



**TOURISM COMMISSION MEETING**  
RIVERSIDE CITY HALL  
2950 NW VIVION ROAD  
RIVERSIDE, MISSOURI 64150  
**AGENDA**

**AUGUST 8, 2016**  
**6:00 P.M.**

1. Call to order
2. Roll call
3. Motion to approve minutes from June 13<sup>th</sup>, 2016 meeting
4. Kansas City Art Institute Sponsorship Funding Request
5. 2016 Tourism Sponsorship Status
6. 2017 Sponsorship Application Process
7. Adjournment

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Lori Boji  
Parks & Rec Director

ATTEST:

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Posted 08-05-2016 at 4:00 p.m.

**TOURISM COMMISSION MEETING**  
RIVERSIDE, MISSOURI  
Monday, June 13, 2016 at 6:00 p.m.

The Tourism Commission for the City of Riverside, Missouri, was to meet in regular session at Riverside City Hall, 2950 NW Vivion Road, Riverside, Missouri.

The meeting was called to order at 6:00 pm. Answering roll call were Commissioners Jennifer Goering and Julie Rule. Also present were Board liaison Alderman Frank Biondo, City staff members Jackie Carlson, Lori Boji and Stacey Rasco, (recorder). As there was not a quorum present the meeting was not held and no action was taken on any items. Ms. Carlson did provide a few brief updates.

**New Tourism  
Commission Staff  
Liaison**

Ms. Carlson introduced Lori Boji, Manager for the Riverside Community Center, as the newly selected City Liaison for the Commission when Ms. Carlson leaves in the fall. Welcome Lori!

**2016 Tourism  
Sponsorship  
Application Status**

Ms. Carlson updated the committee on Tourism Sponsorship application statuses.

- Northland Ethnic Fest, held in April, was a success. Ms. Carlson will email out to the Commission the news clip from the Park High South School TV News. The festival organizers provided a Certificate of Appreciation to the Commission.
- The Scottish Highland Games were this past weekend. Throughout the process the applicant continued to have issues with submitting necessary documents in a timely manner.
- Taste of Africa has still not obtained their non-profit status. They have completed a website and the website company has been paid directly.
- Midwest All Truck Nationals has not received funding as they have not yet reserved the park.
- Riverside Area Chamber of Commerce
  - Tour de Platte was May 21 and there were double the riders/participants over last year.
  - Riverfest is slated for Sept. 17th with Little River Band confirmed as the headliner.
- Dust Bowl Jamboree is moving along nicely and the organizer has been great to work with.

**2016 – 2017 City  
Budget and Tourism  
Grant Funding**

Ms. Carlson reported that the city budget runs from July 1 – June 30 and staff has recommended to the Board a reduction in funds for the coming year. Proposed is \$150,000 instead of \$175,000. The goal of

reducing the amount is two-fold:

- 1) It will help the Commission wean out festivals that continually rely on a large sponsorship from Tourism monies to hold their event.
- 2) The additional tourism dollars will be added to the reserve fund creating a large pool that can hopefully be utilized for a larger capital type project like a high-end RV park, tournament fields, natatorium or similar facilities.

Ms. Carlson noted that there is no official project and if something were to come to fruition the builder/developer/owner would come before the Commission to request funds. The City would not want to own, maintain or operate such a facility.

Commissioner Rule noted that the Commission would want to be involved in the planning phases very early on. She suggested the Commission may want to investigate scale, costs, impact, etc. for these types of projects so they have an idea if something does come forward.

Commissioner Goering noted that Brian Nowotny with Platte Co. would have all the information regarding what is required and needed for large projects such as a soccer fields.

Ms. Carlson reiterated that there is not a set project to date. The discussion is only to keep the Commission informed and to provide an opportunity to comment on the change before the budget is official adopted by the Board of Aldermen in late June.

