

Tourism Business Improvement District 2023 Scope of Services and Budget



City Manager's Office

April 19, 2022



Background



- Visit Wichita receives annual funding from the City of Wichita for the promotion of tourism and convention activities.
- In 2014, the Tourism Business Improvement District (TBID) was created to provide additional funding to promote tourism.
- Funding has experienced limited growth in recent years while competition for tourists and conventions in the state has intensified.



TBID Scope of Services



- The 2023 Scope of Service and Budget outlines strategies and budget allocations for leisure marketing and groups sales activities to drive tourism to Wichita.
- Visit Wichita is helping lead local marketing efforts critical to jump-start local travel industry recovery efforts.



5 Year History



	2017	2018	2019	2020	2021
Revenue	2,876,733	3,203,687	3,101,291	1,924,342	2,487,412
Economic Impact	\$134M	\$138M	\$124M	NA	\$76M
Group ROI	7.09	5.77	7.90	NA	5.21
Leisure ROI	52.67	57.84	64.01	NA	42.59



Proposed 2023 Budget



- Estimated 2023 Revenue: \$3.1m
- Proposed 2023 Leisure Marketing Expenses: \$1.96m
- Proposed 2022 Group Marketing Expenses: \$515,000
- Proposed General Expenses: \$630,000



Carryover Funds



- Available TBID funds remaining from 2020 total \$831,168.
- The TBID board reviewed and approved the use of carryover funds during its February 2022 meeting.



Recommendations



Receive, approve, and file the Tourism Business Improvement District (TBID) 2023 Scope of Services and Budget.



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