

City of



MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 8/13/24

Scorer: Tourism Commission Board

Name of Event: Junk Junktion

Name of Organization: Moberly Area Chamber of Commerce

Evaluation Factors	Possible Points	Score
Quantify expansion of tourism in Moberly	5	5
Positive Community Impact to Moberly	5	5
Quality and Uniqueness of proposed Project	5	5
Positive Economic Impact to Moberly	5	5
Stability of Management and capacity	5	5
Evidence of Community Support	5	5
Overnight Hotel Stays, Retail, Restaurant	5	5
Total	35	35

The following values are assigned to each numeric spread:

Outstanding - 5 points

Excellent - 4 points

Good - 3 points

Marginal - 2 points

Poor - 1 point

City of

Moberly!

Name of Organization: Moberly Area Chamber of Commerce Date: 8/12/2024

Contact Person: Maranda Dollich

Address: 211 W Reed St Moberly, MO 65270 Telephone: 660-263-6070

Date of Event: 9/14/2024 Name of Event: Junk Junktion

How Event Promotes Tourism in Moberly

What are the specific, measurable Tourism benefits your event or capital project produces?

This event was started in 2018 & has grown to become the largest tourism event in Randolph County bringing in around 20,000 people in 2023 from all over the Midwest. This event encourages spending with vendors & businesses.

How does your event promote tourism, conventions, and other events within the city?

This event almost doubles the population of Randolph County and brings people from more than 50 miles away to Moberly. This is an event the City is now known for and provides a tremendous economic impact.

How does your event attract non-residents?

We market more than a 50-mile radius to attraction true visitors. Last year our visitors came from Overland Park, KS, Radcliff KY, Burlington, IA, Florida and more. St Louis was a top visitor location as well. View Placer data attached.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

For radio and social media ads.

Financial Statement (See Attached)

Statement of Assurances

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): Maranda Dollich

Signature: Maranda Dollich

Date: 8/12/2024

Title or Office Held: Executive Director

Junk Junktion Budget (Estimated)							
Income							
Vendor Fees		\$ 10,000.00					
Sponsorship		\$ 2,500.00					
T-Shirt Sales		\$ 500.00					
Tourism Commission Grant		\$ 1,000.00					
	Total:	\$ 14,000.00					
Expenses							
Port-a-Potties		\$ 2,400.00					
Postcards		\$ 200.00					
Social Media Ads		\$ 1,300.00	Tourism C. cover \$500				
TV Commercial - KOMU		\$ 1,500.00					
TV Commercial - Hulu		\$ 1,000.00					
TV Commercial - Fox4KC		\$ 1,500.00					
Stickers for Signs		\$ 150.00					
Banners		\$ 500.00					
Postage		\$ 500.00					
Toner for Posters		\$ 150.00					
Insurance		\$ -	Covered under Chamber's new plan				
T-Shirts		\$ 1,500.00					
Koozies		\$ -	Have enough leftover from last year				
Radio Ads		\$ 500.00	Tourism C. cover's this cost				
Maps		\$ 500.00					
	Total:	\$ 11,700.00					

Itemized Budget of Marketing Grant Funds

(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
Radio Ads	Radio ads with KZZT	500	500
TV Commercials	With KOMU & Fox4KC	3000	0
Social Media Ads	FB & IG ads	1300	500
Stickers	For Yard Signs	150	0
Banners	Updated banner	500	0
Postcards	2024 postcards	200	0
	TOTAL	\$5,650	\$1,000



Sep 9 - Sep 10, 2023

Property:



