



**City of Leavenworth**  
**100 N. 5<sup>th</sup> Street**  
**Leavenworth, Kansas 66048**

**CITY COMMISSION STUDY SESSION**  
**COMMISSION CHAMBERS**  
**TUESDAY, APRIL 16, 2024 6:00 P.M.**

**Welcome to your City Commission Study Session – Please turn off or silence all cell phones during the meeting**  
*Meetings are televised everyday on Channel 2 at 6 p.m. and midnight and available for viewing on YouTube*

**Study Session:**

1. Semi-Annual Report from Leavenworth County Development Corporation (pg. 02)
2. Semi-Annual Report from Leavenworth Public Library (pg. 03)
3. Semi-Annual Report from Leavenworth-Lansing Chamber of Commerce (pg. 04)
4. Semi-Annual Report from Convention & Visitors Bureau (pg. 05)

**STUDY SESSION POLICY REPORT  
SEMI-ANNUAL REVIEW  
PRESENTATION BY  
LEAVENWORTH COUNTY DEVELOPMENT CORPORATION**

**APRIL 16, 2024**

Lisa Haack, Executive Director with the Leavenworth County Development Corporation (LCDC) will provide an update to the City Commission.

**STUDY SESSION POLICY REPORT  
SEMI-ANNUAL REVIEW  
PRESENTATION BY  
LEAVENWORTH PUBLIC LIBRARY**

**APRIL 16, 2024**

Matt Nojonen, Library Director of the Leavenworth Public Library will provide an update to the City Commission.



**STUDY SESSION POLICY REPORT  
SEMI-ANNUAL REVIEW  
PRESENTATION BY  
LEAVENWORTH-LANSING CHAMBER OF COMMERCE**

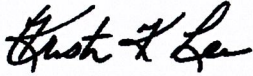
**APRIL 16, 2024**

Jen Anders, President/CEO of the Leavenworth-Lansing Chamber of Commerce will provide an update to the City Commission.



**Policy Report**  
**Leavenworth Convention and Visitors Bureau – Semi-Annual Report**  
**April 16, 2024**

Prepared By:



---

Kristi Lee  
CVB Manager

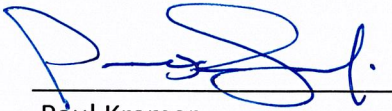
Reviewed By:



---

Penny Holler  
Assistant City Manager

Reviewed By:



---

Paul Kramer  
City Manager

**BACKGROUND:**

Leavenworth Convention and Visitors Bureau (CVB) Manager Kristi Lee will provide an update of activities and operations of the CVB.



Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

# LEAVENWORTH CONVENTION & VISITORS BUREAU

## 2023 YE Review and 1st Qtr 2024

*April 16, 2024*



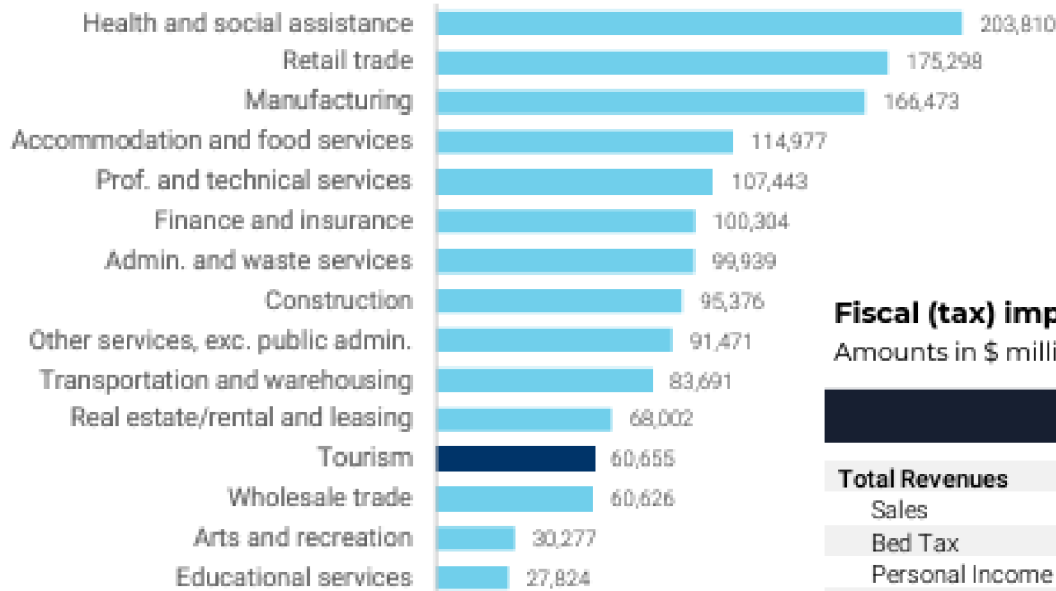


# KANSAS TOURISM



## Employment in Kansas, by major industry

Amounts in number of jobs



Source: Tourism Economics

The number of jobs directly supported by visitor spending grew 6.3% in 2022, reaching 60,655 jobs in Kansas. Employment supported by visitor activity increased by 3,600 jobs. With the increase, the number of jobs directly supported by visitors rebounded to 92% of pre-pandemic levels. Nationwide, employment is only at 88% of pre-pandemic levels.

# Economic Impact Findings

Visitor spending, supporting jobs, income, and business sales, generated \$1.4 billion in government revenues.

State and local taxes alone tallied \$777 million in 2022.

Each household in Kansas would need to be taxed an additional \$660 to replace the visitor-generated taxes generated by visitor activity in Kansas and received by state and local governments in 2022.

## Fiscal (tax) impacts

Amounts in \$ millions

	State	Local
<b>Total Revenues</b>	<b>\$372.0</b>	<b>\$404.9</b>
Sales	\$274.7	\$84.6
Bed Tax	\$0.0	\$55.7
Personal Income	\$62.9	\$0.0
Corporate	\$14.0	\$0.0
Social Insurance	\$3.1	\$0.0
Excise and Fees	\$17.1	\$15.0
Property	\$0.0	\$249.6

Source: Tourism Economics

Tourism supported revenues to state government were \$372 million in 2022. The majority of state revenues are from sales taxes with income, excise & fees, and corporate taxes from visitor activity together adding \$94 million to state coffers. Local tax revenues from visitor activity provided \$405 million to local governmental authorities with property taxes, bed taxes, fees, and sales taxes supporting local governmental revenues.

# KANSAS TOURISM

## Kansas Tourism Earns Four Marketing Awards

North American Travel Journalists Association (NATJA) recently announced that Kansas Tourism received four awards in the 32nd Annual NATJA Awards Competition. The four awards presented to Kansas Tourism include Destination of the Year Award, Creative Marketing Campaign, Gold Award, Destination Video, Bronze Award, and Travel Guide, Honorable Mention Award.

