

EXPLORE LEE'S SUMMIT

PSA FY2026 Update

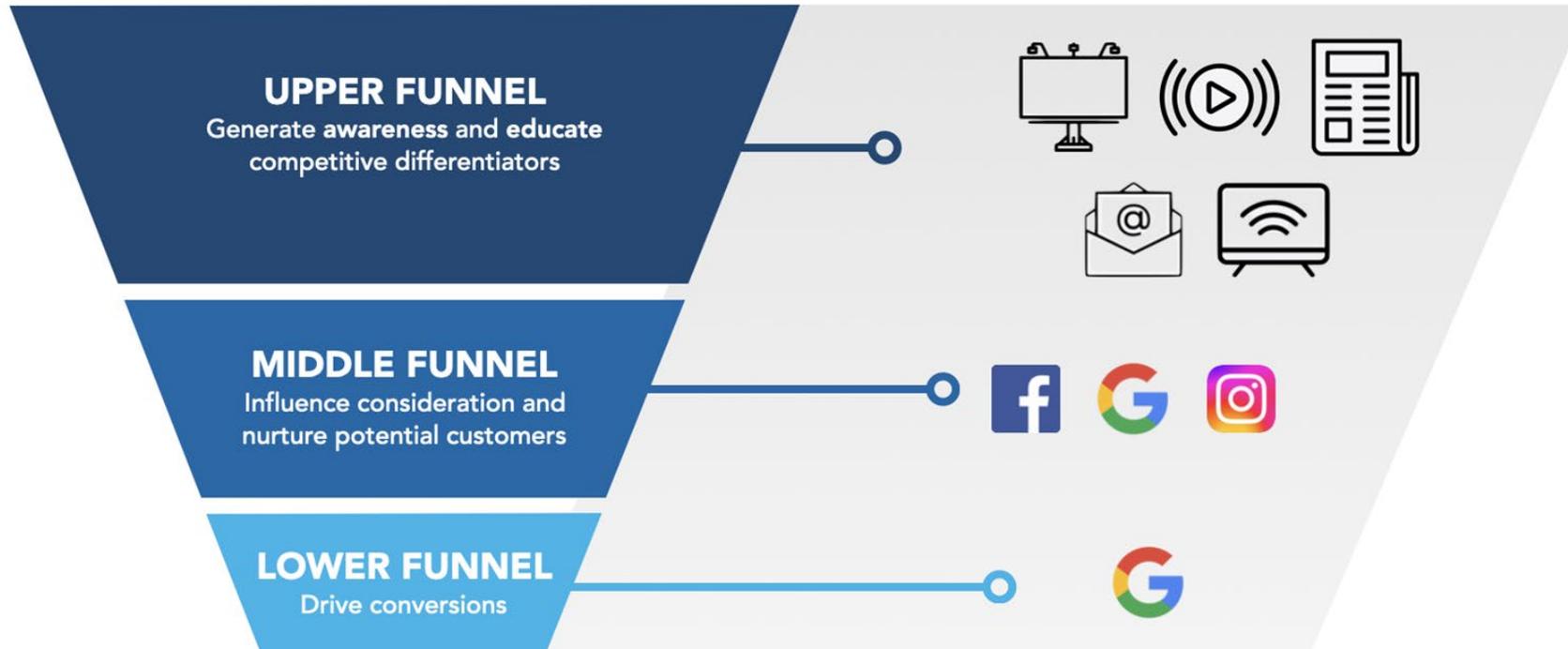
ORGANIZATION

- Create and operate a DMO that will effectively and efficiently fulfill the mission of developing and promoting tourism into and for Lee's Summit
 - Established Financial and Budget Policies including reserve amounts
 - Accepted Explore Lee's Summit as DBA name for the DMO
 - Applied for Fictitious Name Registration with the MO Secretary of State
 - Established an agreement with City of Lee's Summit Finance Department to provide financial services to Explore Lee's Summit