Junk Junktion 2023

Sep 9 - Sep 10, 2023

Metrics

● Depot District w/ the Fennel
Moberly, MO 65270

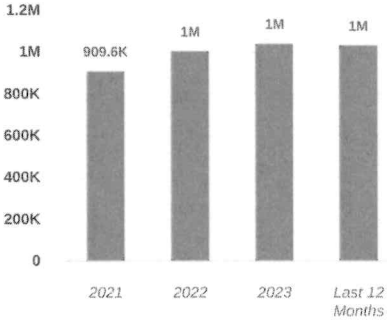
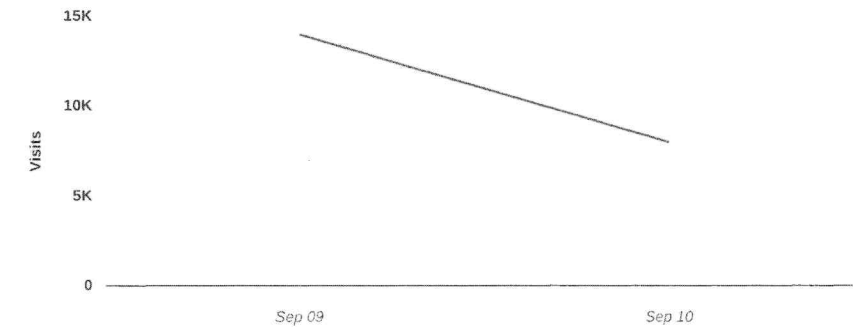
Visits	22K	Panel Visits	1.1K
Visitors	17.9K	Visits YoY	+286.4%
Visit Frequency	1.23	Visits Yo2Y	+396.7%
Avg. Dwell Time	133 min	Visits Yo3Y	+374.9%

Sep 9th, 2023 - Sep 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

● Depot District w/ the Fennel
Moberly, MO



Daily | Visits | Sep 9th, 2023 - Sep 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Junk Junktion 2023

Sep 9 - Sep 10, 2023



Junk Junktion 2023

Sep 9 - Sep 10, 2023

Prior / Post Compare

Depot District w/ the Fennel / Moberly, MO

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Shepherd field / Moberly, MO	1.7%	1	Walmart / US-24, Moberly, MO	3.5%
2	BP / W Rollins St, Moberly, MO	1%	2	El Vaquero Mexican Restaurant / N Morley St, ...	1.8%
3	Comfort Inn & Suites / W Outer Road, Moberly, ...	1%	3	McDonald's / N Morley, Moberly, MO	1.5%
4	Super 8 Moberly MO / E Highway 24, Moberly, ...	1%	4	Goodwill / N Morley St, Moberly, MO	1.5%
5	Walmart / US-24, Moberly, MO	0.9%	5	Randolph Mercantile / W Highway 24, Moberly, ...	1.4%
6	Randolph Mercantile / W Highway 24, Moberly, ...	0.7%	6	Lucky's / S Morley St, Moberly, MO	1%
7	McDonald's / N Morley, Moberly, MO	0.6%	7	Comfort Inn & Suites / W Outer Road, Moberly, ...	1%
8	Magic City Motors / S Morley St, Moberly, MO	<0.5%	8	Aldi / US, Moberly, MO	1%
9	Super 8 Macon / E Briggs Dr, Macon, MO	<0.5%	9	Tractor Supply Co. / US-24, Moberly, MO	0.8%
10	Dollar General / N Morley St, Moberly, MO	<0.5%	10	SONIC Drive In / N Morley St, Moberly, MO	0.8%