## Millions earmarked for statewide airport improvement project



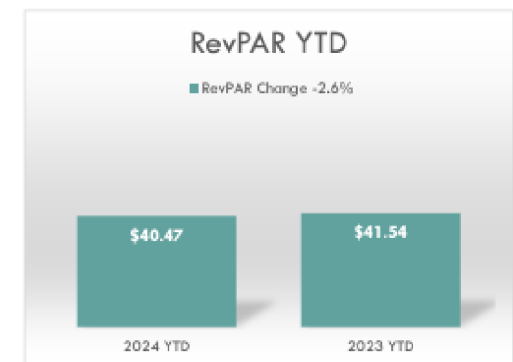
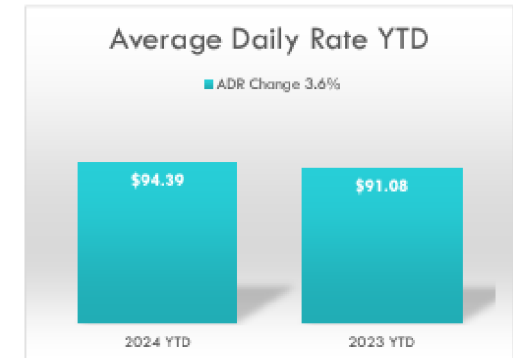
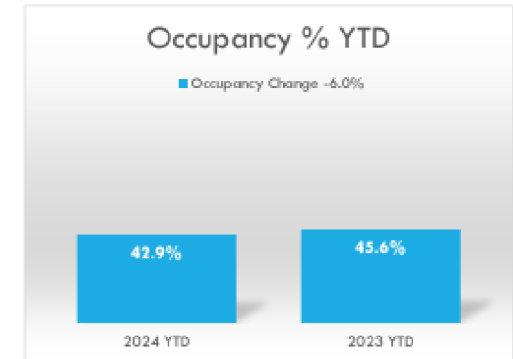
Governor Laura Kelly announced that 58 projects at 37 airports have been selected to receive \$14.3 million through the Kansas Airport Improvement Program (KAIP). The Kansas Department of Transportation's Division of Aviation received 135 applications seeking more than \$84 million for projects in this round of KAIP grants. The selected projects focus on pavement preservation, safety, and air ambulance accessibility.

## Kelly Names New Wildlife Secretary



Gov. Laura Kelly named an assistant director at the Missouri Department of Conservation as the new secretary for Kansas parks and wildlife. Kelly tapped Chris Kennedy to replace Brad Loveless, who is retiring officially in April. Kennedy will start in his acting role on March 18. His appointment will need to be confirmed by the Senate

## State Occupancy





# LEAVENWORTH STATS YE

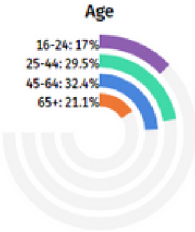


	Unique Visitors	Total Trips	Avg. Length of Stay
2019	245,211	487,642	2.4
2020	164,974	369,618	2.5
2021	151,192	367,389	2.7
2022	192,927	448,762	2.9
2023	174,182	453,516	2.6

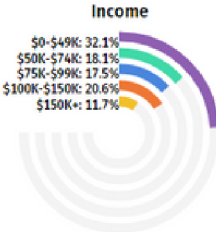
## Top Markets

City	Visitor Days
Manhattan, KS	33,836
Wichita, KS	20,658
Saint Louis, MO	10,661
Chicago, IL	9,523
Omaha, NE	8,402
Springfield, MO	7,945
Paola, KS	7,883
Pittsburg, KS	7,880
Junction City, KS	7,750
Harrisonville, MO	7,475
Indianapolis, IN	6,655
Louisburg, KS	6,597
Topeka, KS	6,374

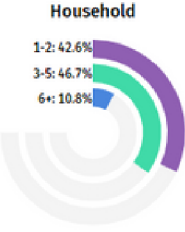
Top Age Group



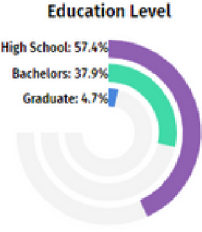
Top Income Level



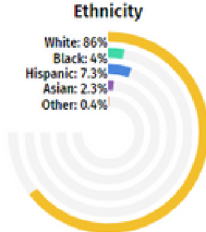
Top Household Group



Top Education Level

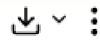


Top Ethnicity



# LEAVENWORTH STATS YE

Visitor Days by Length of Stay



- 1 Day 41.6%
- 2 Days 12.4%
- 3 Days 9.82%
- 4 Days 7.62%
- 5 Days 6.23%
- 6+ Days 22.3%

