

LEE'S SUMMIT VISITORS BUREAU

PSA FY2025 Bi-Annual 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.



501c(6) v. 501c(3)



Adopted Bylaws



Three-Year Budget



Negotiated PSA



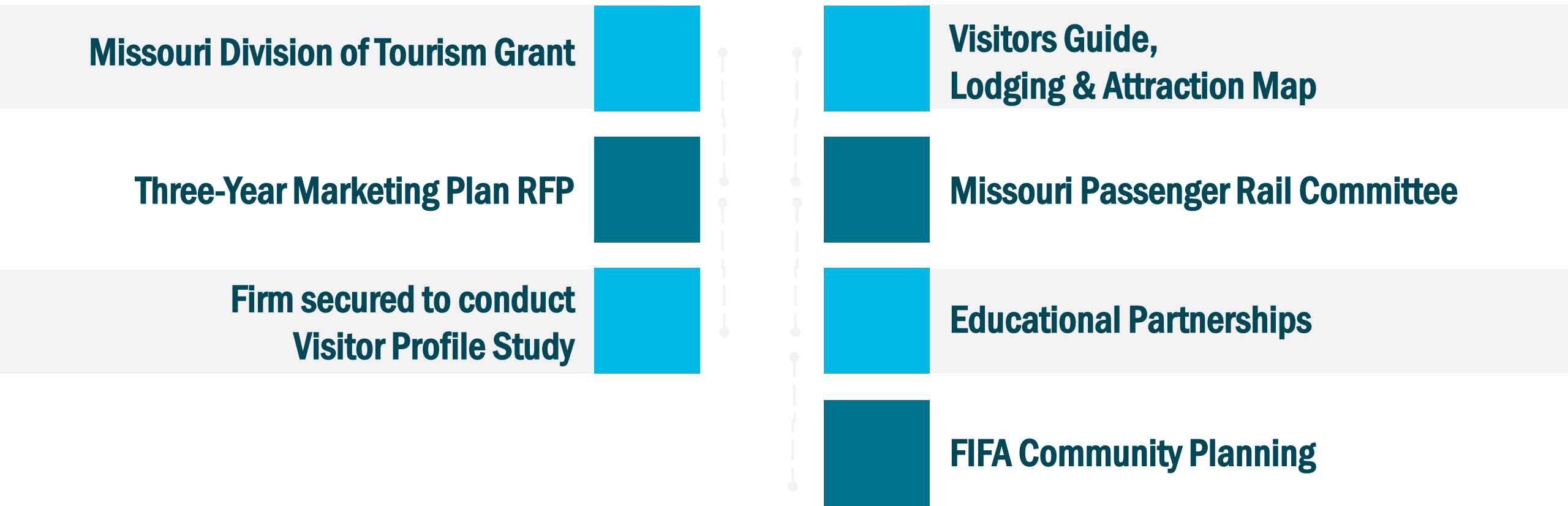
Board Meetings



**Hired Executive
Director**

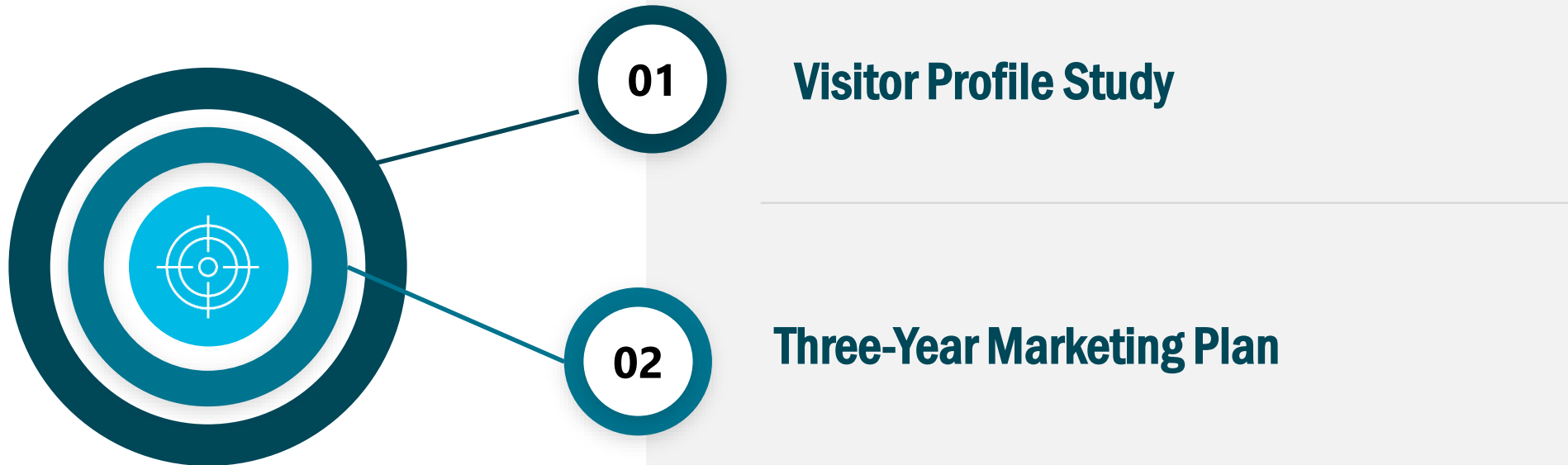
Marketing and Advertising

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.



Sales

Conduct targeted sales activities to increase the economic impact of travel in Lee's Summit.



Public Relations/Communications

Through public relations and earned media on all platforms, increase Lee's Summit's visibility and attractiveness as a travel destination to consumers and increase citizen and stakeholder knowledge of the DMO's program of work.



Hotel Outreach



Community Events



Community Speaking Events



Board Participation

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





**Thank
You**



LEE'S SUMMIT
TOURISM®