GROUP INC	Midwest Meetings Ad
6	06/17/2026	2,345.00	N	FAMILY MEDIA GROUP INC	2026 KC Going Places Magazine
6	06/26/2026	2,500.00	N	PROFESSIONAL SPORTS PUBLICATIONS	2026 Chiefs Yearbook Ad
6	06/26/2026	607.95	N	E & M CONSULTING INC	KSAE Summer Issue 2026 Ad
6	07/10/2026	806.95	N	E & M CONSULTING INC	2026 KSAE Member Directory Ad
8	08/13/2026	2,500.00	N	CERTIFIED TRAVEL MEDIA LLC	NRS KC VisitorFun Digital Sign
8	08/13/2026	1,363.60	N	CERTIFIED TRAVEL MEDIA LLC	KC VisitorFun EB Banner Ad & E
		37,739.06			

2027 Visitors Guide

This year's guide again will be published by NPG Newspapers of St. Joseph, Missouri. In the past, they have covered the entire cost of the publication through advertising revenue. They will be selling ads again to offset the cost, but due to various factors — including increased printing costs and advertiser sentiment regarding print products — I do not anticipate that revenue will cover the entire cost of printing.

NPG Newspapers offered greater credit for advertising sold in addition to lower printing cost.

Based on an example of 25,000 copies printed ith \$10,000 worth of advertising sold:

Company.	Printing Cost. . .	Advertising Credit toward printing.	Final Cost to CVB
NPG Newspapers . . .	\$23,530	\$10,000	\$15,530
Cherry Road.	\$31,150	\$2,000	\$29,150

Notable in last year's guide: the inside back cover was a full-page ad sold to Holladay Distillery in Weston, Missouri. This was roughly a \$2,000 offset, which was somewhere between 5 and 10 percent of the printing cost. I am not comfortable with that presence from an out-of-market attraction/business that could be viewed as competing with businesses, attractions, or experiences in Leavenworth.

I have encouraged NPG Newspapers to sell smaller spots into a day-trip section of the 2027 Guide that could encourage folks to use Leavenworth as a base camp for visits to Weston or Atchison, but to be more cautious about large ads. My position is that I would be OK with full-page ads from something that doesn't directly compete — such as the Chiefs, Royals or Kansas Speedway — but could be part of a Leavenworth stay, if those types of businesses chose to opt in.

This and future website revisions also move into the potential area of a partners program like some of the larger DMOs have. For instance, we are a partner of Visit KC (Missouri). Any lodging or attraction entities within Leavenworth County that are not in the city or paying Transient Guest Tax could in the future be asked to pay for services of promoting them.

Website Update

The Leavenworth CVB and the City of Leavenworth will be updating its websites with CivicPlus, the company that provides the current service. Leavenworth CVB ideally will operate as a subsite with more flexibility from the city website design.

If you see elements of a website elsewhere that you would like to see incorporated into VisitLeavenworthKS.com, let me know.

The new platform hopefully will allow more video imagery and impactful photos.

Rebrand

The Leavenworth CVB and the City of Leavenworth also will be moving toward a rebrand in the coming months that can provide an update of the CVB logo and possibly new taglines.

The current logo dates back to around 2014 and is overdue for a refresh. The colors and fonts were created by Brand Genie, an automated branding kit.

I don't know a start date on this but I anticipate it will include community forums and multiple rounds of revisions and proposals before the conclusion. If there are members of this Committee that would like to be involved in shaping the rebrand by providing feedback and participating in future meetings related to this project, let me know.



CVB Grant Program

A quick recap of where the Grant Program stands for this year. The budget for that line was \$60,000, including additional funds for the World Cup-related programs. It also includes Three Mile Creek cleanup grants.

Reimbursements made outside of those programs include:

Leavenworth County Historical Society	9/11/2026	Celebrate Women	\$1,000
Leavenworth Main Street	9/11/2026	Various Events	\$5,000
Richard Allen Cultural Center	6/26/2026	Marketing Efforts	\$3,000
Leavenworth Historical Museums Assoc.	4/20/2026	Taste of Leavenworth	\$3,000
Leavenworth Main Street	2/17/2026	Holiday Open House	\$1,500
Leavenworth County Historical Society	1/29/2026	Vintage Homes Tour	\$1,000
Leavenworth County Historical Society	1/29/2026	Sprit of the Buffalo	\$3,544
Total reimbursed so far			\$18,044

For the August Grant Cycle, we had nine applicants seeking \$37,200 in financial support while we planned to award \$15,000. We moved the Main Street Program's pitch for a KCTV5 Holiday Campaign to Promotional Advertising because any award required an additional match from CVB, essentially making it an \$11,000 project.

With the eight remaining, three were denied funding: the Charm Hunt, which took place later that same month; Summer Spirit Festival, set for June of 2027; and the Lions Club Outhouse Races, which might be dependant on what happens with the city funding for the Buffalo Bill Wild West Fest in June of 2027.

