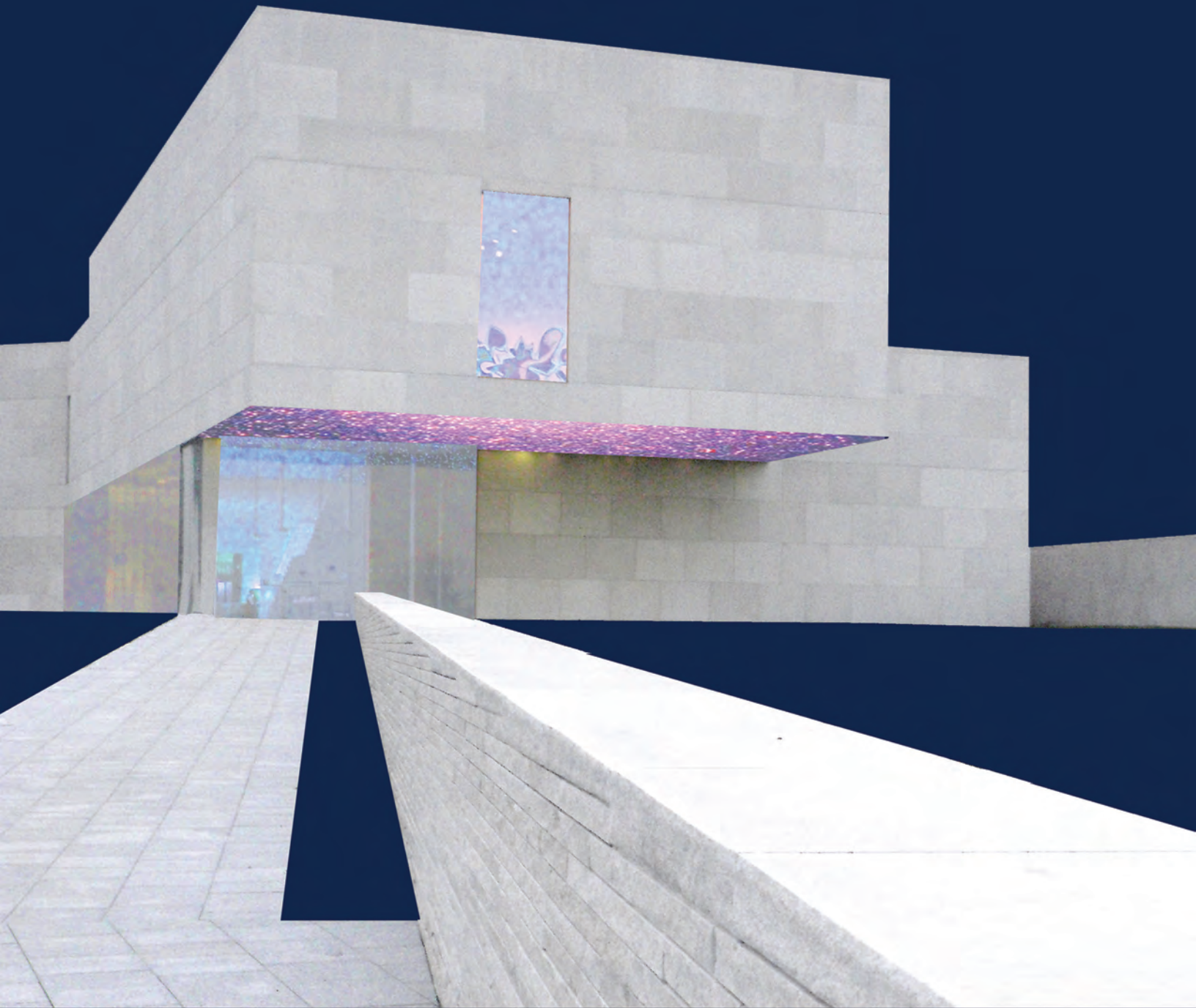


# 2010 Annual Report

## OVERLAND PARK

K A N S A S

CONVENTION AND VISITORS BUREAU



*Nerman Museum of Contemporary Art*

# Above & Beyond. By Design.



# Overland Park Convention & Visitors Bureau

## Vision Statement

*Overland Park:  
The Premier Destination*



## Mission Statement

To promote and market Overland Park as the visitor's destination of choice by providing sales, services and marketing for the hospitality industry, hotels and the convention center.



