



2018 Annual Report
Transient Guest Tax
Liberty Tourism Committee

Key Takeaways

- **Marketing and Promoting Liberty**
 - Established the Tourism Committee
 - Created the Visit Liberty “give me Liberty” brand and logo
 - Launched the first Visit Liberty advertising campaign
- **Development and Installation of Wayfinding Signs**
 - First phase – parking signs and kiosks downtown – paid for in 2018 budget, installed early 2019
- **Supporting Liberty’s Festivals and Events**
 - Hosted the largest Liberty Fest event to date
 - Hometown Holidays and Make Music Day were well received despite bad weather
- **Providing Funding for Public Art**
 - Expanded the Sculpture Program from 1 to 6 installed pieces with more than 80 artists applying to the program

Tourism Committee - Established May 2018

- **Gayle Potter,
Committee Chair**
*Liberty Area Chamber of
Commerce*
- **Anna Knackstedt,
Committee Vice Chair**
Liberty Arts Commission
- **Charles Small**
Historic Downtown Liberty
- **Shawn Barber**
*Conrad's Restaurant &
Alehouse*
- **Chery Holtman**
*Clay County Museum &
Historical Society*
- **Shawn Garland**
The Artisan Market
- **Brett Nieman**
Marriott TownePlace Suites
- **Rae Moore**
City Council Liaison

Special Events - Liberty Fest

Liberty Fest welcomed an estimated 8,000 visitors to Fountain Bluff Sports Complex on July 3, 2018.

Hosted in partnership with the Liberty Area Chamber of Commerce and Liberty Parks & Rec.



Special Events - Hometown Holidays

Despite rainy, cold weather, Hometown Holidays welcomed an estimated 1,500 visitors to Downtown Liberty on December 1, 2018.

Hosted in partnership with Historic Downtown Liberty, Inc., Clay County and Liberty Parks & Rec.



Special Events - Make Music Day

49 performances by 42 artists in 11 venues around Liberty.

Make Music Day is an annual all day celebration of the arts on June 21. This year's event saw attendance of about 300, lower than past years due to all day rain. Virtual attendance, measured through reach on Facebook live broadcasts, varied from 200 – 1,500 per performance.

Hosted by the Liberty Arts Commission.



Special Events - Public Art Exhibits

Quarterly exhibits in the gallery spaces at City Hall, Liberty Community Center and Mid-Continent Public Library, Liberty Branch. In late 2018 the Arts Commission also began a collaborative effort with William Jewell College curating galleries for the Ruth E. Stocksdale Gallery of Art.



MURAL WALL

After the building collapse at Kansas and Water Streets, a wall was constructed to protect the area. The Arts Commission, with support from City Council, put out a bid for artists to paint a mural on the wall. The mural is popular for graduation pictures, selfies, etc.



Grants

Tourism Grant Recipients:

- **The Corbin Theatre** – Magazine Advertisements
- **Clay County African American Legacy, Inc.** – Brochure of African American Historical Sites
- **Anna Marie's Teas** – Downtown Liberty Tea Crawl
- **Clay County Museum and Historical Society** – Antique Appraisal Fair and Book Launch
- **Liberty Area Chamber of Commerce** – Fall Festival Facebook Ads
- **Liberty Hospital Foundation** – Half Marathon and 5K Runner Recruitment

Art Grant Recipients:

