



**City of Leavenworth**  
**100 N. 5<sup>th</sup> Street**  
**Leavenworth, Kansas 66048**

**CITY COMMISSION STUDY SESSION**  
**COMMISSION CHAMBERS**  
**TUESDAY, APRIL 4, 2023 6:00 P.M.**

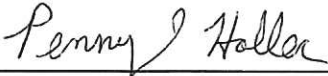
**Welcome to your City Commission Study Session – Please turn off or silence all cell phones during the meeting**  
*Meetings are televised everyday on Channel 2 at 6 p.m. and midnight and available for viewing on YouTube*

**Study Session:**

1. Countywide Transportation Study Update (pg. 2)
2. Semi-Annual Report from Convention & Visitors Bureau (pg. 3)
3. Fire Station 3 and WPC Administration Structures (pg. 16)

**Policy Report**  
**Update on Countywide Transportation Study**  
**April 4, 2023**

Prepared By:



Paul Kramer  
City Manager

**ISSUE:**

Receive an update on the countywide transportation study.

**BACKGROUND:**

During the April 26, 2022 meeting, the Commission approved the contract for project manager Kimley-Horn and Associates, Inc. to begin work on a countywide transportation study in conjunction with regional partners. The Commission will receive an update on that project.

**Policy Report**  
**Leavenworth Convention and Visitors Bureau – Semi-Annual Report**  
**April 4, 2023**

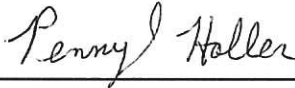
Prepared By:



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Kristi Lee  
CVB Manager

Reviewed By:



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Penny Holler  
Assistant City Manager

Reviewed By:



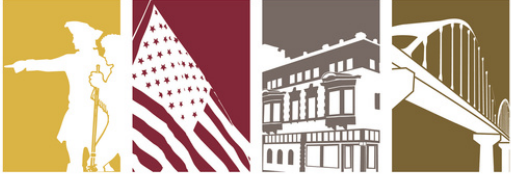
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Paul Kramer  
City Manager

**BACKGROUND:**

Leavenworth Convention and Visitors Bureau (CVB) Manager Kristi Lee will provide an update of activities and operations of the CVB.

Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

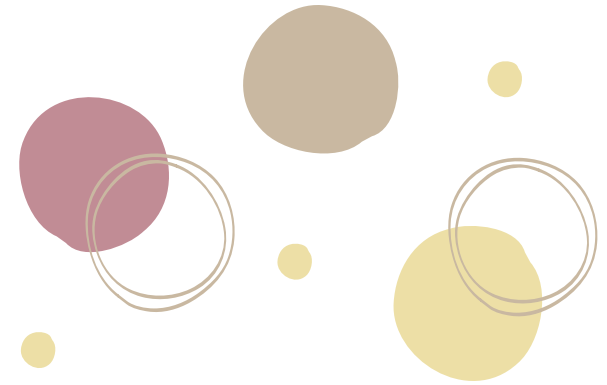
# CVB Report YE Recap 1st Qtr 2023

*April 4, 2023*





# Discussion Points



1. Nat'l Travel Industry Update
2. Kansas State Tourism Update
3. Leavenworth Tourism Update

# National Travel Industry Update



## Travel Forecast

Inflation is hitting everyone's bottom line, but not enough to deter anyone from skipping their travel plans for 2023.

International travel may look affordable, however many travelers will stay stateside.

59% expect to plan travel within the U.S. vs. overseas.

Days of rest and relaxation are over. Almost all travelers want to spend part of their trip experiencing new or unique activities. 90% want to visit "like a local" and have authentic experiences.

• Forbes



## End Vaccine Mandate

The U.S. is the only country that still has a Covid vaccine requirement for international visitors. There is no longer a public health justification per the Ex. V.P. of Public Affairs and Policy Tori Emerson Barnes of the US Travel Assoc. Barnes has introduced H.R.185 to have the mandate removed before the May expiration of the public health emergency policy and the summer travel planning season.