MARKETING AND ADVERTISING

- Develop and execute marketing and advertising programs to increase the awareness of Lee's Summit as a travel destination to consumers in the City's primary feeder markets
 - Conducted Visitor Profile Study
 - Conducted an Emotional Resonance Study
 - Developed a Three-Year Media Plan
 - Obtained new community assets with a two-day photo/video shoot
 - Created logo to represent new identity of Lee's Summit Visitors Bureau
 - Contracted Media Buying Services
 - Launched Explore Lee's Summit's first Marketing Campaign

Media Strategy



Primary KPI Goals:

- Impressions
- Website visits
- Organic search



Campaign Results Overview

171,799

**CTV
Impressions**

212,038

**Streaming Audio
Impressions**

7,331

**Paid Search
Clicks**

1,738

PMax Clicks

434,142

**Facebook
Impressions**

4,572

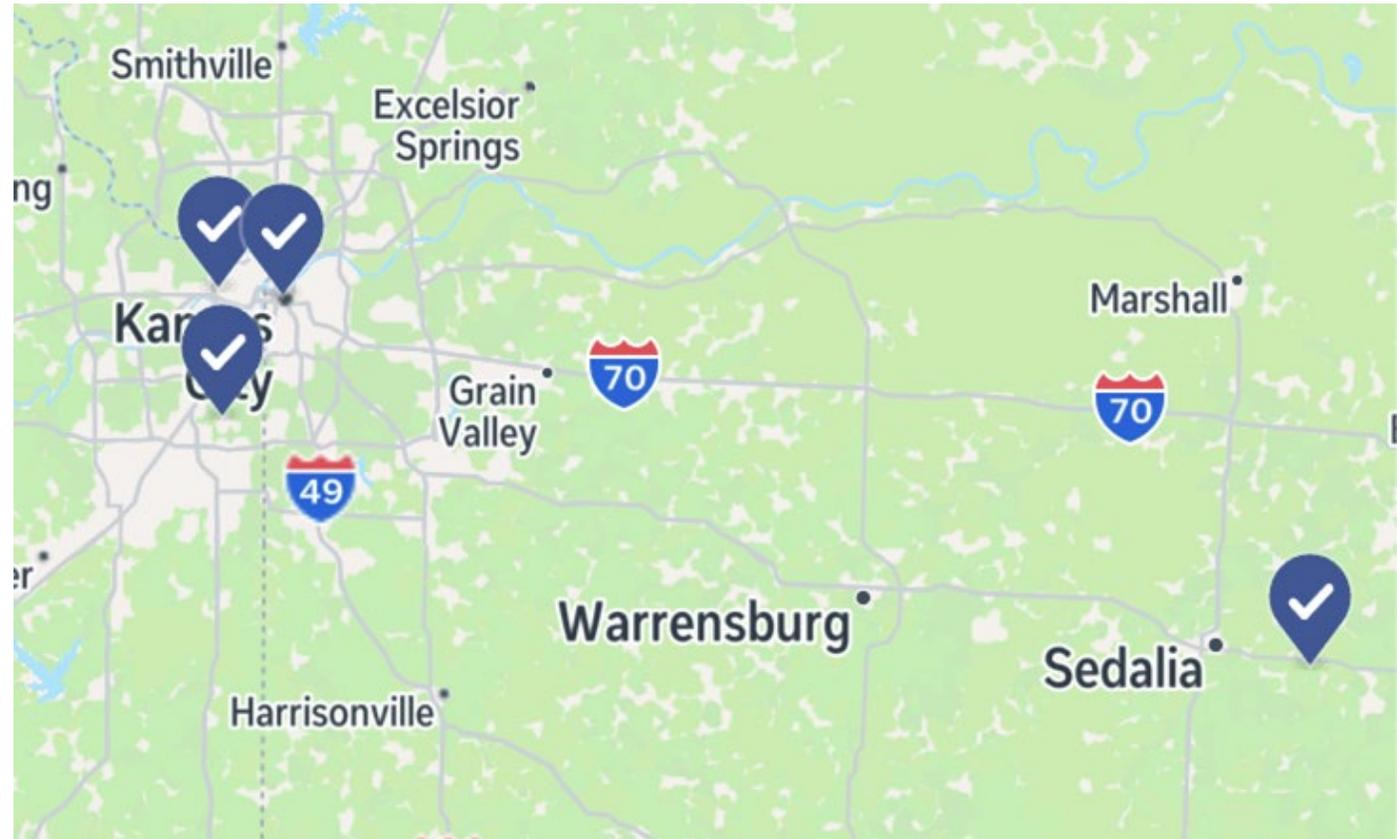
Facebook Clicks

**Campaign run time frames vary across platforms.*



Geography

- High CTV and Streaming Audio engagement 10 to 30 miles out for day trips.
- Top performers:
 - KCMO
 - KCK
 - OP KS
 - Smithton, MO*



** Smithton is being monitored due to a spike in traffic, likely due to its location at the intersection of three counties.*

Facebook Results

Key Metrics

Impressions
434,142

Clicks
4,572

CTR
1.05%

CPC
\$0.36

Landing Page Views
4,170

Top-Performing Creative

The screenshot shows a Facebook video advertisement. At the top left is the profile picture and name 'Explore Lee's Summit' with 'Ad · 🌐' below it. The main text reads: 'World-Renowned Perfection Expert Goldilocks has discovered Missouri's best-kept staycation secret.' Below the text is a video player showing a woman in a brown jacket standing in front of a red train car. A play button is centered over the video. At the bottom of the video player, it says '0:00 / 0:15'. Below the video is a link to 'exploreels.com' with the text 'Lee's Summit. Juuust right.' and a 'Learn more' button. At the bottom of the ad, there are engagement icons for Like, Love, and Laugh, with a count of '349', and '12 comments' and '29 shares'. At the very bottom are icons for 'Like', 'Comment', and 'Share'.