## OPCVB History

The Overland Park Convention & Visitors Bureau was established in 1983 as a branch of the Overland Park Chamber of Commerce. In 1988, the CVB separated from the Chamber and emerged as a leader in the travel and tourism industry. The Chamber and CVB continue to share a cooperative and supportive relationship. While each targets very specific audiences, the organizations collaborate whenever possible.

In 2002, the Overland Park Convention Center opened, allowing the city to attract larger conventions, more events and expand its room-night demand. Bureau staff was deployed to meet these new opportunities.

In 2008, the OPCVB launched the Overland Park Sports Alliance in a strategic effort to increase the level of youth sports business in the community and support the demands of the new soccer and multi-purpose complex.

Today, the Bureau represents Overland Park as the official tourism marketing organization. With 34 hotels, the Convention Center, the Soccer Complex, other meeting and event facilities, over 250 restaurants, unique attractions, great shopping and more - you'll see why Overland Park is above and beyond. By design.



# OPCVB: A Look Back At 2010



Cheryl Troxel  
Chair  
Board of Directors

The 2010 travel/tourism year for Overland Park experienced a slight rebound from 2009. Increased activity was realized in certain market factors, while flat or reduced results were observed in others. Occupancy and Revenue Per Available Room (RevPAR) saw gains of 3.5%, even though daily rate was down 6.2%. As we reported last year, 2009 had the lowest recorded occupancy rate in its history at a rate of 50.3%. We were pleased

to realize a 10.3% gain in occupancy to a rate of 55.5%. The growth in occupancy contributed to the RevPAR gain, even though daily rate was down. The meetings industry continued to practice conservative measures in scheduling meetings and conventions. Meetings continued to be scaled back in size or eliminated altogether. Shorter booking windows continued to be the norm. Other economic conditions contributed to the sluggish results for the year. The U.S. Bureau of Labor reported that the Kansas City area lost 18,100 payable jobs in 2010. The 956,400 jobs that were occupied in December 2010 accounted for the fewest jobs in the area since 2005. Such results were the second worst among the 372 metro areas nationwide. The US Restaurant Association reported the loss of 2.4 billion restaurant visits from November 2008 till November 2010. Several local restaurants closed their doors to operations in the area.

The average daily rate dropped to \$80.14 for 2010, down from \$85.43 in 2009. Such reflects a drop of \$13.41 in daily rate during the past two years. The all-time high average daily rate reached \$95.15 in 2007. RevPAR finished the year at \$44.51, a slight increase over the \$43 rate recorded in 2009. RevPAR reached an all-time high in 2006 at \$59.93.

The four “Cs” – Customers, Competition, Change and Communication – remain as the foundational cornerstones of our strategic behaviors. And even with economic challenges in 2010, the OPCVB staff remained flexible and committed, adjusting market strategies according to the client needs and expectations. Kelly Peetoom was named Vice-President of Sales. Justin Stine replaced Erik Barstow as Director of the Sports Alliance. Internal and external customer intimacy remained a high priority in the market place.

The services department of the OPCVB continued to develop and excel. Customer surveys and post conference discussions continue to be extremely favorable by our guests. Krista Porter was named Convention Services Manager. Rosemarie Drosenos was named to the vacant administrative assistant position.

Many successes were achieved in 2010. Individual staff members throughout the organization were committed to personal and team excellence. The sales team generated 136,451 room nights which exceeded the annual goal. Contracted room nights for the Convention Center reached 30,265. The world-class Overland Park Soccer Complex completed its first full year of operation. Overland Park was proud to host the 2010 U.S. Youth Soccer National Championships, hosting 60 teams from throughout the United States. The complex generated 26,970 room nights in this first full year of tournament activity. Technology advances continued to be a high priority for our operational strategies. The visitor’s guide became mobile optimized whereby guests can access such on the Internet via computer and smartphones. Facebook, Twitter and blogs became a regular activity for all staff.