• U.S. Travel Association



## Job Openings

Leisure & Hospitality (L&H) added 128,000 jobs in Jan. 2023. Workforce remains scarce with just 5.7 million unemployed for the 11 million U.S. job openings. The L&H job openings account for 1.5 million of the total.

With business, group meetings and events picking up speed, the industry needs to ensure continued job growth to rebuild a workforce to meet the future demands.

• U.S. Travel Association

# Kansas Tourism

## Economic Impact Key Findings for 2021



### Visitor Spending Sectors in 2021

Northeast Region, 2021									
Amounts in millions of current dollars	Lodging*	Food and beverage	Retail	Recreation**	Transport***	Total	Growth rate	State and local tax revenues (000s)	Tax savings per hhd
<b>County</b>									
Atchison County	\$4.3	\$7.7	\$3.8	\$2.7	\$5.1	\$23.6	25.4%	\$1,670.9	\$245.4
Brown County	\$1.5	\$2.9	\$1.7	\$49.0	\$4.2	\$59.3	18.8%	\$3,315.1	\$740.5
Doniphan County	\$0.7	\$1.0	\$0.5	\$20.4	\$2.3	\$24.9	16.8%	\$1,344.8	\$398.8
Douglas County	\$31.8	\$73.0	\$39.4	\$29.5	\$66.9	\$240.7	27.5%	\$15,701.0	\$294.5
Franklin County	\$5.9	\$10.4	\$6.5	\$4.8	\$16.2	\$43.7	19.0%	\$3,052.0	\$271.5
Jackson County	\$1.8	\$3.7	\$2.2	\$36.4	\$4.5	\$48.6	16.0%	\$2,486.3	\$443.0
Jefferson County	\$1.1	\$1.9	\$1.1	\$1.7	\$6.0	\$11.8	15.5%	\$928.9	\$116.3
Johnson County	\$207.9	\$450.9	\$290.0	\$256.1	\$496.7	\$1,701.6	30.4%	\$112,946.4	\$442.7
Leavenworth County	\$9.0	\$22.2	\$10.9	\$9.8	\$25.4	\$77.3	23.9%	\$6,082.0	\$192.5
Miami County	\$1.7	\$6.3	\$3.4	\$2.6	\$9.2	\$23.2	15.0%	\$1,824.7	\$130.0
Nemaha County	\$1.8	\$3.0	\$1.9	\$1.3	\$4.2	\$12.3	11.0%	\$881.8	\$196.2
Osage County	\$1.3	\$2.4	\$1.2	\$1.2	\$5.7	\$11.8	23.2%	\$952.2	\$130.7
Shawnee County	\$49.1	\$105.8	\$61.9	\$45.5	\$94.5	\$356.8	22.4%	\$23,821.2	\$294.7
Wyandotte County	\$76.9	\$121.4	\$93.9	\$116.3	\$133.8	\$542.3	27.1%	\$33,435.6	\$487.2
<b>Region Total</b>	<b>\$394.8</b>	<b>\$812.5</b>	<b>\$518.3</b>	<b>\$577.4</b>	<b>\$874.8</b>	<b>\$3,177.8</b>	<b>27.4%</b>	<b>\$208,442.9</b>	<b>\$375.7</b>
<b>State Total</b>	<b>\$937.2</b>	<b>\$1,809.2</b>	<b>\$1,114.1</b>	<b>\$1,113.9</b>	<b>\$1,986.3</b>	<b>\$6,960.8</b>	<b>25.6%</b>	<b>\$442,908.9</b>	<b>\$344.9</b>