Top Demos

Men
25-34

Women
55-64

Search Results



Key Metrics

Impressions
55,345

Clicks
7,331

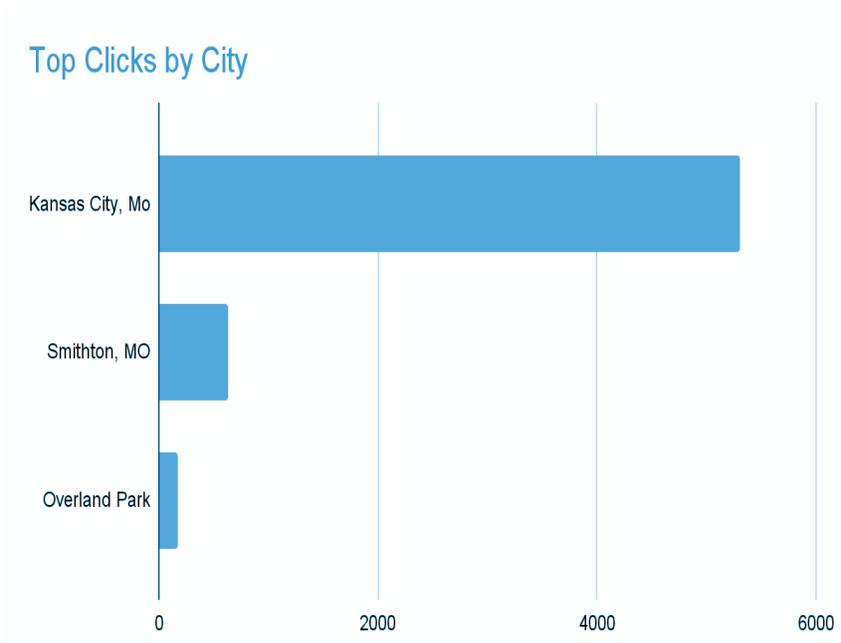
CTR
13.25%

CPC
\$0.95

Top Keywords

- 1. **Things to do**
- 2. **Trips to Kansas City**
- 3. **Activities to do**

Top Clicks by City



Top Demos

Age
25-34 and 35-44

Women (clicks)
3,594

Men (clicks)
2,248

PMax Results



Key Metrics

Impressions
104,663

Clicks
1,738

CTR
1.66%

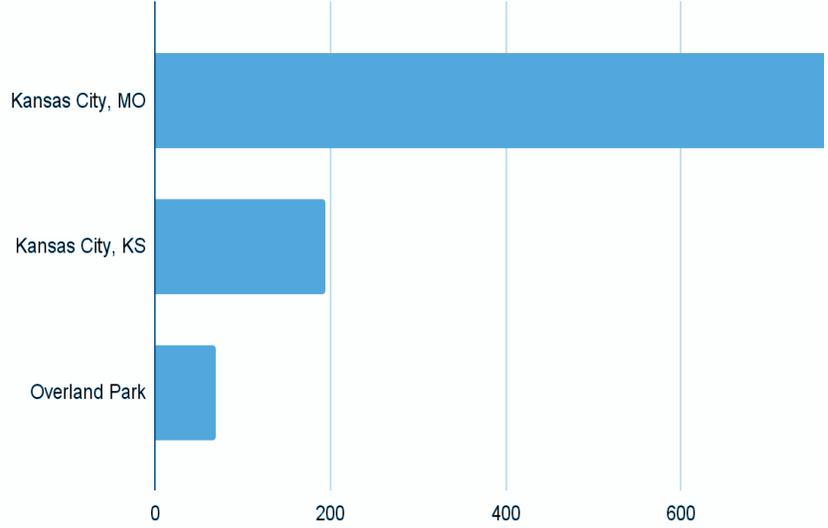
CPC
\$0.66

Top Keywords

- 1. **Weekend in Kansas City**
- 2. **Things to do Around KC**
- 3. **Your Next Family Adventure**

