

2011 City Council Tourism Report

2011 Events in Kirksville

Miss Northeast Missouri Counties Pageant (advertising partnership recipient)
First Year Medical Student Conference (100 Welcome bags)
2011 Bridal Expo
Farm to School Conference (150 Welcome bags)
4 Truman Visit Days (Welcome table)
KIRX/KRXL/KTUF Ag Show
State Forestry Conference (100 Welcome bags and set up welcome table)
St. Patrick's Day Festival
Central College choir visit (provided key chains and brochures)
Chamber Spring Expo (welcome table)
Truman Visit Day (welcome table)
KV Classic (advertising partnership recipient and provided welcome bags)
Rotary District conference (provided 400 welcome bags, provided walking and driving tours)
Truman Softball Invitational Tournament (provided welcome bags for coaches)
Civil War Recreated
Loretta Lynn National Qualifying MX race (provided group rates for hotel rooms)
Group Studies Exchange from France (set up 3 days of tours)
Round Barn Blues (GSE team attended)
Moonlight Bike ride (set up tent and worked event)
Taste of Home Cooking School (had booth at event and took ticket and welcomed attendees)
Texas Golf Group (provided 16 welcome bags)
KLI Tourism Day (spoke about tourism, escorted tour, drove pontoon boat)
SPBGMA Bluegrass Festival
8 Freshman Orientations at Truman (set up and worked welcome table)
Taste of Truman (Advertising partnership recipient, provided 40 welcome bags, group rates)
AP Institute in June (provided 150 welcome bags)
USAWA National Championship (advertising partnership recipient)
Class of 1976 reunion (helped with planning)
Red, White and Blue Festival
AP Institute in July (provided 150 welcome bags)
NEMO Fair (worked gate, drove golf cart)
Illinois High School Councilors (welcome table at event)
Business and Professional Women's Conf. (provided 35 welcome bags)
Civil War Commemoration (wrote scripts for performance, organized costume contest emceed)
Business Women of Today Conference (provided 50 Welcome bags)
Class of 1951 reunion (provided welcome bags, gave bus tour of Kirksville)
Class of 1956 (created history trivia game, provided 70 welcome bags)
Senator Blunt Round Table meeting
Thunder Ridge Motor cross race
NEMO Triathlon (advertising partnership recipient)
Missouri Meat Cutters Association Meeting (group rates, 60 welcome bags)

Kirksville Air Festival
Greater Missouri Leadership Challenge
Kirksville Tae Kwon Do Tournament (advertising partnership recipient)
ATSU Founder's Day
Red Barn Arts and Crafts Fair (advertising partnership recipient)
Sunset bike ride (tent and registration table)
Kirksville Bacon Festival
Young Farmer's Tractor Pull (advertising partnership recipient)
Truman Homecoming
Scottish Highland Games (advertising partnership recipient)
Small Business Round Table with State Treasurer Clint Zweifel
Remembering Our Fallen of Missouri Exhibit
Deer season (helped Conservation Agent Marsha Jones with share the Harvest)
Livestock Symposium (had booth at tradeshow)
Christmas in Kirksville Open House
Christmas Heritage Treats and Tunes

2011 Conferences, Tradeshows and Seminars

Chamber Day at the Capitol – Jefferson City
Chariton Valley Tourism Region meeting – Macon
Small Market Webinar
DED meeting – Truman campus
Go Green Forum – Kirksville
Tri-state Summit Tourism meeting – Hannibal
Hospitality and Economic Development Strategy meeting – Marshall MO
Hosted booth at Spring Expo – Kirksville
Kirksville Day at the Capitol – Jefferson City
Civil War Sutters Row meeting – Kirksville
Ottumwa Golf Tournament – Ottumwa IA (hole sponsor and booth)
Advertising guru seminar – Kirksville
On-line reputation lunch and learn
Airport partnership meeting – St. Louis
Marketing Seminar – Lake of the Ozarks
Group Leaders of America Tradeshow – Kansas City
Missouri Travel Council Board meeting – Lake of the Ozarks

Number of tourism brochures and information mailed

2500 brochures sent to 8 state welcome centers
2059 brochures mailed to individuals from phone, email, and reader service requests

Advertising

Missouri Travel Guide print copy
Missouri Travel Guide electronic ad on VisitMO website
www.visitkirkville.com website
Midwest Traveler (March/April issue, 308 mailing labels and leads generated)
AAA Living (March/April issue, 76 mailing labels and leads generated)
I-70 East bill board (near Wright City) – 6 months
North American Directory for Knights Inn and Super 8
Cape Air ticket promotion (\$10 off ticket totaling \$2760)
Columbia Missourian (Missouri Escape section)
Fox 15 KYOU Television ads
Missouri Life magazine
AAA Living (May/June issue 49 mailing labels and leads generated)
Kirkville Daily Express
NEMO mule show sponsorship and ad in program
Day Tripper magazine
Sports Destination magazine
Learfield news Missouri net radio
Midwest Traveler (Sept./Oct. issue 74 mailing labels and leads generated)
AAA Living (Sept./Oct issue 106 mailing labels and leads generated)
Midwest Living contest (1110 mailing labels and leads generated)
Patriotic Productions (Veterans exhibit sponsorship)
KLTE Bott Radio network
Columbia Tribune Holiday issue
Remembering the /fallen fliers and programs
Visitor guides
Fall rack cards
Holiday rack cards

Advertising Partnership

KV Klassic Basketball Tournament
Truman State University Taste of Truman
USAWA National Championships
Scottish Highland Games
Red Barn Arts and Crafts Fair
Adair County Young Farmers
NEMO Triathlon
Kirkville Air Festival
Tae Kwon Do Tournament

Promotional Items

Kirksville Banners for light poles on Baltimore Street and on Franklin Street
Pens
Water Bottles
Welcome bags
Key chains
Hotel magnets
Seasonal rack cards

Public Relations

Spoke on KLTE 8 times
Spoke on KIRX Area Scene 9 times
Spoke at Women's Leadership conference at Truman
Spoke to City Council
Interview by Truman Student for the Index
Interview by Kirksville Daily Express
Calendar of Events for Missouri Life Magazine
Received Still Spirit Award and attended banquet
Spoke at Quota Club re: Taste of Home
Spoke at KLI Tourism Day
Spoke at Truman Staff Development Day
Provided 1400 magnets and brochures to Truman admissions
Wrote tourism columns for Chamber Newsletter
Provided welcome bags for Truman Faculty orientation
Drafted itineraries for visitkirksville.com website
Article in Sports Destination magazine
Spoke at Rotary re: Civil War Commemoration
Spoke at Civil War Commemoration
Chamber golf tournament (hole sponsor and welcome table)
ATSU orientation (welcome table)
Tourism orientation for hotel employees
Activity Fair at Truman
Highway 63 Opening Ceremony (planning committee and welcomed attendees)
Provide 5 tours for potential Truman faculty members
Helped with Truman Career Day
Article in Outdoor Life magazine
Interview on KTVO re: Remember the Fallen Exhibit
Spoke about tourism to Kirksville Vocational Class
Christmas Festival of Trees (had tree decorated with Missouri north stars)
Submitted agri-tourism events to AgriMissouri