

Mission

The Missouri Association of Convention & Visitor Bureaus supports and advocates sustainable growth of the tourism industry on behalf of its members.

Objectives and Committees

Legislative

- 1 Educate legislators on the economic benefit of tourism by...
 - a. Annual update of economic impact talking points (February)
 - b. MACVB sponsored event with key leadership in house & senate (Cap. Days)
- 2 Continue to encourage full funding of MDT budget & Co-op program
- 3 Develop subcommittee (2010) to address sunset of RSMO 620 in 2015
- 4 Establish a PAC (Political Action Committee)
- 5 Pair legislators with CVBs

Research

- 1 Comprehensive CVB Comparison Survey (CPA \$2000 every 3 yrs.)
- 2 Lodging tax comparison (by Director annually)
- 3 Solicit members to place their own research on web site (restricted-convention studies, visitor profile, cost per inquiry, etc.)
- 4 Develop electronic research methods
- 5 Communicate the existence of research templates
- 6 Liaison with MDT to publish summaries of their research
- 7 Scholarship for members to attend TTRA (1/2 of registration)
- 8 Incorporate research session (at least one) at annual meeting
- 9 Investigate cost savings co-op opportunity for bureaus (esp. small) to obtain relevant research cost effectively-may be coop grant with state

Member Services

Small Markets

- 1 CVB 101/Mentoring
- 2 Coop marketing tradeshow, advertising, etc
- 3 Top five ideas for meetings (i.e. develop more effective meetings)
- 4 Pursue objectives, find quality co-chairs

TEAMS

- 1 Agreement & Proposal
- 2 Develop Participants (committee)
- 3 Plan tradeshow
- 4 Develop other tradeshow (leisure market, group, RCMA 2011, KCMA)

Member Services

- 1 Allied Services
- 2 Website/E-mail
- 3 Legislative Updates
- 4 Networking
- 5 Educational Discounts/Scholarships
- 6 Research

Mentoring

- 1 Find Chairperson, mentors, mentees
- 2 Develop research guide
- 3 Mirror Image/Sister Community
- 4 CVB 101 Book
- 5 One Year Program

Education

- 1 Mentoring Program (experienced to new members; annual basis)
- 2 Annual conference with appropriate professionally paid speakers
Tracks: CVB 101, other workshops (possibly tie in to capitol days), info booth at governors conference, targeted mailings
- 3 Develop a one page about MACVB
- 4 Web resources: FAQ page