Top Clicks by City

Top Clicks by City



Top Demos

Age
45-54 and 55-64

Interests
Travel
Lifestyle & Hobbies
Food & Drink

Website Traffic

February 2025 vs. February 2026



Sessions increased by

160%

Engaged sessions
increased by

203%

Activities on the site
increased by

119%

Traffic from organic search
increased by

23%

Users coming from the
search campaign have an

83%

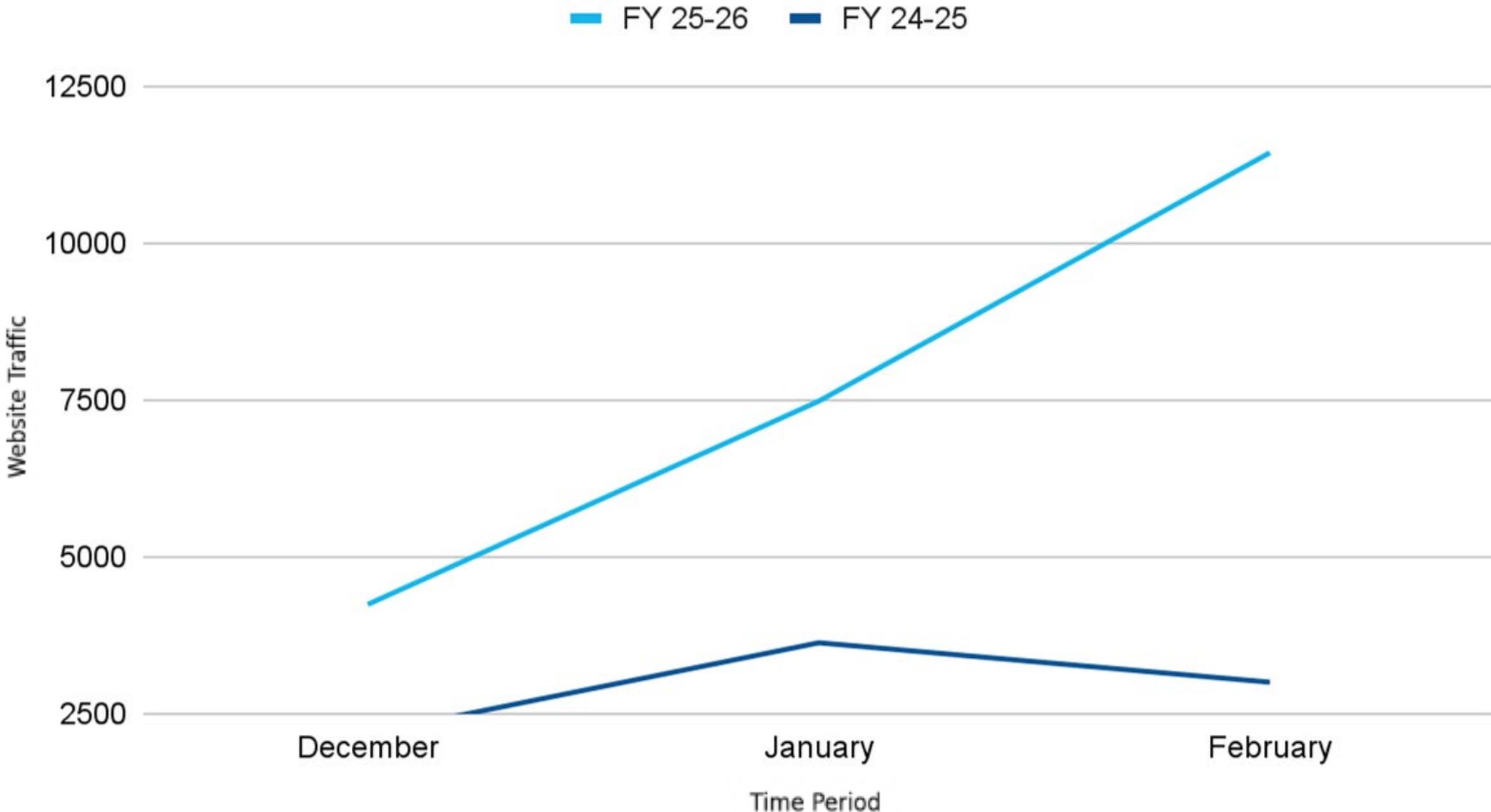
engagement rate

Engagement from direct
traffic increased by

56%

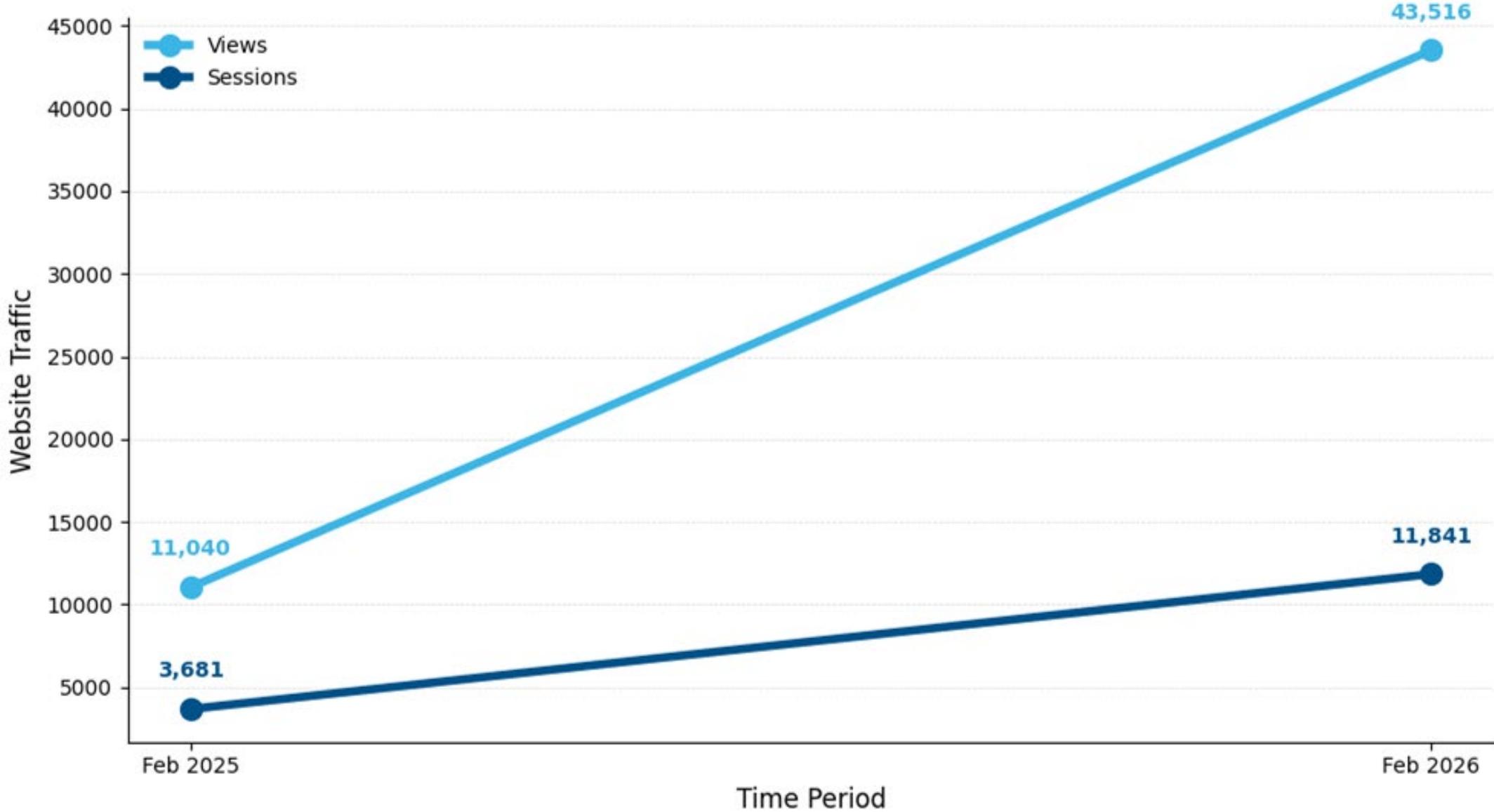
Website Traffic

3-Month Campaign Snapshot (Dec.-Feb. 2025 vs. Dec.-Feb. 2026)



Website Traffic