\* Lodging spending includes 2nd home valuation

\*\* Recreation includes casino wagering

\*\*\* Transport includes local and air transportation

# Kansas Tourism

## Economic Impact Key Findings for 2021



### Total Visitor Spending by year 2017-2021

<b>Northeast Region</b>								
Visitor spending amounts in millions of dollars	2017	2018	2019	2020	2021	Growth rate	Share of Region	Share of State
<b>County</b>								
Atchison County	\$17.72	\$19.52	\$21.22	\$18.78	\$23.55	25.4%	0.7%	0.3%
Brown County	\$63.73	\$65.83	\$67.73	\$49.93	\$59.31	18.8%	1.9%	0.9%
Doniphan County	\$26.62	\$29.23	\$29.50	\$21.34	\$24.91	16.8%	0.8%	0.4%
Douglas County	\$263.63	\$268.42	\$272.49	\$188.72	\$240.67	27.5%	7.6%	3.5%
Franklin County	\$33.40	\$34.73	\$35.53	\$36.76	\$43.74	19.0%	1.4%	0.6%
Jackson County	\$48.27	\$56.01	\$57.81	\$41.88	\$48.61	16.0%	1.5%	0.7%
Jefferson County	\$9.49	\$11.02	\$11.21	\$10.19	\$11.77	15.5%	0.4%	0.2%
Johnson County	\$1,801.28	\$1,805.56	\$1,843.37	\$1,305.06	\$1,701.61	30.4%	53.5%	24.4%
Leavenworth County	\$58.63	\$64.62	\$67.32	\$62.37	\$77.31	23.9%	2.4%	1.1%
Miami County	\$20.96	\$22.78	\$23.41	\$20.14	\$23.16	15.0%	0.7%	0.3%
Nemaha County	\$10.38	\$11.64	\$12.30	\$11.05	\$12.27	11.0%	0.4%	0.2%
Osage County	\$10.48	\$10.76	\$11.00	\$9.57	\$11.78	23.2%	0.4%	0.2%
Shawnee County	\$337.70	\$346.89	\$360.92	\$291.46	\$356.80	22.4%	11.2%	5.1%
Wyandotte County	\$472.91	\$538.38	\$557.37	\$426.59	\$542.34	27.1%	17.1%	7.8%
<b>Region Total</b>	<b>\$3,175.20</b>	<b>\$3,285.38</b>	<b>\$3,371.17</b>	<b>\$2,493.83</b>	<b>\$3,177.83</b>	<b>27.4%</b>	<b>100.0%</b>	<b>45.7%</b>
<b>State Total</b>	<b>\$6,793.58</b>	<b>\$7,106.70</b>	<b>\$7,326.66</b>	<b>\$5,445.70</b>	<b>\$6,960.28</b>	<b>27.8%</b>		<b>100.0%</b>



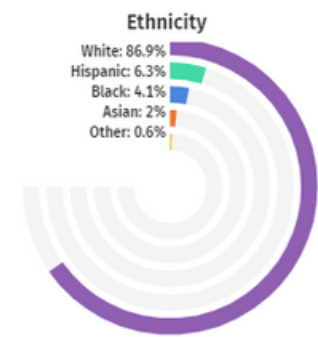
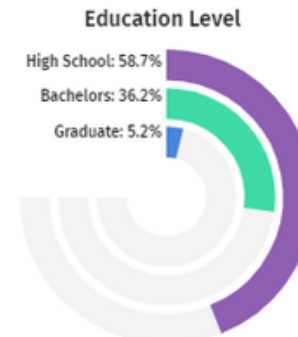
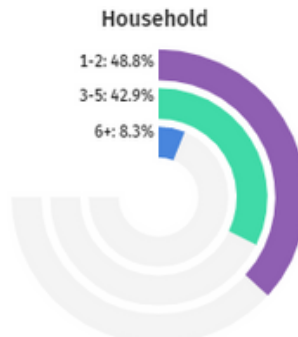
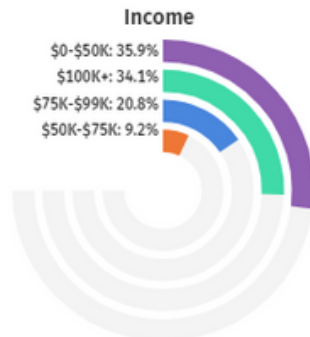
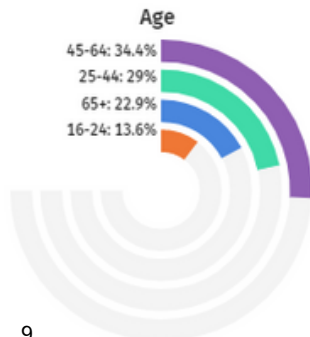
# Leavenworth Stats