The staff remained committed to the five-year strategic plan. And while, budget reductions were made throughout the operating year, the maximization of available resources applied to specific operational strategies became the daily norm. Similar budget restraints will remain for 2011. However, all staff members are committed to providing client services and guest expectations that will continue to be above and beyond.

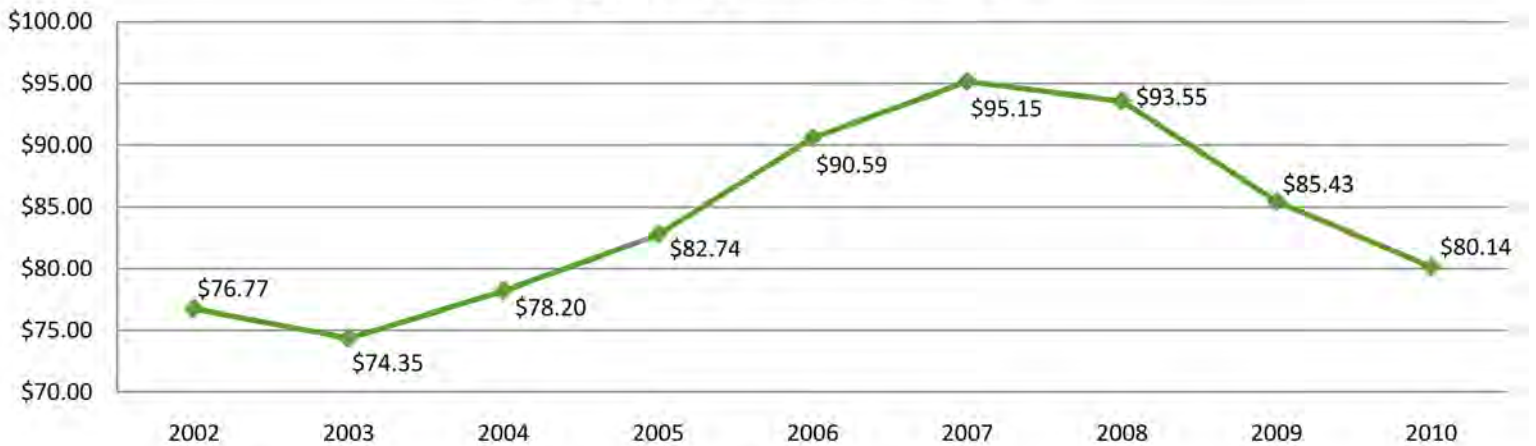
## Selected Outcomes

- **136,451 Room Nights Generated**
- **30,265 Convention Center Room Nights Generated**
- **24,338 Room Nights of Targeted New Business at 250+ Peak Rooms**
- **Occupancy Rate of 55.5%**
- **Average Daily Rate of \$80.14**
- **RevPAR of \$44.51**
- **1,055,622 Definite Room Nights – OP Hotels**
- **Soccer Complex Generated 26,970 Room Nights – in the First Full Year of Operation**
- **Enhancement of Five-Year Strategic Plan**