Year-Over-Year Snapshot (February 2025 vs. February 2026)



PUBLIC RELATIONS/COMMUNICATIONS

- Through public relations activities increase Lee's Summit's visibility and attractiveness as a travel destination to consumers through public relations activities and earned media on all platforms; Increase the knowledge of citizens and stakeholders regarding the DMO's program of work.
 - Community Speaking Engagements
 - LSR7's Hospitality, Restaurant and Tourism Management Program
 - Green Street Grand Opening Influencers
 - KC Parent Feature
 - Community Events
 - Board Participation
 - Participation in LSGoal26 Events and Meetings

Influencer Overview

4

**Coordinated
Influencers**

132,941

**Total
Impressions**

1.07%

**Engagement
Rate**

32

**Count of
Posts**

98,949

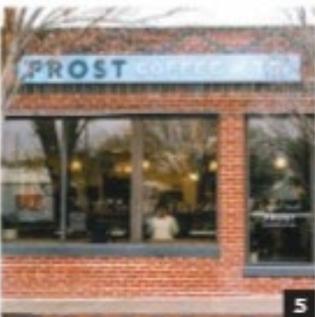
**Total
Reach**

\$9,273.43

EMV

Spent on influencers:
\$4,675





SIX-STOP TOUR: LEE'S SUMMIT

1. ALL ABOARD

Whistle Stop Coffee is a train-themed coffee shop that's beloved by locals for its rich espresso drinks, comfy seating and charming location right next to the tracks — perfect for train-watching with a latte in hand. This is the spot to grab a treat or a coffee for Mom and Dad before exploring the rest of Downtown Lee's Summit.