We received pushback on one of those. The committee had various reasons for not funding the Charm Hunt, but among mine was that awarding funds to an event was taking place so close to the application deadline and award notification did not allow ample time for that event to implement an approved marketing plan but merely be reimbursed for what they had already done.

Other than that, I think there are questions about whether the goals of the Grant Program is defined well enough: Are we funding largely community events for locals to attend? Are we focused on out-of-town visitors? How do we ask for applicants to measure that beyond good vibes?

Do we aim to fund marketing to wide audiences? Do we wish to support the operations and expenses of niche events with a built-in audience (such as pageants, group conferences and events)?

Our current application asks about job development, which probably is not pertinent to the large majority if not all applicants.

I am including some information on other grant programs that I have been familiar with or just in researching what some programs do. Many are now online-only with their application forms, which makes it harder to copy items into a print presentation.

I believe we should look at appointing a committee to analyze the goals of this program and how we shape an application form that articulates those goals.

Some other things to consider:

- A scoring rubric.
- Provide Leavenworth CVB with photos and/or videos along with their AAR for our future use.
- Provide Leavenworth CVB with marketing materials that demonstrate use of our logo(s) with AAR.

Leavenworth CVB August 2026 Grant Cycle

APPLICANT	BUDGET	REQUEST	AWARD
Richard Allen Cultural Center & Museum	\$ 16,494.00	\$ 5,000.00	\$ 4,150.00
Leavenworth Charm Hunt	\$ 4,200.00	\$ 2,500.00	\$ -
Leavenworth Lions Club (Outhouse Races)	\$ 3,000.00	\$ 2,500.00	\$ -
Summer Spirit Festival	\$ 6,500.00	\$ 5,000.00	\$ -
Miss Kansas Volunteer Pageant	\$ 25,000.00	\$ 2,200.00	\$ 2,200.00
HASSDA (Heartland Square Dance)	\$ 12,550.00	\$ 5,000.00	\$ 4,150.00
First City Museum	\$ 5,660.00	\$ 5,000.00	\$ 2,000.00
Leavenworth Historical Museum Assoc.	\$ 11,098.56	\$ 5,000.00	\$ 2,500.00
Leavenworth Main Street Holiday Ad Program	\$ 22,500.00	\$ 5,000.00	\$ -
TOTALS		\$ 37,200.00	\$ 15,000.00

(Leavenworth Main Street Holiday Ad Program request moved to Promotional Advertising budget line due to requirement for additional CVB funding for a total of \$11,000.)

Johnson County (WY) Tourism Grant Program

Evaluation Criteria

Applications will be assessed using a transparent scoring rubric. Points will be awarded for each category using the criteria listed below, with higher scores awarded for greater economic impact and lodging potential. The awarded points will be multiplied by the assigned weight for each category to derive a total score. The maximum total score is 300 points.

Category	Point Range	Weight	Criteria
Budget Detail	1-4	x10	4 = Full, detailed budget with quotes, estimates; 1 = Minimal or incomplete information
Event/Brand Reach	1-4	x20	4 = National, multi-state reach; 1 = Local reach only
Lodging Impact	1-4	x30	4 = 100+ room nights; 3 = 75-99 room nights; 2 = 50-74 room nights; 1 = <50 room nights
Visitor Volume	1-4	x20	4 = Thousands of people over multiple days; 3 = Thousands for single day or hundreds for multiple days; 2 = 100+ for a single-day event; 1 = Fewer than 100 or no estimate or proven history
Recognition of JCTA	1-4	x10	4 = Marketing plan shows how JCTA will be showcased in media; 3 = JCTA is part of larger sponsor group; 2 = Limited marketing materials to recognize JCTA; 1 = No plan provided to recognize JCTA

Higher priority: A higher priority will be considered for off-season events, new events, multi-day events, and established event growth.

Post-Event Requirements

Recipients must submit the following within 30 days of event completion:

- A Post-Event Report summarizing event results and attendance
- Documentation of visitor origin, lodging data, and estimated room nights
- Marketing and outreach data such as impressions, ad reach, or engagement statistics
- Invoices and receipts
- Attendee survey results and performance metrics
- Media sample or screenshots of campaign delivery
- Any additional information requested by JCTA as part of the grant award
- Failure to submit complete post-event documentation may result in funding reductions, ineligibility for future JCTA funding and/or repayment of any advance funds.

Visit Billings, Montana

Application scoring

Each application will be scored using identical criteria and can earn a maximum of 120 points. The point distribution is as follows:

Maximum 30 Points – New room nights generated

Maximum 15 Points – Event taking place in value season (June-December)

Maximum 10 Points – New event

Maximum 30 Points – Application responses

Maximum 20 Points – Budget Plan

Maximum 10 Points – Basic Marketing Plan

Maximum 5 Points – Event Planning Timeline

Online application: <https://www.visitbillings.com/tbid-and-partners/tbid-grant-application/>

McPherson KS CVB

Grants will be issued on a sliding scale including up to \$500 for a one-day event; up to \$750 for a two-day event; and up to \$1,000 for a three-day event. Grant amounts cannot exceed more than 50 percent of total event costs.