Both Commissioners Goering and Rule believed it was a good change. They mentioned that going forward the Commission must be steadfast on the rules and policies of application submission to ensure those following the rules receive the limited funds. Plus, this will effectively help to cut down on so much re-work and time management details.



## MEMORANDUM

**TO:** Riverside Tourism Commission  
**FROM:** Jackie Carlson, Planning & Business Services and Lori Boji, Parks & Rec Director  
**MEETING DATE:** August 8, 2016  
**RE:** October 2016 and March 2017 KCAI Class

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### Overview

The Kansas City Art Institute (KCAI) has submitted an application for a Tourism Sponsorship in the amount of \$5,220 to conduct fall and spring art classes. The courses, *Riverside En Plein Air*, will be four weeks long beginning on the first Saturday in October 2016 and March 2017. Each week classes are conducted at a different landmark in Riverside. The cost of the course is \$174 per student (\$129 class fee + \$45 material fee) with a maximum class size of 15 students.

$\$174 \times 15 = \$2,610 \times 2 = \$5,220$

Previously the City and the Tourism Commission have sponsored the course by paying the full course fee for students that are Clay County or Platte County residents. The KCAI is proposing to change the sponsorship in hopes of drawing more visitors to Riverside by structuring the sponsorship such that only students that live outside Clay and Platte Counties will receive the sponsorship. The courses are open to anyone, but sponsorship of the fee is dependent on the student's residency. The KCAI has proposed having a professional photographer take photos of the completed artwork, which they will provide to the City for use in marketing materials.

### Staff Recommendation

Staff recommends approvals of the application based on the change of sponsoring students from outside the area and having access to photos of the artwork for marketing purposes. Staff thinks the project meets the goals of the Tourism Commission by expanding the public's awareness of Riverside's unique history and amenities. Not only does it bring the students of the class into the community, but the paintings can help showcase the City's amenities in a different light.

**City of Riverside Tourism Enhancement Grant  
Application Cover Sheet**

**Project Information**

Riverside En Plein Air

Project Name

Kansas City Art Institute – School for Continuing and Professional Studies

Organization

Fall: Saturdays, 9 a.m. – noon, October 1<sup>st</sup> -2<sup>nd</sup> 2016

Spring: Saturdays, 9 a.m. – noon, March 4<sup>th</sup> – 25<sup>th</sup> 2017

Renner Brenner Park, Briarcliff Waterfall,  
Riverfront Park, Homestead Park

Dates (if event)

Location (if event)

**Contact Information**

Hannah Lodwick, Adult Program Specialist

Contact Name

hlodwick@kcai.edu

816-802-3487

Email Address

Phone

Mailing: 4415 Warwick Blvd c/o Hannah Lodwick, Kansas City, Missouri 64111

Building: 32 E. 46<sup>th</sup> St., Kansas City, Missouri, 64112

Address + City/State/Zip

**Funding Request**

\$5,220

\$5,220

Amount Requested

Total Project Cost

I hereby certify that, to the best of my knowledge, the information submitted in this packet is true.

  
Contact Signature

8/2/2016  
Date

**Submission Deadlines:** The deadline for proposals is **Thursday, November 10, 2016 at noon.**

Please submit this coversheet and the  
application components to:

City of Riverside  
2950 NW Vivion Road  
Riverside, MO 64150

## **City of Riverside Tourism Enhancement Grant Application Components**

### **1. Cover Letter: Project Narrative**

- a. Provide a brief project overview. Include the number of years the project has taken place and if Tourism funding has been received in previous years. If funding has been received, include the amount(s).
- b. Address how the project addresses the Tourism Commission goals. Please be as specific as possible.
- c. Describe your organization or business. Include a general description of the mission of the organization, how the project relates to that mission and how the organization is poised to successfully implement the project.
- d. Who is the target audience for your project? How will you inform them of the project? Estimate the number of individuals you will reach.