Cluster

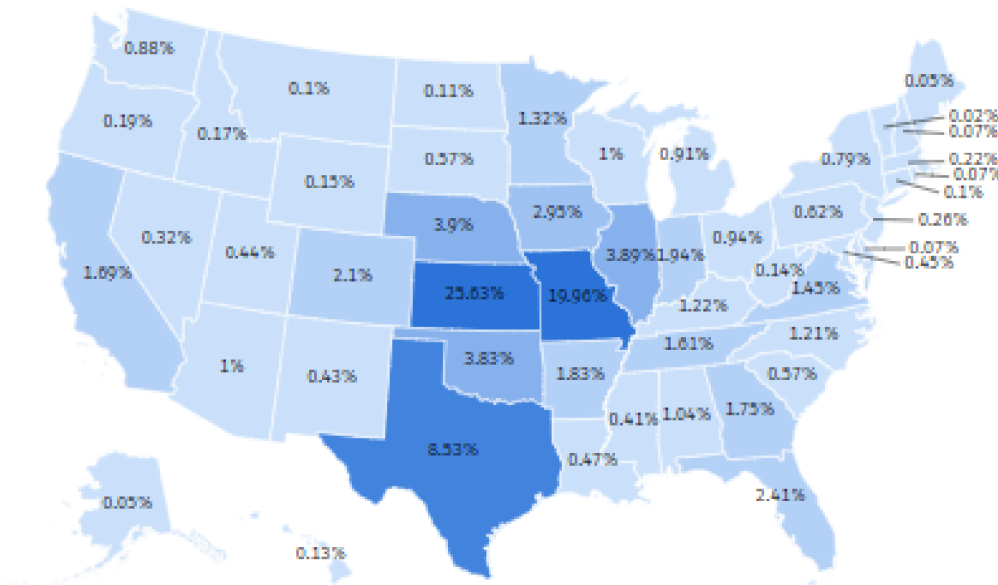


Visitation

Cluster	Trips
Leavenworth KS	452,828
Leavenworth Downtown Area	85,684
Lodging	55,886
Attractions	41,537
Meeting Venues	31,845

## POI Visitation

POI	Trips
Leavenworth KS	452,828
Leavenworth Downtown Area	85,684
Universtiy of Saint Mary	23,880
Fairfield Inn and Suites Leavenorth	14,994
Home2 Suites by Hilton Leavenworth	13,036
Leavenworth National Cemetery	11,679
Holiday Inn Express	7,915
Chapel of the Veterans	7,908
Hampton Inn Leavenworth KS	6,306
Leavenworth Landing	6,143
TownePlace Suites by Marriott Leavenw...	5,387
Great Life Golf and Fitness	4,425







		Occupancy	Supply
<b>Occupancy</b>	2019	64.5%	131,765
	2020	53.0%	131,765
	2021	59.2%	131,765
	2022	60.2%	145,270
	2023	63.9%	145,270

		ADR	RevPAR		
<b>ADR</b> Average Daily Rate	2019	\$108.30	<b>RevPAR</b> Revenue Per Available Room	2019	\$69.81
	2020	\$105.46		2020	\$55.95
	2021	\$105.68		2021	\$62.59
	2022	\$109.38		2022	\$65.85
	2023	\$117.29		2023	\$74.95