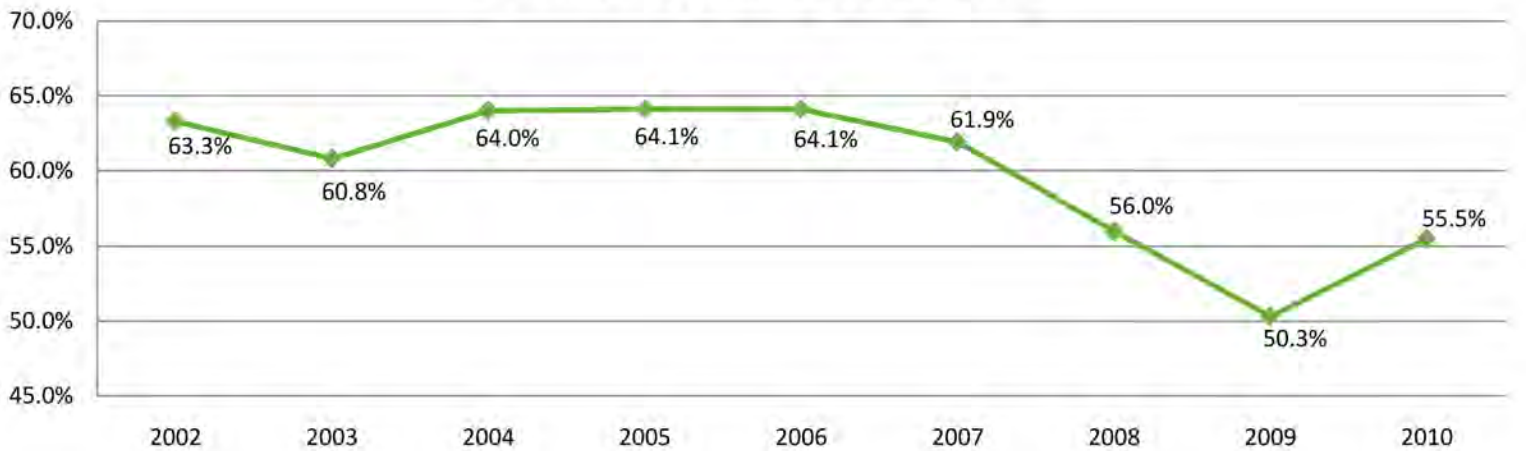


# Rate Results

## Average Daily Rate 2002-2010



## Occupancy Rate 2002-2010



# Sales

## CVB's 2010 Sales Summary

The 2010 Overland Park sales team stayed vigilant through the year and met many of its strategic objectives by focusing on repeat clientele, a new marketing campaign and strategic accounts with strong booking potential.

Highlights for 2010 include:

- Generating 136,451 room nights – 102% of our booking goal.
- Bringing 24,338 new room nights into the market, including 16,182 room nights for the Convention Center.
- Closing on National Forensic League (2014) with 12,000 room nights (largest booking in our history).
- Generating 434 leads.
- Helping grow occupancy by 10.3%.
- Assisting in putting city's RevPAR into positive numbers (3.5% increase).

In 2011, the Overland Park CVB sales team is placing a strategic emphasis on 2012/2013 large group and convention center business. The sales team is relying on a new marketing campaign along with new creative offers with our partners and revisiting lost business.

*"Our event in Overland Park was excellent. We appreciate all that the OPCVB did for us. Your staff was a big help."*

*Jim Knopke  
Sons of Union Veterans of the Civil War*



## CVB's Major Market Segments

Market	Percent Share
Sports	33%
Corporate	32%
Association	20%
SMERF	13%
Tour & Travel	2%



## Top Convention Groups by Total Room Nights

1. International Lineman's Rodeo Assoc. 2010 Annual Rodeo & Convention	2,625
2. Missouri District UPCI Youth Convention 2010 Youth Convention	1,650
3. International Machine Quilters Assoc. 2010 Machine Quilters Showcase	1,523
4. Showbiz Talent 2010 National Dance Finals	1,485
5. League of Kansas Municipalities 2010 Annual Conference	1,400

*"Thank you for showing us Overland Park, the Convention Center and the Sheraton. We had such a good time and it was wonderful to work with your team. It makes such a difference when you know that a city wants your business and that they will do whatever they can to help with your convention. We look forward to coming to Overland Park in 2013."*

*Annie Marcucci  
American Baptist Churches in the U.S.A.*



# Sports Alliance

## OVERLAND PARK K A N S A S

CONVENTION AND VISITORS BUREAU  
- SPORTS ALLIANCE -

### Sports Alliance's 2010 Sales Summary

The OPCVB launched the Overland Park Sports Alliance in 2008 as a strategic effort to increase the level of youth sports business in the community and support the demands of the new soccer and multi-purpose complex. The Sports Alliance continued its success through 2010.

Highlights for 2010 include:

- Booked 49,000 room nights.
- Booked over 26,000 room nights in July, the largest room-night month in OPCVB history.
- Hosted the 2010 US Youth Soccer National Championships and Region II US Youth Soccer Olympic Development Program.
- Hosted the US Adult Soccer U-23 National Championships - the first time this event was held alongside the US Youth Soccer National Championship.
- Increased efforts in the basketball market. Tournaments included Battle of the Plains and KC Prep Invitational.
- Expanded presence into new amateur athletic markets (e.g. ultimate frisbee and lacrosse).