Annual Grant - \$5,000

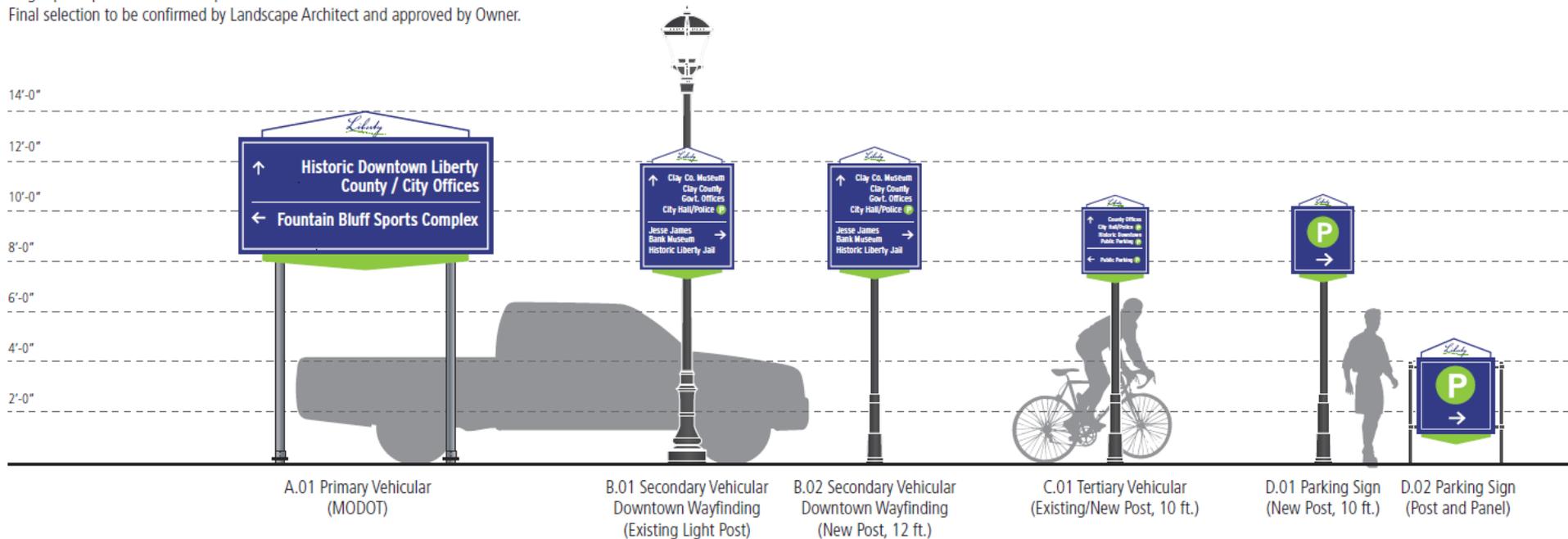
- Liberty Symphony Orchestra – Outreach Concert Series

Mini Grants - \$1,000 Each

- Second Baptist Church Anniversary Art Committee – Purchase of a Sculpture

Wayfinding – Signage Implementation

*Light poles/posts shown are representation **ONLY**.
Final selection to be confirmed by Landscape Architect and approved by Owner.



Phase 1 of signs (parking signs directing to Downtown public parking) were installed in January 2019.

Wayfinding - Downtown Kiosks

Two kiosks were installed in April 2019 Located at the corners of Water and Kansas streets and Main and Franklin streets. Each kiosk features a map of downtown businesses and a history panel, one featuring the Garrison School and the other featuring the Liberty Square.



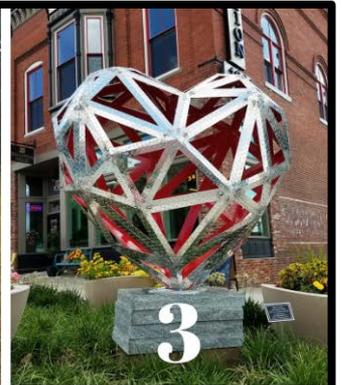
Wayfinding - Fountain Bluff

Signs have been installed on the gates where every visitor enters / exits Fountain Bluff Sports Complex for tournaments. The QR code goes to the Visit Liberty website homepage.



Revolving Sculpture Program

The Arts Commission purchased *Plumb Twisted* from the 2017-2018 Revolving Sculpture Program installation. It is now on display in front of the Liberty Community Center. Six new sculptures were installed around Downtown in July 2018.



Event Billboards



Liberty Fest

- Games
- Food Trucks
- Kids Activities
- Concert
- Fireworks Display

July 3 • www.TheLibertyFest.com



September 28-30, 2018
libertyfallfest.com



LIBERTY FALL FESTIVAL
LIBERTY AREA CHAMBER OF COMMERCE

Cosentino's PRICE CHOPPER
Locally Owned

LIBERTY HOSPITAL
LIBERTYHOSPITAL.ORG

PRECISION COLLISION CENTER

Santa Claus is Comin' to Hometown Holidays

December 1 • 2 - 5 p.m
Historic Downtown Liberty



Carr Strategies & Visit Liberty Facebook Ad Campaign

171,254 Total Impressions; 1,701 Total Clicks



Freedom to Indulge

Ad Results

31 Post Reactions

1 Comment

5 Shares

109 Link Clicks

11,584 Reach

22,697 Impressions

Carr Strategies & Visit Liberty Facebook Ad Campaign

171,254 Total Impressions; 1,701 Total Clicks

City of Liberty, Mo. Government
Sponsored

Liberty is a fun & relaxing day trip in Kansas City filled with a historic downtown, unique dining, shopping & history. Give me Liberty!

VISITLIBERTYMO.COM
The Freedom to Shop
Liberty offers easy I-35 access, convenient hotels, dining,....

Freedom to Shop Ad Results

103 Post Reactions

4 Comments

12 Shares

548 Link Clicks

4 New Page Likes

23,231 Reach

43,347 Impressions

Carr Strategies & Visit Liberty Facebook Ad Campaign

171,254 Total Impressions; 1,701 Total Clicks

City of Liberty, Mo. Government
Sponsored ·

Like Page

Liberty is a fun & relaxing day trip in Kansas City filled with a historic downtown, unique dining, shopping & history. Give me Liberty!