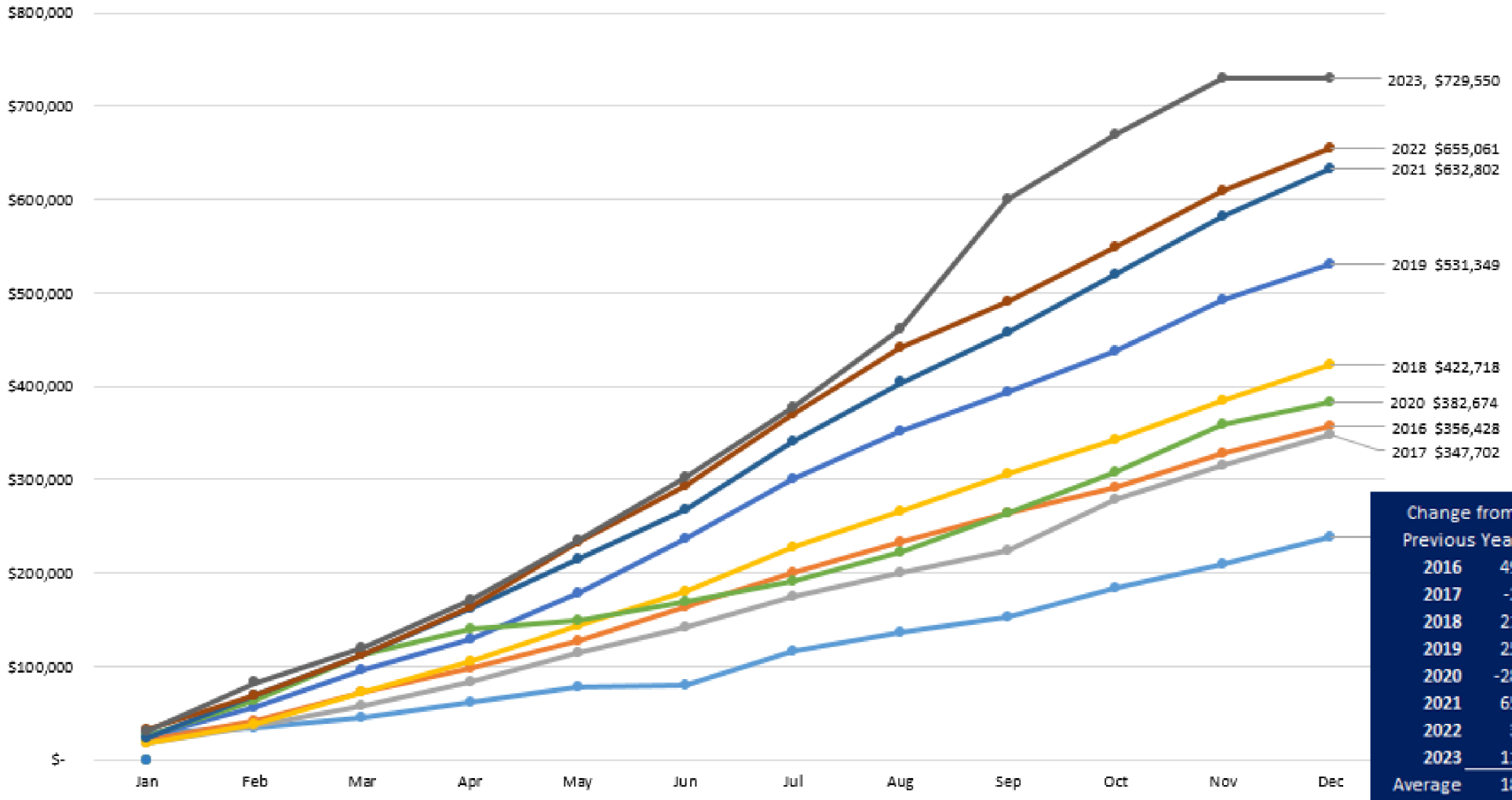
		Revenue	Room Nights
<b>Revenue</b>	2019	\$9.2M	84,933 room nights
	2020	\$7.4M	69,902 room nights
	2021	\$8.2M	78,033 room nights
	2022	\$9.6M	87,463 room nights
	2023	\$10.8M	92,835 room nights

		Local TGT Collected	Room Nights	
<b>Local TGT Collected</b>	2019	\$531K	61,326 room nights	*Approx. 16.25% of room nights sold in 2023 were TGT exempt
	2020	\$383K	45,358 room nights	
	2021	\$633K	74,849 room nights	
	2022	\$655K	74,861 room nights	
	2023	\$729K	77,751 room nights	

2019-2023 Figures based on: Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace.