The Sports Alliance strategic plan for 2011 and beyond is to assist in continued success with the Overland Park Soccer Complex and seek new sports markets for the city.



### Top Sports Events by Total Room Nights

1. Midwest Sports Productions 2010 USSSA Girls Fast Pitch World Series	6,475
2. US Youth Soccer 2010 National Championship	5,716
3. US Youth Soccer 2010 Olympic Development Program	3,096
4. 3 & 2 Baseball Club of Johnson County 2010 USSSA World Series	2,667
5. Challenger Sports 2010 Winter Magic	1,850

*"I was very pleased with the entire tournament. Staff was great to work with, addressing any issues immediately. All the teams were very pleased with the facility and operations. There was lightning on Saturday and having the flexibility to delay games into the evening with the lit fields was a blessing. We would like to come back to Overland Park."*

*Jim Martella  
Chairman  
US Youth Soccer Championships Committee*



*"Everything was first-class from the beginning. It was all wonderful, from the organizers of the tournament to the proximity of accommodations to the complex."*

*Tim Carter  
Coach  
Shattuck St. Mary's (team from Minnesota)*

# Marketing

## Advertising Campaign

The OPCVB kicked off a new ad campaign with a new brand positioning in 2010: "Above and Beyond. By Design." The new multi-media campaign, an extension of the successful "Call Me" campaign, featured key sales team members telling real-life stories of how they went "above and beyond" in their individual areas of expertise to exceed the expectations of a variety of clients. The eye-catching campaign featured ads with larger-than-life challenges and dramatic photography to match. In one ad we see a staffer in a forest of telephone poles, another sitting in a vast field of irises, one juggling dozens of soccer balls and another pondering a hundred heads of iceberg lettuce. As with the previous campaign, the "Above and Beyond" campaign capitalized on the OPCVB's strength in customer service and personal commitment to help meeting planners plan their most successful meetings, trade shows and conventions in Overland Park. This campaign is sustainable and will continue through 2011.

## Media Buys

In 2010, the OPCVB's media buys continued to focus on high frequency buys in key trade publications with larger-sized, 4-color display ads in regional publications targeting key audience segments. The majority of the budget was used to target meeting and conventions, followed by amateur sports and leisure travel. An increased emphasis on electronic marketing efforts such as e-newsletter ads and website ads with the OPCVB's most important partner publications was seen in 2010. For the first time, the Bureau employed a paid search campaign targeted to the meeting planner market which resulted in more than 12,000 clicks to the newly revamped website -- [www.visitoverlandpark.com](http://www.visitoverlandpark.com).

**Don't want a single head of iceberg lettuce within 300 yards of your meeting?**

Brad Plumb  
Sales Manager, CMP

**Impossible?  
In O.P. it's just turning over a new leaf.**

Every meeting planner has a list of pet peeves or "must haves." Whether it's honoring your iceberg lettuce phobia, or a need for 1,000 thread count sheets in the boss's room, consider it a done deal. Because in Overland Park, we go above and beyond. By design.

**OVERLAND PARK**  
KANSAS  
CONVENTION AND VISITORS BUREAU  
[www.VisitOverlandPark.com](http://www.VisitOverlandPark.com)  
800.262.PARK (7275)

**An iris garden by Monday?**

Mindy Lallier  
Senior Sales Manager

**Impossible?  
In O.P. it's just a little growing pain.**

When a floral group asked if we could help create an iris garden for their event, we said no problem. When they said they needed it by Monday, we said... no problem. Whatever special attention your group needs, Overland Park is ready and willing to go above and beyond to deliver.

**OVERLAND PARK**  
KANSAS  
CONVENTION AND VISITORS BUREAU  
[www.VisitOverlandPark.com](http://www.VisitOverlandPark.com) • 1-800-262-PARK