## Visitor Days by Length of Stay



- Day Trip 32.7%
- 2 Days 10.7%
- 3 Days 8.7%
- 4 Days 8.7%
- 5 Days 10.9%
- 6+ Days 28.3%

## Top Demographics



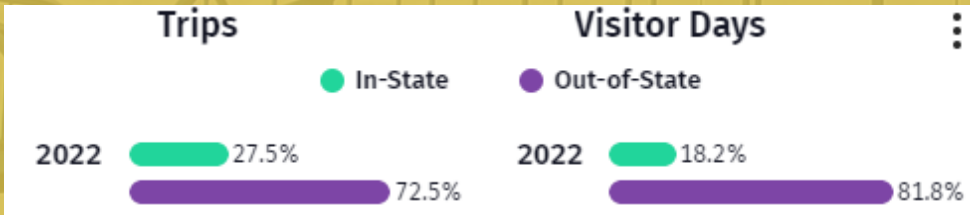
## Top POIs

POI	Trips
Leavenworth KS	448,762
Leavenworth National Cemetery	9,965
Chapel of the Veterans	7,361
Leavenworth Landing	5,809
Crown Lanes Bowling Center	2,832
Great Life Golf and Fitness	1,879
Haymarket Square Pavilion	505
Leavenworth County Courthouse	502

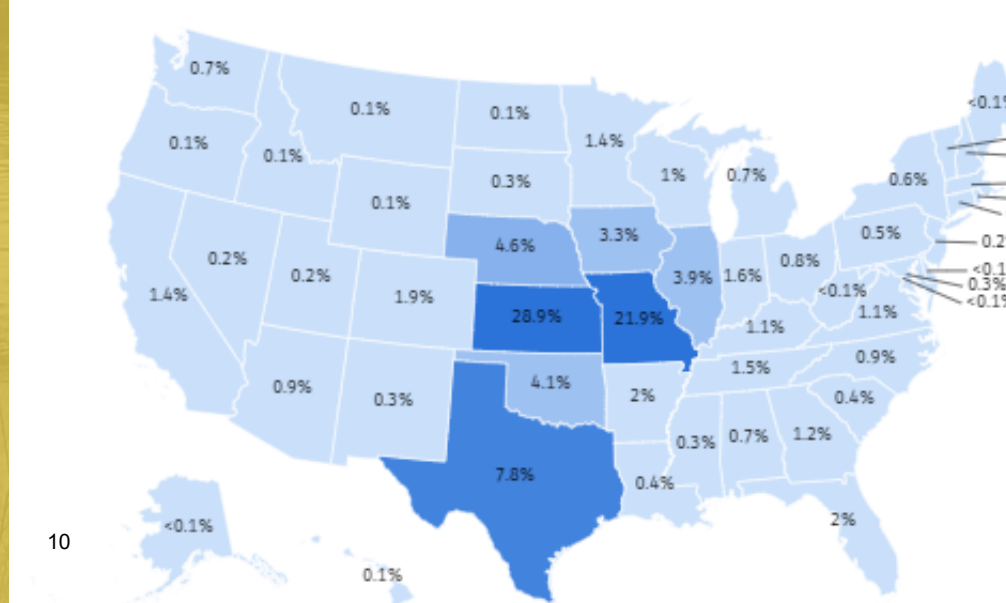
# Leavenworth Stats

Estimated visitors to Leavenworth, 50+ miles

	Unique Visitors	Total Trips	Avg. Length of Stay
2019	245,211	487,642	2.4
2020	164,974	369,618	2.5
2021	151,192	367,389	2.7
2022	192,927	448,762	2.9