2022-23 figures based on: Fairfield, Hampton, Home2, TownePlace, EconoLodge in place of Lvn Local - not reporting

### Transient Guest Tax by Year



# LEAVENWORTH STATS



## Visitor Guidebook

Distributed 13,287 visitor guidebooks for 2023. They are distributed through travel centers, local delivery, hotels, trade-shows, direct inquires, on line inquires, walk ins, and RFCC lobby.



## Group Tours and Meetings

We hosted a total of 13 group tours and 3 meetings for a total of 543 people in attendance with a direct spend of \$12,806.50.

Day trips 543 pp x \$149 daily spend = \$80,907.00



## Website Stats –G4 updates

**Pageviews** 91,123      **Unique views** 77,042

### Top Referrals:

TravelKS.com, LeavenworthKS.org, LeavenworthCounty.gov



## Print Ads/Digital ads

Placed 26 print ads, with a distribution of 3.4 million publications

6 Digital Banner ads with the State Office of Tourism, & SEM marketing campaign with Madden Media.



## Events E-Newsletter

emailed to over 1,874 subscribers twice a month with an average open rate of 29%



## Social Media

Facebook, Twitter, Pinterest, and Instagram have over 8,939 followers. A 3% increase over last year.



# LEAVENWORTH '24 UPDATES



## **Travel Writers**

Leavenworth has invited two travel writers to Leavenworth so far this year. Bill on the Road and One Delightful Life. Bill Clevlen with Bill on the Road will be here for two full days in May and will also be shooting a video for us to use throughout the year. Vanessa Whiteside will be here in June. She will also be visiting two other communities, Bonner Springs and Atchison as members of the NEKS Tourism Region co-op.



## **Open Position**

The CVB has our P/T Admin position open. Katherine Criscione accepted a full time position with our Planning and Zoning department.

We have offered the position to Lanette Carder, she has accepted and will start her position on April 4th.



## **Co-op Marketing**

Leavenworth CVB works with several organizations on co-op plans. I-70 Assoc., KCRDA, NEKS, & others. Through KCRDA we have 6 different trips to choose from using the Otocast App. Leavenworth has had 191 CTR to our locations on the app. This summer we will be adding one more stop: KC Outdoors.

# LEAVENWORTH '24 UPDATES

\*Sign up for our new Stakeholder E-Newsletter at: [cvb@firstcity.org](mailto:cvb@firstcity.org)

**Explore LEAVENWORTH**  
**BE A TOURIST IN YOUR OWN BACKYARD**  
**WIN PRIZES AND HAVE FUN TOO!**

The CVB is pleased to present the "Be a tourist in your own backyard" passport. Simply visit all offices listed and turn in your finished passport to the CVB office for your prize: your choice of wine, a coffee mug, tumbler, organizer and more. On December 15, 2024, all entries will be entered into a drawing for a chance to win a travel package worth over \$250.00. It includes a one-night stay, breakfast, and dinner in Leavenworth KS.

Completed forms into the Convention and Visitors Bureau, located at 100 N. 5th Street, Suite #104, Leavenworth, KS 67558, 2948 Monday - Friday 9 am to 5 pm.

**Carroll Mansion and Museum, 828 5th Ave., Tue. - Sat. 10:30 am to 4:30 pm. \$10, under 5 free. 913.682.7739**

This 1860's Victorian home features elaborate handcrafted woodwork, beautiful stained-glass windows and elegant antiques. This museum also serves as the archive and research center for the Leavenworth County Historical Society.

**C.W. Parker Carousel Museum, 320 S. Esplanade St., Sat. and Sun. 1 pm to 5 pm. \$5, 913.682.0331**

Dedicated to the remarkable story of Charles Wallace Parker, the "Carousel King," take a ride on a restored 1915 carousel made right here in Leavenworth!

