



Explore Branson Tourism MOC November 13 Report

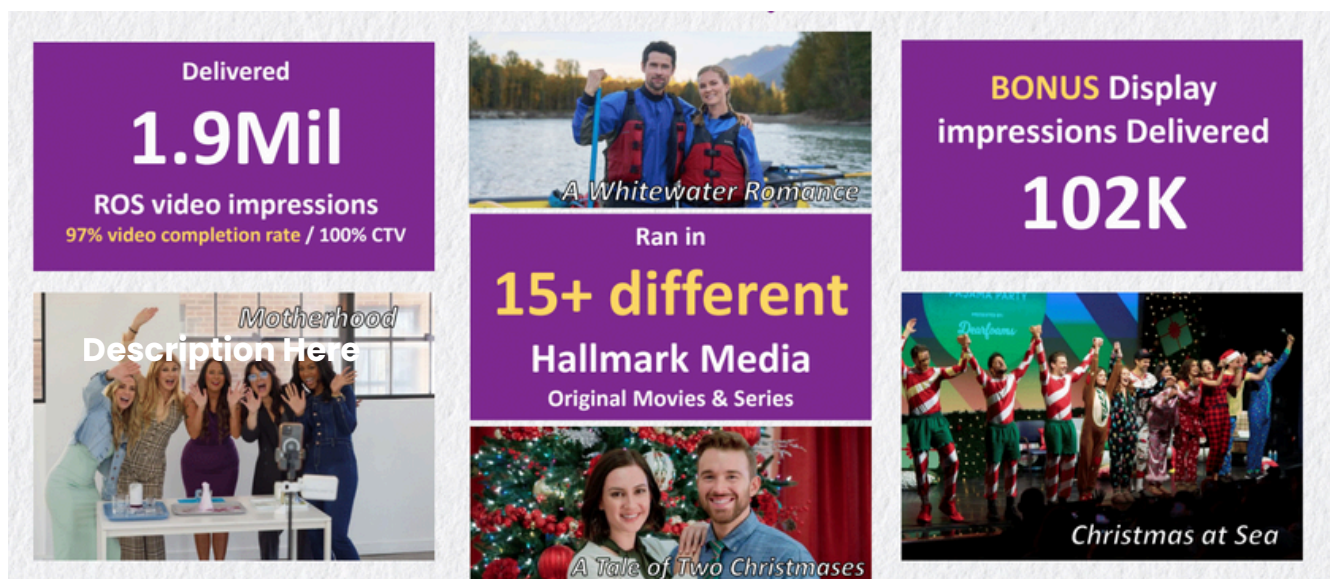
Chiefs Marketing:

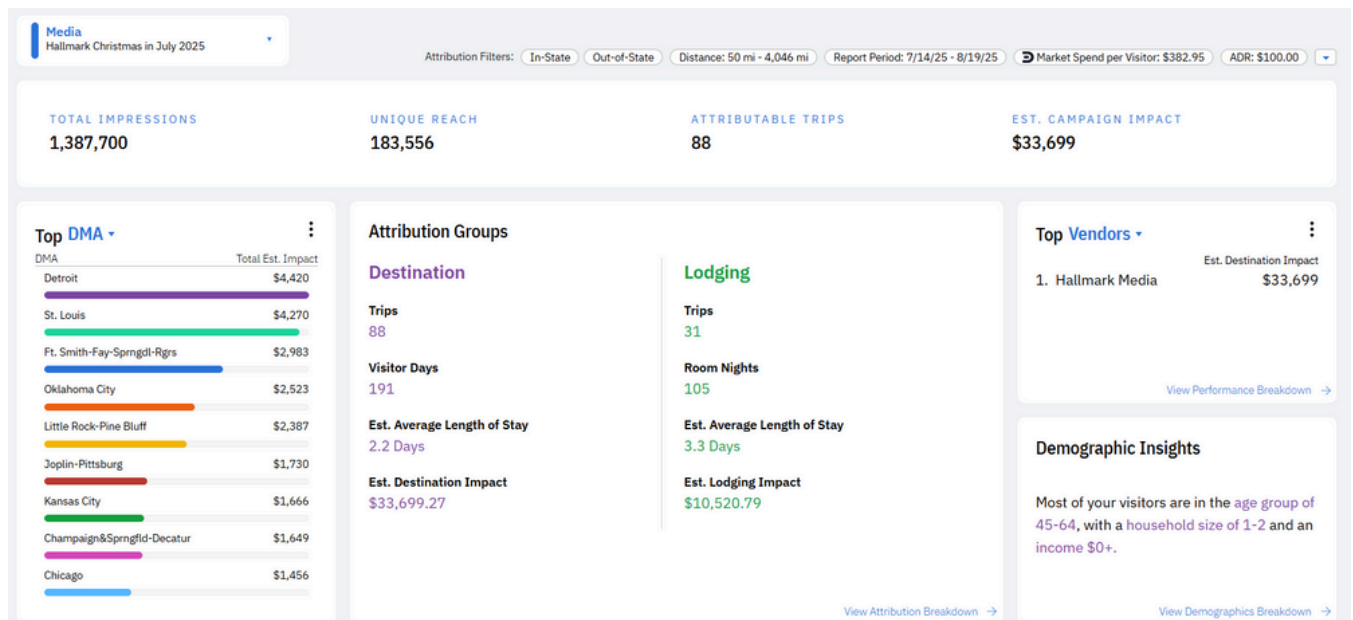
- October 27 Tailgate with a red, white, and blue theme to promote Veterans Week and a preview of the 250th.
- KSHB TV campaign to guess the first snowfall at Arrowhead Stadium, \$25,000 investment from Chiefs contingency funds, approved with Bobby.



Digital Marketing Report:

- Hallmark [wrap up report](#) direct from Hallmark. Destination attribution for credit card spending from the campaign is outlined on the next page and the image can be clicked on to see a larger version.





- Digital RFP Discussion: Our suggestions will be shared at the meeting.

Public Relations: Olivia Reinke will be at the meeting for everyone to meet. She's our PR Manager and doing a great job. She's managed a golf FAM, individual trips, and represented us well on KY3. She also handled the week of filming for RV There Yet with the Discover Channel.

- RV There Yet to air on Discovery Channel, summer 2026
- Balancing Act on Lifetime aired 11/5, will re-air December 18.

Cultivator: Spring creative will be shared and discussed at the meeting. Ready for review and recommendation to the board.

Vacation Guide: on schedule. Please view the preview of the poem and essay contest [layout here](#).