### **2. Project Evaluation**

Provide a description of the evaluation procedures used throughout the project to quantitatively measure the success of the project. Suggested measures include: attendance count, zip codes of attendees, details of advertising plan including placement details and number of impressions, and any other measures routinely used by your organization to measure success.

### **3. Project Budget**

Please complete the two attached budget forms (Project Budget form and Budget Explanation form) in their entirety. The budget will be judged on its completeness and if costs are reasonable and well-researched. A list of eligible and ineligible expenses is included in the Riverside Tourism Commission Funding Guidelines (pg 8). Please provide a budget explanation for each category where tourism funds will be used; multiple Budget Explanation forms may be necessary.

4. **If not-for-profit, include a list of all officers and board members and 501 incorporation papers or a copy of the annual report filed with the Secretary of State.**
5. **If for-profit, include a statement detailing why this project differs from normal businesses activities and should be considered a tourism program.**

## **City of Riverside Tourism Enhancement Grant Evaluation Criteria**

Applications will be reviewed by the Tourism Commission and evaluated on items such as:

- **Supports goals of the Tourism Commission**
  - Increase the number of first-time visitors to Riverside, the number of return trips of current visitors, and/or the length of visitor stays
  - Expand the visiting public's awareness of Riverside's unique history, events, activities and amenities
  - Generate significant research-based return-on-investment for Riverside's residents and businesses
- **Potential for positive return on investment**
- **Completeness and thoroughness of application, including budget portion**

In addition, applications will be considered in relation to the other projects that have received funding in that fiscal year in order to promote a diverse offering.

**City of Riverside Tourism Enhancement Grant  
Application Component - Project Budget**

<b>Projected Revenue</b>	
	<b>Overall Project</b>
Admission Fees	
Concession/Souvenir Sales	
Fundraising	
Memberships	
Business/Corporate Contributions	
Foundation	
Individual Contributions	
Other Governmental Contributions	
Other (please specify): Course Tuition	\$3,870
Other (please specify): Course Fees	\$1,350
Other (please specify):	
Requested Riverside Sponsorship Amount	
<b>Total Income</b>	<b>\$5,220**</b>

*\*\*Total income is projected at the course maximum of 30 students*

<b>Expenses</b>		
	<b>Sponsorship Specific*</b>	<b>Overall Project</b>
Staff Salary (Instructor, Programmer, Enrollment Coordinator, Supply Technician)	\$2,890	
Contracted (or other) Salary (Photographer Salary)	\$80	
Entertainment		
Legal/Insurance/Banking		
Supplies/Materials	\$1,350	
Postage		
Equipment Rental		
Space Rental		
Travel		
Utilities		
Advertising/Marketing/Design		
Printing		
Other (please specify): Travel Expenses/Mileage	\$100	
Other (please specify): Curriculum Expenses	\$800	
Other (please specify):		
Other (please specify):		
Other (please specify):		
<b>Total Expenses</b>	<b>\$5,220</b>	

**\*Sponsorship Specific:** indicate items that will be paid for using Riverside Tourism Funds. A list of eligible expenses is included in the Funding Guidelines packet.

**City of Riverside Tourism Enhancement Grant  
Application Component - Budget Explanation**

Fill out a budget explanation table below for each category from the "Expenses" table on the Project Budget sheet where tourism funds are planned to be used. Make sure you are only planning to use grant funds to cover eligible expenses.

Example	
Expense Category:	Equipment Rental
Sponsorship Specific Expenses:	\$1,500 Overall Project Expenses: \$1,500
Explanation:	<p>4 – 10' x 10' tents: \$1,000 3 large spot lights: \$400 2 portable hand washing stations: \$100</p>
<p>Itemize expenditures and provide any other relevant details.</p>	<p>Sponsorship Specific Expenses only include expenses you plan to pay for from Tourism Funds. Your overall project expenses in this category may be more if not all expenditures are being covered by grant funds. Make sure these match Project Budget.</p>

Expense Category:	Instructor Salary
Sponsorship Specific Expenses:	\$720 Overall Project Expenses: \$720
Explanation:	Compensation at \$30 per contact hour, 24 total hours

Expense Category:	Photographer Salary
Sponsorship Specific Expenses:	\$160 Overall Project Expenses: \$160
Explanation:	Compensation of \$40 per photography session, totaling \$80 for the two sessions, including post-production editing.