Handmade Artisan

VISITLIBERTYMO.COM

The Freedom to Find a New Favorite

Liberty offers easy I-35 access, convenient hotels, dining,...

Learn More

6 Shares

Like Comment Share

Freedom to Find a New Favorite Ad Results

52 Post Reactions

3 Shares

145 Link Clicks

1 New Page Like

9,451 Reach

17,879 Impressions

Carr Strategies & Visit Liberty Facebook Ad Campaign

171,254 Total Impressions; 1,701 Total Clicks

City of Liberty, Mo. Government
Sponsored ·

Like Page

Liberty is a fun & relaxing day trip in Kansas City filled with a historic downtown, unique dining, shopping & history. Give me Liberty!

VISITLIBERTYMO.COM

The Freedom to Wear Jeans to Dinner [Learn More](#)

Liberty offers easy I-35 access, convenient hotels, dining,...

Angela Catalano, Kay Erickson and 174 others · 5 Comments · 18 Shares

Like · Comment · Share

Freedom to Wear Jeans to Dinner Ad Results

180 Post Reactions

5 Comments

19 Shares

788 Link Clicks

8 New Page Likes

31,431 Reach

57,920 Impressions

Carr Strategies & Visit Liberty Facebook Ad Campaign

171,254 Total Impressions; 1,701 Total Clicks

City of Liberty, Mo. Government
Sponsored · Like Page

Liberty offers easy I-35 access, convenient hotels, dining, shops & history as part of your Kansas City trip. Give me Liberty!

VISITLIBERTYMO.COM
The Freedom to Make Yourself at Home
Liberty offers easy I-35 access, convenient hotels, dining,...

Wayne Keller, SC Barber and 21 others 5 Shares

Like Comment Share

Freedom to Make Yourself at Home Ad Results

24 Post Reactions

3 Shares

107 Link Clicks

12,560 Reach

29,334 Impressions

Carr Strategies & Visit Liberty Campaign

Billboard – I-35 Southbound near Lathrop

About 64,000 traffic impressions per week –
675,983 total



Carr Strategies & Visit Liberty Campaign

**435 Magazine
Print Ad –
September
Issue: 31,900
Circulation**

THE FREEDOM TO
FIND A NEW
FAVORITE.

LIBERTY
GIVE ME
Liberty!

VISITLIBERTYMO.COM
SHOP AT OUR UNIQUE STORES

Carr Strategies & Visit Liberty Campaign

**435 Magazine
Print Ad –
November
Issue: 31,900
Circulation**

**GIVE ME
Liberty!**

VISITLIBERTYMO.COM
SHOP AT OUR UNIQUE STORES

**FREEDOM
TO FIND THE
PERFECT GIFT**

Carr Strategies & Visit Liberty Campaign

Visit KC Web Ads

329,739 Total Impressions; 222 Total Clicks



Carr Strategies & Visit Liberty Campaign

Visit KC Web Ads

329,739 Total Impressions; 222 Total Clicks



Carr Strategies & Visit Liberty Campaign

Google Search Engine Marketing Campaign

August – December

4,964 Clicks to Website – 130,343 impressions

Top 5 Search Terms:

- Things to do / see near KC
- Liberty MO
- Liberty Restaurants
- Liberty MO things to do
- Things to do in Liberty Missouri

Seasonal Holiday Ad Set: Holiday lights Liberty MO, Holiday Events in KC and Santa Claus Liberty MO were all top keywords in December

Other Budgeted Expenses

- **HDLI Print Ads and Printed Promotional Materials**
 - Year long ad in Missouri Life Magazine (same ad in every issue)
 - Walking Tour Brochures
 - Explore Liberty Ad
 - Quilt Walk Posters
 - Courier Tribune Fall Festival Ad
 - LPS Summer Educator Ad
- **HDLI Part Time Staff**
- **HDLI Christmas Lights Upgrades**
- **Digital Ads**
 - Popcorn in the Park (three movie screenings) Facebook Ads
 - Visit KC Membership (City, Chamber and HDLI)
 - Liberty Fest Facebook Ads
 - Hometown Holidays Facebook Ads
 - HDLI Digital Ads for Fall Festival
- HDLI Quilt Walk Facebook Ads
- HDLI Downtown Affair Ads
- HDLI Wine About Winter Ads
- **Website Maintenance Fee**
- **Finance Admin of Account**
- **Staff Overtime**
 - Liberty Fest
 - Fall Festival
 - Hometown Holidays
- **Visit Liberty Promotional Signage**
 - Tent
 - Flags
 - Pop Up Banners