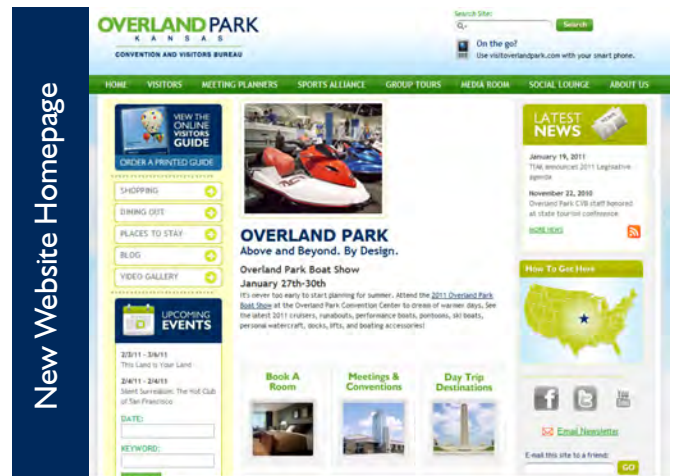
# Interactive Marketing

## Website Redesign

The OPCVB utilizes its primary website as a marketing tool and comprehensive data point for leisure travelers and meeting/event planners. In conjunction with the launch of a new brand, the Bureau recognized it was time to redesign its website. In 2009, the OPCVB began work on the new site, which went live in March 2010. Goals for the redesign included creating a fresh look based on the new brand standards, expanded content, user-friendly navigation and a content management system so Bureau staff can update information internally. The site includes many new features:

- Extensive meeting planner area with a meeting facilities guide, online RFP, CVB services information, testimonials and Event Profiles.
- Expanded sports market information featuring facility guides and events calendar. A dedicated URL for the Sports Alliance was established: [www.overlandparksportsalliance.com](http://www.overlandparksportsalliance.com).
- Customized event pages to be utilized by planners/event attendees.
- Hotel Booking Engine – Powered by Travelocity.
- Opt-in electronic newsletter.
- Electronic flip-book visitor guide that can be downloaded and printed by users.
- Coupons for meetings, hotels, restaurants and shopping.
- A “My Trip Planner” that allows visitors to select items from throughout the site to add to a customized itinerary.
- Emerging technologies in on-line travel marketing such as blogs, Real Simple Syndication and social networking services. The Social Media expansion includes links to Facebook, Twitter and YouTube accounts. Also includes a photo/video viewer allowing users to upload their personal images to the site, multiple blogs written by staff on various subjects including entertainment, sports and the meetings industry, a section for users to submit questions for the staff.

The OPCVB had over 44,000 unique visitors to the site in 2010. The amount of time the average visitors spent on the site increased by 30% and the number of pages they visited increased by 50% after the launch of the new site.



New Website Homepage



Facebook Page

## Social Media

The OPCVB has embraced new media as a mechanism for disseminating information to potential visitors. In 2010, the Bureau increased its efforts to promote its Facebook and Twitter pages. The OPCVB began hosting photo contests for its Facebook Fans that helped generate new fans and provided the CVB with some new photography to use in marketing efforts. The Bureau also agreed to be the official social media avenue for the 50th Anniversary Committee of the city. Utilizing the Bureau's Facebook and Twitter pages, the events of the 50th Anniversary were promoted. The OPCVB launched a series of blogs, which are updated on a rotating basis. Blogs include: meetings industry council, leadership, sports fanatic, arts/culture, dining/entertainment, family friendly, and baby boomer. The blogs page is the 20th most visited page on the OPCVB's website. The blogs are also directly linked to the OPCVB's Facebook page.



# Celebrating Tourism: National Tourism Week



## Annual Tourism Week Lunch

The OPCVB held its 2010 National Tourism Week Luncheon on Thursday, May 20 at New Theatre Restaurant. The theme for 2010 was “Celebrating Five Decades of Excellence,” in honor of Overland Park’s 50th anniversary. Special awards were given to the current mayor and all past mayors and comments were made by Mayor Marvin Rainey, Mayor Edwin C. Eilert and Mayor Carl Gerlach.

“We were excited to celebrate Overland Park’s anniversary on the actual day the city was incorporated,” said Gerald L. Cook, OPCVB president. “While still a relatively new community, Overland Park is a leader among cities – always going above and beyond, by design.”

The Bureau also presented awards to those who have made a significant contribution to tourism in Overland Park.



A special tribute was made when Richard Carrothers and Dennis Hennessy of the New Theatre Restaurant donated the luncheon proceeds to the city for a special swim program for developmentally challenged children at the Matt Ross Community Center.