Sep 9th, 2023 - Sep 10th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

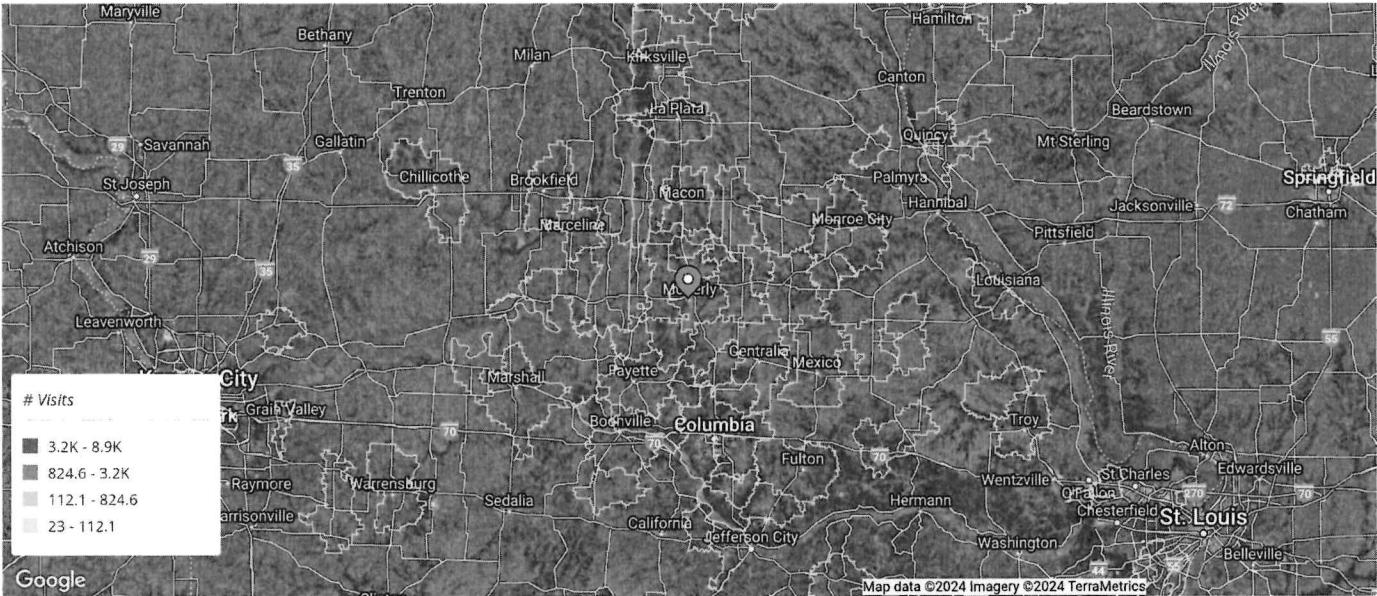


Junk Junktion 2023

Sep 9 - Sep 10, 2023

Visitors By Origin

● Depot District w/ the Fennel
Moberly, MO 65270



● Depot District w/ the Fennel
Moberly, MO 65270

Zipcode / City	Visits (% of Total)
65270 Moberly, MO	8.9K (40.6%)
65203 Columbia, MO	1.3K (5.7%)
65202 Columbia, MO	1.2K (5.5%)
65259 Huntsville, MO	1K (4.6%)
65239 Cairo, MO	539 (2.5%)
65243 Clark, MO	516 (2.4%)
65263 Madison, MO	439 (2%)
63501 Kirksville, MO	398 (1.8%)
65201 Columbia, MO	382 (1.7%)
65284 Sturgeon, MO	320 (1.5%)