## Share of Trips by State



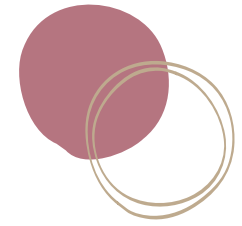
## Top cities visiting Leavenworth

City	Visitor Days
Manhattan, KS	30,945
Wichita, KS	22,142
Chicago, IL	10,881
Junction City, KS	9,025
Omaha, NE	7,697
Springfield, MO	6,858
Saint Louis, MO	6,779
Topeka, KS	6,206
Paola, KS	6,082
Pittsburg, KS	5,897
Harrisonville, MO	5,449
Tulsa, OK	5,366
Ottawa, KS	5,338
Louisburg, KS	4,983
Lincoln, NE	4,819



## Occupancy

	Occupancy	Supply
2019	64.5%	131,765
2020	53.0%	131,765
2021	59.2%	131,765
2022	60.2%	145,270



## ADR

Average Daily Rate

2019	\$108.30
2020	\$105.46
2021	\$105.68
2022	\$109.38

## RevPA

### R

Revenue Per Available Room

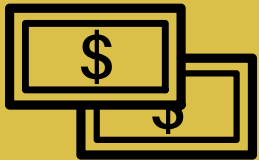
2019	\$69.81
2020	\$55.95
2021	\$62.59
2022	\$65.85



## Revenue

2019	\$9.2M	84,933 room nights
2020	\$7.4M	69,902 room nights
2021	\$8.2M	78,033 room nights
2022	\$9.6M	87,463 room nights

\*Approx. 15% of room nights sold in 2022 were TGT exempt



## Local TGT Collected

2019	\$531K	61,326 room nights
2020	\$383K	45,358 room nights
2021	\$633K	74,849 room nights
2022	\$655K	74,861 room nights

2019-2021 Figures based on: Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace. 2022 figures based on: Fairfield, Hampton, Home2, Towneplace, EconoLodge 36; Lvn Local not reporting 60

# Leavenworth updates

## Visitor Guidebooks

Distributed 6,481 visitor guidebooks so far for 2023. They are distributed through travel centers, local delivery, hotels, trade-shows, direct inquires, on line inquires, walk ins, and RFCC lobby.

40 Direct individual requests, 86 welcome bags, and 3,160 mailed to Visitor Centers.

## Print Advertising

Placed 8 print ads, with a distribution of publications 457K

## On-line Advertising

6 Banner ads with the State Office of Tourism, SEM marketing campaign, 4 months native ad campaign in the fall.

## E-Newsletter

emailed to over 1,856 subscribers twice a month<sup>12</sup> with an average open rate of 27%



## Social Media

Facebook, Twitter, Pinterest, and Instagram have over 8,195 followers.

## Website Stats 2022

### Pageviews

174,744

### Unique views

147,843

## Top Referrals:

TravelKS.com, LeavenworthKS.org, LeavenworthCounty.gov

## Group Tours and Meetings for 2022

We hosted a total of 16 group tours and 3 meetings for a total of 845 people in attendance with a direct spend of \$77,330.95.  
Overnight stays 245 x \$258 = \$63,210  
Day trips 600 x \$149 = \$89,400

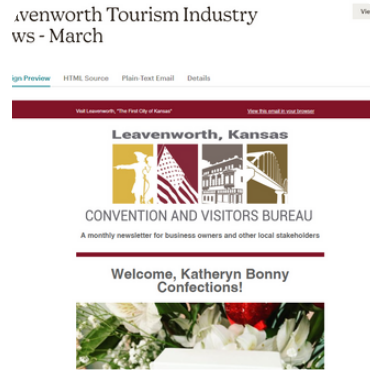
# Local Leavenworth updates

\*Sign up for our new Stakeholder E-Newsletter at: [cvb@firstcity.org](mailto:cvb@firstcity.org)



## SPRINT Grants

We had several local museums apply for the States SPRINT Grant and the CVB wrote letters of support.