## History of National Tourism Week

National Tourism Week was established in 1983 when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.” By January 1986 industry leaders had formed a permanent full-time office at the U.S. Travel Association to sponsor the annual event and expand tourism awareness into year-round programs.



## Eagle Award

The Eagle Award is the highest annual recognition made by the OPCVB. The Award is represented by an Eagle – the national symbol of strength and excellence. Initiated in 1986, it was established to recognize a local attraction or organization for its efforts in promoting tourism to Overland Park.

2010 Eagle Award Recipient:



**Kansas Youth Soccer Association**



## Edwin C. Eilert - Converge Award

The OPCVB commissioned the “Edwin C. Eilert – Converge Award” in 2005, recognizing Mayor Eilert for his distinguished and dedicated service to the City of Overland Park as councilman and mayor. His leadership significantly impacted experiences guests have while in Overland Park. “Converge,” created by Steve Richardson, is a monumental sculpture located at the main entrance of the Overland Park Convention Center Complex. It displays a metaphor of contrasting colors, shapes and sizes compared with the people of the world and is symbolic of people coming together at a point or place. Thus, this special award is presented on rare occasions to recognize someone whose contributions significantly impact the coming together of people at a common place. Previous recipients include Edwin C. Eilert (2005) and Ben Craig (2006).

2010 Converge Award Recipient:



**Mary Birch**



# Tourism Impact

## Visitor Impact

Research shows that over 60 percent of visitors to Overland Park return multiple times. That number is a true tribute to the city's 34 hotels, over 250 restaurants and everyone who strives daily to provide customers with the most hospitable stay possible.

Year	Economic Impact	Visitors
2006	\$974 Million	2.7 Million
2007	\$984 Million	2.5 Million
2008	\$892 Million	2.3 Million
2009	\$741 Million	2.1 Million
2010	\$763 Million	2.2 Million

## OPCVB Ambassadors

The Ambassador Program is a valuable sales and services tool for the OPCVB. These volunteers work from the heart and are proud of their community.

The Overland Park Convention & Visitors Bureau's Ambassador Program had 26 active members in 2010 who contributed valuable volunteer hours to 15 different meetings and events by assisting with event registration, welcome booths and other event-related services.

The 2010 Ambassador of the Year was Bonnie Gleason. Thank you to all of the Ambassadors for their tireless efforts throughout the year.

*"We are very pleased with the Ambassadors and the Convention Services team. I look forward to future partnerships."*

Mary Hibbs  
Volunteer Director  
International Machine Quilters



## Hospitality Partnerships

A major theme of 2010, and one to be emphasized in 2011, was building strong partnerships with local organizations and attractions that help promote tourism in Overland Park.

In 2010, the OPCVB expanded its partnership with KC Destinations, a regional alliance of the CVBs that work together to promote Kansas City as a destination of choice. This alliance launched a \$100,000



in-market campaign focusing on visiting friends and relatives. The campaign included outdoor advertising, radio, e-marketing and a value-added promotional with Coca-Cola. Results of the campaign included a reach of 250,000 adults on a daily basis from the billboards, over 1 million impressions with Coke, \$94,825 worth of radio promotion for purchase power of less than \$20,000 and a 400% increase in website traffic. This campaign will focus on electronic media in 2011.

## Convention Center Operations

The Overland Park Convention Center was profitable in 2010 for the fifth consecutive year:

2010	Budgeted	Actual
Events	292	285
Attendance	307,243	251,021
Income	\$324,307	\$363,444

*"The entire staff at the Overland Park Convention Center was wonderful! There were so many moving parts to our event and it was executed with no confusion. It was obvious that the staff was well prepared and experienced. Thank you."*

Rachel Pena  
2010 National ProStart Invitational



# 2010 Leadership

## Board of Directors

### Officers

Cheryl Troxel, Chair  
Alton Hagen, CMP, First Vice-Chair  
Bruce Boettcher, Second Vice-Chair  
Ed Holland, Secretary/Treasurer

Doubletree Hotel OP at Corporate Woods  
AGENDA: Kansas City  
Sheraton OP Hotel at the Convention Center  
Treat America Food Services, Inc.

