

Independence Tourism Commission

9th Transient Guest Tax Program Report

October 26, 2020



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Executive Summary

- Independence Tourism Advisory Board Established in 1997
- Became a Commission – 2016



Social Media Influencers Touring Independence
Following City & County COVID-19 Guidelines

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Transient Guest Tax Review

- Original Transient Guest Tax approved in 1970 @ 4%
- Increased in 1979 to 5%
- Increased in 2002 to 6.5%
- Typically Generates Approximately \$1.9 million for Tourism promotion and Tourism related activities
- Affect of COVID-19
 - March – June 2020 tax revenue down 56%
 - July – August revenue down 26%

Current Tourism Commission Members

- Sam Rushay – Chair
- Kris Zerr – Vice Chair
- Vacant – Secretary
- Steve Kohn
- Russ Cannon
- Jodi Krantz
- Michele Shanahan-DeMoss
- John Thornton
- Jen Vitela

Current Operating Status

- Transient Guest Tax solely dedicated to supporting the promotion, operation and development of Tourism in Independence
- Tourism Commission provides oversight for Transient Guest Tax



Marketing & Promotions

- All Direct Marketing was paused in April
- Mid-June resumed targeted marketing for local and 'drive market' visitors
- Focused Campaigns: Outdoors, General & History



Walk in the footsteps of former President Truman. Don't forget to bring your mask when you...

[Visit Independence](#)

[Learn More](#)



Walk in the footsteps of brave pioneers. Feel closer than ever to history in Independence...

[Visit Independence](#)

[Learn More](#)



Discover endless adventure just outside KC. We are keeping our visitors safe in Independence with a mask ordinance.

[Visit Independence](#)



Find your Independence just outside Kansas City! Stay safe with social distancing and plenty of wide-open spaces to explore.

[Visit Independence](#)

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Marketing & Promotions Continued

Show Me Strong Destination Marketing Organization (DMO)

Funding Program

- \$15 Million in Grant Funding under CARES Act (preapproved by MDT)
 - Round 1 - \$55, 998
 - Round 2 - \$1,000,000



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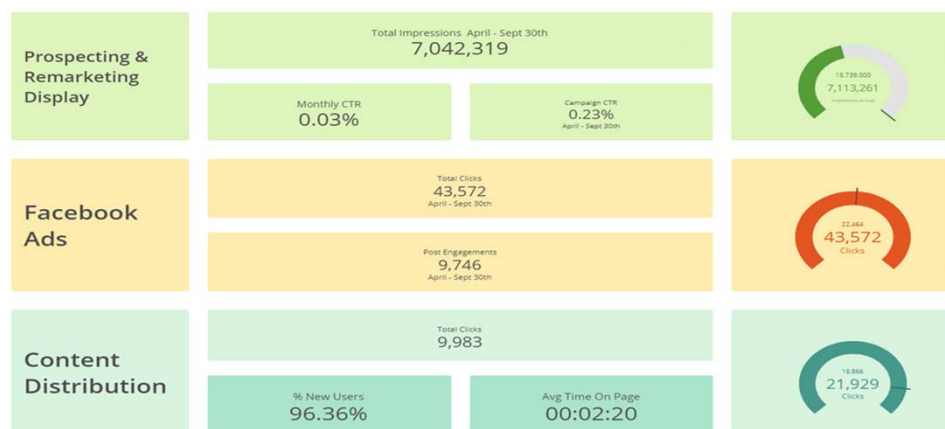
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Marketing & Promotions Continued

Social Media Paid Advertising Campaign Results

(April – September 2020)

- Google Prospecting & Remarketing Display 5,659,221 Impressions
- Facebook Ads 22,676 clicks to VisitIndependence.com
- Native Content Distribution 9,983 clicks to VisitIndependence.com



Tourism Sales & Services

- Assisted with Mass Shelter Planning
- Request for Proposals for Potential Group Conferences
 - Secured 2021 Sunbeam United International Car Show



- Virtual Trade Show Attendance



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Facility & Historic Site Operations

- National Frontier Trails Museum & City-Owned Historic Sites remained closed for 2020 Tourism Season



Historic Site Programs

Private Events



Paranormal Path



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Historic Site Maintenance



In Closing



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