Expense Category:	Supplies
Sponsorship Specific Expenses:	\$1,350 Overall Project Expenses: \$1,350
Explanation:	Cost covered by course fees. Includes canvas, paints, mediums, aprons, easels for class. Students rent the supplies covered and take home any work created.

## **KCAI School for Continuing Studies**

### **Cover Letter: Project Narrative**

Riverside en Plein Air is offered through a partnership with the City of Riverside and the Kansas City Art Institute's School for Continuing and Professional Studies. Students in this class will learn to paint from direct observation, studying composition, color theory and form with oils. This partnership with the City of Riverside began in the fall of 2014 and has included four total classes and 52 total enrollments.

- Fall 2014: 13 enrollments, funding received \$2,132.
- Spring 2015: 10 enrollments, funding received \$1,740.
- Fall 2015: 7 enrollments, funding received \$1,218.
- Spring 2016: 12 enrollments, funding received \$2,132.

Riverside en Plein Air addresses the goals of the Tourism Committee by bringing in new students to the county who are motivated by fine arts, and marketing the City of Riverside to Continuing Studies students from a variety of areas, including the Kansas City Metro, Overland Park, Prairie Village, Lee's Summit, Lenexa, Leawood and more. By visiting a different landmark each week, these first time and return visitors will become aware of the landmarks of the city and have an original painting depicting this scenery. Additionally, these students will bring their capital to the area and visit local business while in Riverside. Continuing Studies will hire a photographer to document the class painting and the individual works. This documentation is given to the city for marketing purposes.

The Kansas City Art Institute is an innovative four year college of art and design with a mission to prepare gifted students to transform the world creatively. The School for Continuing Studies is the community education department of the college, driven to support KCAI by providing fine art education to gifted artists and connecting community members that share a love of the arts. This class is offered twice annually and is one of approximately 130 classes offered annually for Adult Non-Credit studies and introduces oil painting to new audiences of all skill levels. Continuing Studies has shown two successful years of programming this course and completes the hiring, training and enrollment processing required.

In the past, the target audience for Riverside en Plein air focused on students from Clay and Platte County interested in fine arts instruction and painting from the City of Riverside's landmarks. This class also included students from other Kansas City Metro communities, whose enrollments were not sponsored through the partnership. Starting in the fall of 2016, this class will be sponsored to residents that live *outside* Clay and Platte county, bringing new students to the city who will become exposed to the many landmarks and scenery the city has to offer. Continuing Studies will market this class to our database of over 10,000 students and enrollment will be available online.

### **Project Evaluation**

Project evaluation is completed through enrollment numbers and class evaluation handouts. The class maximum is 15 and minimum is 5. For the past two years, Continuing Studies has seen successful enrollment between 7 and 13 students. This year, Continuing Studies is including evaluation forms for students to complete at the finish of class. This will provide an added measure of project evaluation to share with the Tourism Committee.

### **Project Budget**

*See attached*

### **Officers and Board Members of KCAI:**

#### OFFICERS/EXECUTIVE COUNCIL:

Pat McCown, Chair  
Faye Davis, Vice Chair & Treasurer  
Daniel F. Musser, Vice Chair  
Tracy McFerrin, Secretary  
Herb Kohn, At Large

#### MEMBERS:

Hugh Andrews

Robert Bernstein  
R. Philip Bixby  
Cathy Thompson Brents ('73 Painting)  
Jonah Criswell, Faculty Liason  
Thomas R. Dowling  
Kristin Goodman  
Allan S. Gray II  
Howard Harris ('71 Design)  
Nancy Lee Kemper  
Brad Kroh  
Barbara Marshall  
Susan Seidler Nerman  
Joshua C. Rowland  
Mark J. Spencer  
Tracie Tempel  
George Terbovich  
Jay Tomlinson  
Frank Uryasz  
Kathy Walter-Mack  
Pam Woodard  
Megan Wyeth  
Julian Zugazagoitia