## New Stakeholders E-Newsletter

As of February this year, the CVB is mailing out a stakeholders newsletter full of local happenings .



## New Leavenworth CVB Stickers

Need a sticker for your laptop or tumbler? Ask us for one.



## 2023 Visitors Guidebook

Hot off the press is the new 2023 Visitors Guidebook. Let us know if you need some copies.



## Wagga Wagga Visiting!

We are very excited about our Sister City of Wagga Wagga Australia visiting us this year. Aug. 22 – 27, 2023.

# 2023 UPDATES

## TGT GRANTS: Feb 1, 2023

The Tourism Grant review committee met on Feb 21st and determined the amounts for the grant applications for the Feb 1, 2023 round. We were able to roll over funding from previous unused grants. We funded 7 organizations for the Feb 1 2023 round.

Richard Allen Cultural Ctr. - \$2700, advertising  
LCHS - \$2700, Women in History and Roaring 20s  
Heritage Events Ctr. - \$2600, Home & Garden Show  
NAACP - \$1500, Parade  
Nez Perce Native American - \$3500, Pow-wow  
Santa Fe Bike Shop - \$3000 - Gravel Grinder  
Leavenworth Arts - \$500 - Children Arts in the Park

## Group Tours

April 20	DaNang Vietnam Veterans
April 27	Travel Master NWA
May 17	Kansas State Bank
July 20	N KCK P&R
Oct 16	US Navy Veterans Tour

## Trade Shows and Conferences 2023

March 27-30	Select Traveler Conference Branson, MO
April 22	PAIR Day, Ft Lvn
May 7-13	National Travel and Tourism Week
June 8-11	Midwest Travel Network Conference KCK
June 23-27	Military Reunion Network Conference Buffalo, NY
July 18-20	Destination Int'l Annual Conference Dallas, TX
Aug 19	PAIR Day, Ft Lvn
Sept 27-30	Small Market Meetings Cedar Rapids, IA
Oct 16-19	Kansas Tourism Conference Dodge City, KS

## Calendar of Events

Apr 6	AA5 Art Walk
Apr 8	Bee to Bottle Making
Apr 8	Leavenworths Got Talent
Apr 15	Motown Review Dinner
Apr 21	Celebrate Women of Leavenworth
Apr 22	Dark River Artifact Show
Apr 23	Stay Fired Up Gravel Grinder

# Thank You!



**Email**

[cvb@firstcity.org](mailto:cvb@firstcity.org)



**Address**

100 N 5th St. Leavenworth, KS



**Website**

[www.VisitLeavenworthKS.com](http://www.VisitLeavenworthKS.com)



**Phone**

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POLICY REPORT PWD NO. 23-17

WORK SESSION  
FIRE STATION 3 AND WPC ADMINISTRATION STRUCTURES

City Project 2023-002

April 4, 2023

Prepared By:

  
\_\_\_\_\_  
Brian Faust, P.E.,  
Director of Public Works

Reviewed By:

  
\_\_\_\_\_  
Paul Kramer,  
City Manager

**ITEM:**

Staff is requesting that the City Commission provide direction on which design-build team the City should negotiate with for Fire Station 3 and the WPC Administration Building.

**BACKGROUND:**

The City solicited qualifications from design-build teams that were interested in constructing both the Fire Station and the WPC Administration Building. Five submittals were received and reviewed by the selection committee. Based on this review, two teams were invited to make a presentation to the City Commission at the March 21st work session.

The two teams were:

- Kaaz Construction & WSKF Architects
- Turner Construction, Hoefler Welker (Architects) and Bartlett & West (Civil Engr/Landscape)

After reviewing their presentations along with their qualifications and experience, staff is requesting a consensus on which team to negotiate with for a final scope and fee.