

# MEMO:

**TO:** Emporia Chamber Members

**FROM:** Susan Rathke, CVB Director

**DATE:** April 16, 2020

**Subject:** CVB Update

CVB staff have been busy the last few weeks preparing the 2021 CVB Budget. The budget will be presented two ways: a FLAT version, keeping most every line item identical to the 2020 budget, and at the request of the City, a 25% decreased version, of which most every line item has been reduced. We are hoping the FLAT version is the winner.

Kelly is staying in touch with our followers, visitors and locals on social media. 1<sup>st</sup> qtr. of 2020 saw 79 new page likes/followers, 64 posts, 27,493 impressions and 1,630 engagements. We posted 6 blogs that received 821 views. Many posts promoted shopping small business and pushed local cuisine. Lori had to postpone our much-awaited FAM Tour for meeting planners to a Fall date to be determined. Planners will receive a pocket planner by mail with a message to see us in the Fall. She has worked with six planners for their future events this quarter.

Our plans for National Tourism Week May 4-9 were dashed but we will push out on social media “Did You Knows” about attractions and points of interest in Emporia. I am in contact with local hoteliers for their status. Some shared occupancy (OCC) and average daily rate (ADR) for the first half of March. Average OCC was 53% and ADR was \$66.73. We receive the STR report weekly which tells us OCC and ADR everyday (for those that report to STR) Nine Emporia hotels currently report to STR. I was on KVOE for a newsmaker encouraging locals to sign up for airbnb as more lodging is needed during our major sporting events. Donna Russell, a local airbnb host and Jeff Lynch with the City was on as well. There will be some regulations put in place for airbnbs sometime in 2021. We continue to work with IM Design on marketing and looking for ways to promote Emporia when we have the “come back.”

Items on our current work list includes: online calendar maintenance, KDWPT webinars, visitor information requests, database clean up, hotelier newsletter, and prep for monthly CVAB meeting.

Please contact me with any questions at 340-3578 or [srathke@emporiakschamber.org](mailto:srathke@emporiakschamber.org)

Susan Rathke, Director