# MEMORANDUM

**TO:** Riverside Tourism Commission  
**FROM:** Jackie Carlson, Planning & Business Services and Lori Boji, Parks & Rec Director  
**MEETING DATE:** August 8, 2016  
**RE:** 2016 Tourism Sponsorship Update

Below is a summary of the proposals that were approved for funding and their current status.

Project - Organization	2016 Funding	Event Date	Location	Park Reserved	Funds Distributed	Notes
Northland Ethnic Festival – Park Hill School District	\$2,000	April 9	Park Hill School	NA	\$2,000	Provided Certificate of Appreciation to Commission
Kansas City Scottish Highland Games – Highland Games, Inc.	\$10,500	June 11-12	EH Young	X	\$10,500	Continued issues with late and last minute submittals
Taste of Africa Festival – Kansas City Africans	\$16,100	Aug 6	EH Young	X	\$1,925	Rec'd invoice for \$3,950 for marketing and \$7,700 for entertainment; waiting for W-9 forms, add't info & services to be rendered before paying. Issues with late submittal for police/security.
Midwest All Truck Nationals – Genuine Chevy GMC Truck Club of KC	\$8,000	Sept 9-11	EH Young	X	\$8,000	Staff sent reminders for park rental, rec'd paperwork July 26; policy states must be 60 days prior to event; staff working to accommodate late submittal.
Riverside Area Chamber of Commerce – Full-time staff & 3 Events (Tour de Platte, Food Truck Frenzy & MusicFest)	\$100,000	Sept 17 Musicfest	EH Young	X	\$100,000	May 21 Tour de Platte 220 riders double over 2015; Musicfest 5-9 pm w Little River Band; Family FunFest 1-4 pm free
Dust Bowl Jamboree – Attache International	\$35,000	Oct 1	EH Young	X	\$35,000	Providing City with free full page tourism related ad in event brochure



## MEMORANDUM

**TO:** Riverside Tourism Commission  
**FROM:** Jackie Carlson, Planning & Business Services and Lori Boji, Parks & Rec Director  
**MEETING DATE:** August 8, 2016  
**RE:** 2017 Tourism Sponsorship Application Review Process & Timeline

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### Overview

In early fall the City will solicit proposals from groups interested in hosting events or leading initiatives that will expand or enhance the tourism industry in Riverside for calendar year 2017. As of the writing of this memo, the Commission has \$150,000 to allocate for fiscal year 2016-2017. Following is the proposed timeline for the sponsorship applications.

- Wednesday, September 14, 2016 RFP Issued
  - Thursday, November 10, 2016 applications due by noon
  - Monday, December 5, 2016 Tourism Commission special meeting to discuss applications, ask questions of applicants, etc.
  - Monday, December 12, 2016 Tourism Commission regular meeting with intention to take official action on sponsorship allocations.
- \*Reminder – ALL Tourism Commission meetings are open to the public. It is important that the Commission articulate their reasoning for allocating funds a particular way and noting any expectations and/or goals (i.e. – not being the only funding source for an event, wanting to help projects get started, but not be a perpetual funding source, timely submittals, etc.)

### Proposed Adjustment

For proposals that require use of City facilities, staff is recommending that the applicant must have the park reserved, including any deposits or fees paid, by the time the application is due (November 10). If the applicant fails to complete this task the application will be considered incomplete and thus, will not be presented to the Tourism Commission. The facility deposit and/or fees are refundable should an applicant not receive a Tourism Sponsorship and thus, opts not to conduct the event.

### Requested Action

Review the proposed application timeline and adjustment and provide staff with feedback.