### Members

Joe Andrick  
Richard Carrothers  
Curt Cerise  
Shawn Cummins  
Bill Frey  
Bob Hite  
Jim Hix  
Dave Janson  
Rod Kopischke  
David Lindstrom  
Richard Merkel, CHA  
Suze Parker  
Karla Rocker  
Shane Somers  
Kim White  
Dr. Sally Winship

True North Hotel Group, LLC  
New Theatre Restaurant  
Drury Inn & Suites/Pear Tree Inn  
Marriott Hotel  
Ritz Charles  
Doubletree Hotel OP at Corporate Woods  
FAED Chair, City Council  
City Council President  
Sheraton OP Hotel at the Convention Center  
DML Incorporated  
True North Hotel Group, LLC  
Parker Communications Group  
Oak Park Mall  
Marriott Hotel  
Homewood Suites  
Johnson County Community College

### Ex-Officio Members

Mayor Carl Gerlach  
Brett Mitchell  
Adam Norris  
Tracey Osborne

City of Overland Park  
OP Convention Center/Global Spectrum  
City of Overland Park  
Overland Park Chamber of Commerce

## City of Overland Park Governing Body and City Manager

Carl Gerlach, Mayor  
Terry Happer Scheier, Ward 1  
Dave Janson, Ward 1  
Paul Lyons, Ward 2  
Curt Skoog, Ward 2  
Donna Owens, Ward 3  
David White, Ward 3

Terry Goodman, Ward 4  
Fred Spears, Ward 4  
Jim Hix, Ward 5  
John Skubal, Ward 5  
George Kandt, Ward 6  
Dan Stock, Ward 6  
John Nachbar, City Manager

## OPCVB Staff

Jeanne Burriss, Senior Sales Manager  
Betsy Butler, M.S., J.D., VP, Marketing/Communications/Research/Services  
Jerry Cook, Ed.D., KDS, President  
Rosemarie Drosenos, Administrative Assistant  
Amy Garton, CTA, KDS, Interactive Marketing Manager  
Mindy Lallier, Senior Sales Manager

Kelly Peetoom, CSEE, VP Sales  
Brad Plumb, CMP, Sales Manager  
Krista Porter, CTA, Convention Services Manager  
Judy Shellhorn, CTA, Information Services  
Libby Shipley, Finance Manager  
Justin Stine, Director, Overland Park Sports Alliance



# Looking Forward

## Five-Year Strategic Plan

A comprehensive five-year strategic growth plan was implemented in 2007. Annual reviews, recommending appropriate business adjustments aligned with current market conditions, are made. The Sales & Marketing Committee devotes substantial attention to the current plan while forecasting five years into the future. A variety of industry tools are utilized to support such decisions. Goals and objectives for 2011 are identified (see right). The OPCVB Board of Directors will review progress of such on a monthly basis, supported by full review of the strategic plan in June and December.

## Foundational Premises of the Strategic Plan

The Overland Park CVB believes that operational behaviors are fundamental to building long-lasting client relationships. And relationships are key to sustaining success in the travel and tourism markets. Fundamental to our relationship-based values are the four “Cs.”

- Customer Intimacy
- Competition
- Change
- Communication

These four “Cs” underscore primary value disciplines of the OPCVB which are:

- Operational Excellence
- Product Leadership
- Calendar Need-Time Dates

## 2011 Goals and Objectives

**Goal #1:** Rank in the top 25% of Competitive Set in RevPAR.

**Goal #2:** Fill targeted need-time dates.

**Objective:**

- A. Targeted months include January, February, March, August, November and December in the following years: 2012, 2013 and 2014.
- B. Achieve 100% of pace - TAP report.

**Goal #3:** Book 20,000 new rooms (250+ peak rooms).

**Objective:**

- A. 5,000 rooms per quarter.
- B. New business is for both Convention Center room nights and non-Convention Center room nights. Business must be new to Overland Park or new business from an existing client.

**Goal #4:** Book 141,000 total rooms in 2011.

**Objective:**

- A. 36,000 Convention Center room nights.
- B. 105,000 non-Convention Center room nights.



# Parting Shots



Above & Beyond. By Design.



# OVERLAND PARK

K A N S A S

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CONVENTION AND VISITORS BUREAU

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