## Be a Tourist in your own Backyard

The CVB launched a Museums Passport for one of our campaigns this year. It encourages visitors and residents alike to Be a Tourism in your own backyard and win cool prizes as well. We have had several residents stop in to the office and pick up the form and they were looking forward to visiting some of the museums.

First City of Kansas® [View this email](#)

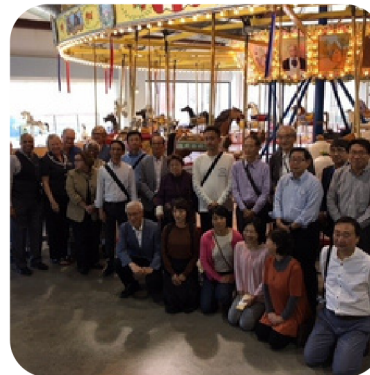
Leavenworth, Kansas

CONVENTION AND VISITORS BUREAU

Newsletter for business owners and other local...

## Stakeholders E-Newsletter

Emailed to over 126 subscribers once month with an open rate of 58%. We have been sending this out for one year.



## Omihachiman Japan Visiting!

Omihachiman high school students will once again visit us this summer.



## 2024 Visitors Guidebook

Hot off the press is the new 2024 Visitors Guidebook. Let us know if you need some copies.



## Wagga Wagga Visiting!

We are very excited about our Sister City of Wagga Wagga Australia visiting us this year. They will be arriving June 19-25, 2024.

# 2024 UPDATES

## TGT Grants: Feb 1, 2024

The Tourism Grant review committee met on Feb 12th and determined the amounts for the grant applications for the Feb 1, 2024 round. We were able to roll over funding from previous unused grants. We funded six organizations for the Feb 1 2024 round.

Richard Allen Cultural Ctr. - \$4,000 - advertising  
LCHS - \$4,000 - signage, museum day, heritage tourism events

Heritage Events Ctr. - \$2500 - Home & Garden Show  
Santa Fe Bike Shop - \$4000 - Gravel Grinder  
First City Film Festival - \$1500 - Film Festival  
Leavenworth Main Street - \$4,000 - advertising

## Group Tours/Meetings

April 22-23	KS Supreme Court	70+
May 13-14	Smith Travel Tours	40+
July 9	Johnson County 50+ Tours	40+
Aug 28	Travel Cat Tours	40+
Oct 18-20	Smoky Hills Trail Assoc. Conf.	60+

## Trade Shows and Conferences 2024

March 17-20	Select Traveler Conference Buffalo, NY
April 13	PAIR Day, Ft Lvn
May 19-25	National Travel and Tourism Week
June 21-24	Military Reunion Network Conference Herndon, VA
July 16-19	Destination Int'l Annual Conference Tampa, FL
Aug 17	PAIR Day, Ft Lvn
Sept 14-15	Kansas State Fair Booth
Sept 24-28	Small Market Meetings St. George, UT
Oct 21-23	Kansas Tourism Conference Olathe, KS

## Calendar of Events

Apr 19-20	Miss Firecracker at the Hollywood
Apr 20	MoTown Review Dinner & Dance
Apr 27	Fort Lvn Post Wide Yard Sale
Apr 27	Spring Clean Out Sidewalk Sale
Apr 27	History Tour Bike Ride - Santa Fe Trails
Apr 28	Stay Fired Up Gravel Grinder
May 1	Touch-a-Truck at the RFCC
May 2	Alive After 5 - 1st Thursdays



Stay Fired Up  
Gravel Grinder  
April 27-28, 2024



# Thank You!



### Email

[cvb@firstcity.org](mailto:cvb@firstcity.org)



### Website

[www.VisitLeavenworthKS.com](http://www.VisitLeavenworthKS.com)



### Address

100 N 5th St. Leavenworth, KS



### Phone

+913 - 758 - 2948