- 1) Submit grant application at least 90 days prior.

IV. Rating Criteria and Process

The Campbell County Lodging Tax Joint Powers Board will review all grant applications based on the following scoring criteria, with particular emphasis on overnight stays and the event's potential to generate lodging tax revenue. The scoring system has been adjusted to reflect the focus on overnight accommodations and the capped budget.

Each application will be evaluated based on a 50-point scale.

TOURISM DEVELOPMENT	•Overnight Stays (5 points): The applicant must demonstrate a strong potential to attract out-of-town visitors who will stay overnight in Campbell County. This includes realistic estimates of out-of-town attendees, room nights booked, and an overall plan to encourage lodging in the county. •Economic Impact (5 points): Does the event contribute to local businesses, particularly in lodging, dining, shopping, and transportation? Evidence of how the event generates additional sales tax, lodging tax, or other economic benefits will be scored highly. •Market Reach (5 points): How well does the program or event target key audiences that would travel to Campbell County? The application must outline how the event will be marketed to encourage visitors from outside the area. •Filling Non-Peak Periods (5 points): Does the event help to attract visitors during typically low-traffic periods in Campbell County? Preference will be given to events that boost tourism during off-peak seasons. •Appeal to Visitors (5 points): Does the event enhance Campbell County's image as a desirable destination for tourists? Applicants should demonstrate how the event will attract visitors beyond Campbell County and potentially create a repeat visitation cycle.	25 POINTS	
PROGRAM/ PROJECT OR EVENT EVALUATION	• Alignment with Visit Gillette-Wright's Mission (5 points): The event must align with the mission of Visit Gillette-Wright, which is to promote the county as a desirable tourist destination. • Event Feasibility and Planning (5 points): Does the application provide clear and realistic goals, objectives, and a reasonable budget? A clear connection between requested funding and intended outcomes is critical. • Eligible Expenses (5 points): Does the grant request meet the criteria for allowable expenses, including promotion, marketing, lodging incentives, event production, and other directly related costs? Funds should be used to create or enhance the event's ability to attract visitors and increase overnight stays. • Overnight Lodging Plan (5 points): Does the application include a clear and actionable plan to encourage overnight stays in local accommodations? Events that demonstrate a solid strategy for securing local lodging will be rated higher. • Evaluation of Outcomes (5 points): Applicants must detail how the event will be evaluated post-event, particularly regarding its impact on overnight stays, visitor spending, and overall success. A clear method for tracking and reporting event outcomes will receive full points.	25 POINTS	

GRANT FUNDS ARE MADE POSSIBLE BY THE CAMPBELL COUNTY LODGING TAX.

Total Points Score & Funding Range: 46 – 50: \$2,500 – \$3,500; 41 – 45: \$1,500 – \$2,500; 31 – 40: \$500 – \$1,500; Less than 30: \$0 – \$500

Newton Event and Tourism Reimbursement Grant Application Evaluation Rubric

Name of Applicant: _____

Event Title: _____

Date Received: ____/____/____

Date Received: ____/____/____

Funds Requested: \$ _____

Funds Awarded: \$ _____

Scoring Category	3 (Highest)	2	1 (Lowest)
Lodging Need	Multiple hotel rooms will be used for the event and have been secured in Newton and/or arrangements have been made with a local hotel.	Hotel rooms needed for the event but applicant has not communicated with local hotels.	No hotel rooms will be needed.
Newton CVB Recognition	Applicant specified how Newton CVB will be recognized on printed material and other advertising as a sponsor.	There are Newton CVB recognition opportunities with the event, but the applicant did not give any specifics.	Newton CVB will not be recognized in any way.
Event Influence on Newton	Event will have notable impact on the Newton economy through support of local businesses (dining, lodging, gas, etc) and event could be a reoccurring event with the prospect of growth.	Event will have slight impact on the Newton economy; event could be reoccurring but uncertain at this time.	Event will have little to no impact on the Newton economy.
Number of Visitors to Newton	Large number of visitors possible; spending more than 1 day in Newton and include an overnight stay.	Moderate number of visitors to Newton, mostly daytime visitors.	No estimate or documentation on the number of visitors to Newton.
Event Description	Event purpose and goals are clearly described; event meets multiple criteria points outlined in guidelines.	Event purpose and goals are stated, but could use more details; event meets only one of the criteria points outlined in guidelines.	Event purpose is unclear or does not address the mission of Newton CVB.
Budget	Budget is complete and contains all required information. Event clearly relies on grant to be successful.	Budget complete but is not cost efficient. Event does not rely on grant for success.	Budget lacks required information and/or event success does not rely on grant.

Total Score: _____