CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2024-603. This Council Bill authorizes the City of Joplin, Missouri, to enter into an Agreement with Downs and St. Germain, a Florida Corporation, to conduct a Tourism Visitor Profile of the Joplin tourism region for not to exceed the price of Seventy-Five Thousand and 00/100 Dollars ($75,000.00), authorizing the City Manager to execute the same by and on behalf of the City of Joplin.

MEETING DATE:

Monday, February 5, 2024

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

ATTACHMENTS:

CB 2024-603 Ordinance; Exhibit A: Request for Proposal 2024-RFP-01: Joplin Visitor Profile; Exhibit B: Agreement between DSG & COJ; Bid Tabulation; and MDT Grant Notice of Award.

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, Director of Finance-Leslie Haase, City Attorney-Peter Edwards, City Manager-Nicholas Edwards

SUMMARY REQUEST:

This Council Bill authorizes an agreement between DSG for conducting a year-long Visitor Profile of the Joplin tourism region for the not-to-exceed price of Seventy-Five Thousand and 00/100 Dollars ($75,000.00). The initial portion of this project, Twenty-Two Thousand Five Hundred and 00/100 Dollars ($22,500.00), is funded through a Missouri Division of Tourism grant.

BACKGROUND:

In the 33-year history of the City of Joplin's engagement in tourism marketing, a detailed Visitor Profile has never been completed. Small, segmented polling has been collected periodically, but all results are pre-pandemic.

The visitor profile must provide data regarding two variables:

1) The impact, data, and activities of guests with a home of origin greater than 70 miles from Joplin (outer market) and
2) the impact, data, and activities of visitors who reside within the 70-mile radius of Joplin but outside Joplin city limits (regional market).

This Profile's analytics, reports, and work products will be used to enhance stakeholder knowledge and improve communication with stakeholders, elected officials, economic development organizations, and community leaders. Additionally, the findings will be used by the Convention and Visitors Bureau and Joplin Sports Authority to sustain existing programs and attract new tourism opportunities.

To positively impact growth across all revenue streams, the Profile should consider how identified visitor travel trends will enhance room nights within the Joplin hotel market and amplify the use of Joplin restaurants and retail businesses.

Gap analysis and research should identify group, leisure, and business tourism gaps, aligning market growth and expansion areas.

All proposals must include the methodology and timeline for completing the scope of work, considering the use of, but not limited to:

- Online survey of visitors
- Self-administered surveys
- Visitor intercepts
- Focus groups or other qualified qualitative panels
- Digital data collection

The contractor shall, at a minimum, answer the following about the Great Joplin Tourism Region:

- Who is visiting Joplin (home location, drive distance)
- Where are the top 25 origins from where these visits come from
- Top modes of travel (car, RV, motorcycle, etc.)
- Length of visit
- Frequency of visit
- Top 25 destinations within the Joplin tourism region
- Visitor demographics (age, race, travel party size, household income)
- Length and style of travel planning
- Seasonal activity
- Visit peaks – seasonal, yearly, monthly, and weekly
- Geographic advantages/disadvantages
- Impact from air travel, with top 25 origins for air travel
- Impact on Joplin-based hotels vs. regional properties
- Impact of vacation rental in the market
- Impact regional casinos have on the market
- Impact sports has on the market
- Travel trends for avoid or consider expanding into

FUNDING SOURCE:

This Visitor Profile is included in the Convention and Visitors Bureau FY2024 budget.

RECOMMENDATIONS:

The CVB Advisory Board and Staff recommend approval of this council bill on an emergency basis.