2. WE ALL SCREAM FOR ICE CREAM

Poppy's Ice Cream is a cheerful spot and a sweet tooth's dream! Poppy's scoops up delicious, handcrafted ice cream treats, sundaes, cones, shakes and floats for the whole family! If you need another caffeine boost, they also have you covered!

3. FRESH ALL YEAR ROUND

Green Street is a new gem that's now home to the Downtown Lee's Summit Farmers Market. It is an indoor space that can be used year-round, no matter the weather. This is a vibrant gathering space for vendors, open-air performances and lively community events.

4. PLAY, PLAY, PLAY!

Summit Play Village is a vibrant space where kids 8 and under can bring their imagination to life through play and exploration. This is the perfect stop to burn off some sugar-induced energy! No matter the weather, Summit Play Village is a great stop for younger kids to explore in Lee's Summit!

5. SIP AND CHILL

Need a pick-me-up? **Frost Coffee and Tea** is a local favorite! Offering coffee, tea, pastries, breakfast and lunch — as well as Jack Frost Donuts on the weekend — this is a hotspot for local eats. The cozy atmosphere is just what you need after an afternoon of playing and exploring the town!

6. A BLAST FROM THE PAST

Experience the sights, sounds and smells of a small Missouri town on the eve of the Civil War. **Missouri Town** is a living history museum with buildings dating from 1822-1860. During your self-guided tour, the living history interpreters, heirloom crops and heritage-bred livestock will tell the story of daily life in the small 19th-century towns of this region.

Grace Parks, Kansas City native and senior in journalism at Kansas State University, is a summer intern at KC Parent Magazine and loves exploring KC and seeing new places!





WORLD SOCCER CELEBRATION. LEE'S SUMMIT STYLE.

» JOIN US FOR «



FUTBOL *Fridays*

GREEN STREET MARKET
DOWNTOWN LEE'S SUMMIT



Big-Screen Live
Watch Party



Games & Activities
for Kids of All Ages



Local Food Truck Vendors



Shop LS Goal 26 Merch



Live Music &
Entertainment

FREE EVENT

6 PM - 10 PM

JUNE 12

Champions of the Heartland

JUNE 19

Boots on the Pitch:
A Wild West Futbol Bash

JUNE 26

Goals, Galleries, and Great Vibes

JULY 3

Stars, Stripes, and Soccer Nights

JULY 10

Kickin' It On Route 66

WWW.LSGOAL26.ORG

SCAN
FOR
MORE
INFO



PRESENTED BY:



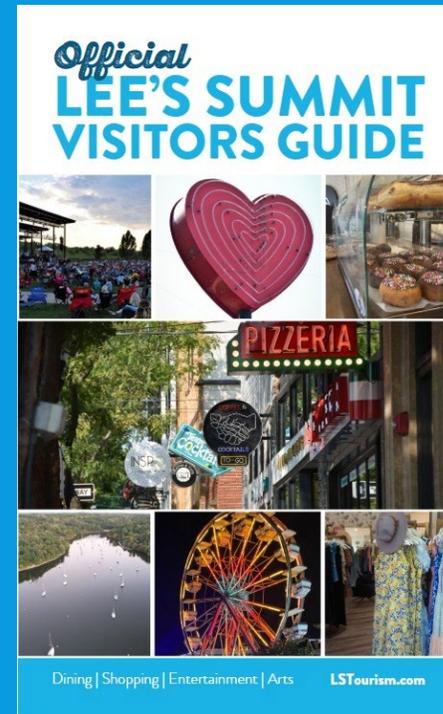
GOAL!
LEE'S SUMMIT
WORLD SOCCER CELEBRATION

explore
-LEE'S-
SUMMIT

VISITOR EXPERIENCE AND SERVICES

- Enhance the quality of visitors' experience by ensuring easy access to helpful resources and easy travel throughout Lee's Summit

- 2025 Visitors Guide
- Lodging and Attractions Map
- Amtrak Events



Green Street

THANK YOU!

