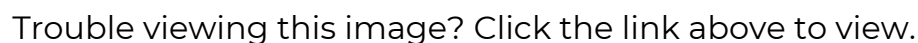




- First Tailgate September 28. Working on photo bus, decor, and giveaways for the activation
- Content running and campaign is live with KSHB and Chiefs

- **Datafy:** Sample dashboard to go live in October. [Click here](#) to preview.



Digital Marketing Report continued:

- **Social Media highlights:** Riley Keafer, our new social media manager, has been diligently working at improving our engagement and social reach. Some stats to share from Facebook/Instagram:

- Views up 17.1%
- Reach up 19.2%
- Interactions up 66.3%
- Visits up 32.3%
- Follows up 151.4%

TikTok results:

- Post View increased 102.8%
- Likes increased 212.1%
- Shares increased 205.7%
- New Viewers increased 157.5%

Event Recaps:

- SYTA: Ashlie, Joslyn, Reed
- Connect: Avery, Reed, Joslyn, Kristina

Public Relations:

August 2025

Coverage Summary

08/01/2025 - 08/31/2025

[August 2025](#)

Total Mentions

10

Impressions

88.7M

AVE(USD)

2.2M

Coverage Sentiment

08/01/2025 - 08/31/2025

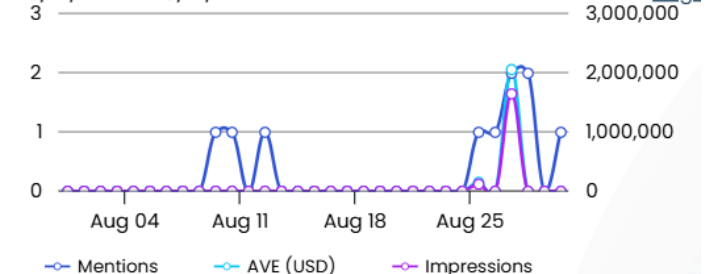
[August 2025](#)



Coverage Trends

08/01/2025 - 08/31/2025

[August 2025](#)



- [18 Family Road Trips for Labor Day Weekend](#)
- [7 MO Towns that Rival Europe](#)
- [Gateway to the Ozarks Needs to Be On Your List](#)

Cultivator: Christmas creative edits to be shared at the meeting.

Fall Fest:

- Save the date for Fall Fest October 3-4. The event will feature:
 - window/storefront decorating contest
 - scavenger hunt
 - decor throughout the downtown
 - advertising and promotion

Cal Ripken/Babe Ruth Series Assistance: As the DMO and stewards of the destination, we wanted to share what happened at the Cal Ripken 16U and 12U series last month. A member of Team Panama drowned at Table Rock Lake on August 14. Our team jumped into action. Kristina Hagey, director of sports, was with the team and handled Eric Cordero, the young man's personal belongings, helped direct the team, and guide them to Ball Parks for further assistance.

Our team, working with Hope Counseling, arranged emergency grief counseling services, translators from the Branson School District, and a visit from Father J. with Our Lady of the Lake.

During the evening of August 14, we also worked with community members to arrange meal delivery, transportation for team members to begin returning home, and lodging for the teams to be able to make departing flights in Springfield as well as St. Louis.

Additionally, Kristina led the charge to be sure that Eric's body could be returned home to Panama safely and timely. Working with Congressman Burlison's office, we were able to expedite the processing, avoid an autopsy, and be sure the young man was returned in tact. This was a process that wrapped at the end of August, nearly 3 weeks after the fact.

Our team is the DMO, destination marketing organization, for more than marketing purposes. We are committed to the destination, the reputation, and handling the care and concern of all visitors to the Branson/Lakes Area.

Vacation Guide: on schedule. Copy of page layout and content to be shared at the meeting.