Sep 9th, 2023 - Sep 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

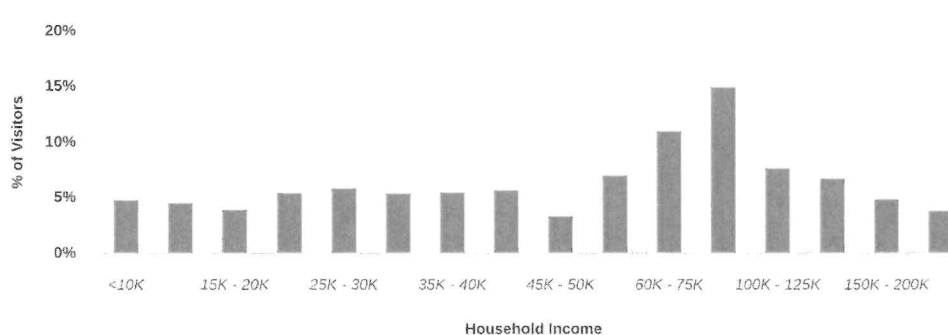


Junk Junktion 2023

Sep 9 - Sep 10, 2023

Household Income

Depot District w/ the Fennel
Moberly, MO 65270



Average Income 75K

Median Income 58K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

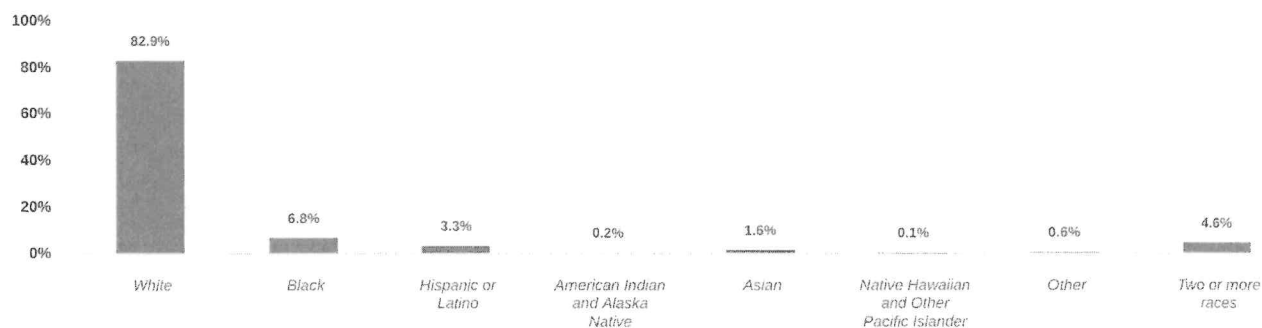
Sep 9th, 2023 - Sep 10th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

Depot District w/ the Fennel
Moberly, MO 65270



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Sep 9th, 2023 - Sep 10th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

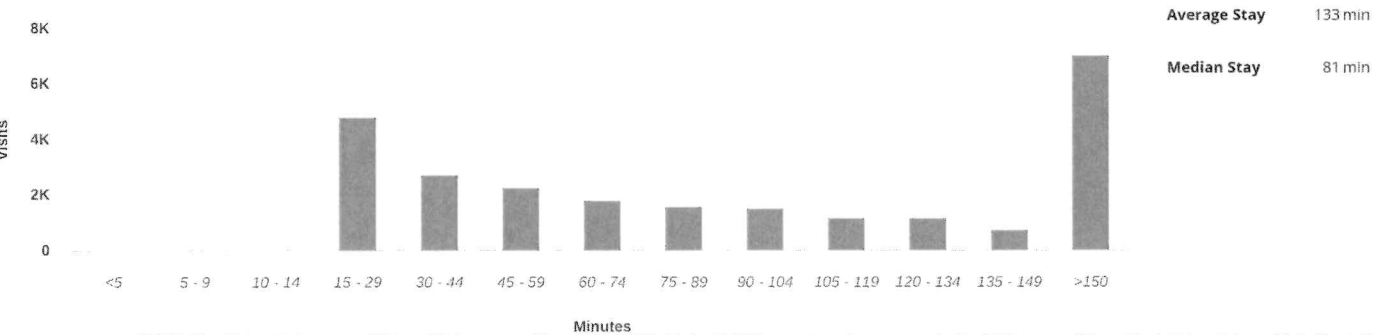


Junk Junktion 2023

Sep 9 - Sep 10, 2023

Visit Duration

Depot District w/ the Fennel
Moberly, MO 65270



Visits | Sep 9th, 2023 - Sep 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Depot District w/ the Fennel / Moberly, MO

Rank	Name	Distance	Visitors
1	Building At 208 W Reed St / 208 W Reed St, Moberly, MO 65270	0.1 mi	3.6K (19.9%)
2	Walmart / 1301 US-24, Moberly, MO 65270	2.2 mi	3.3K (18.6%)
3	Bud's Hair Lounge / 201 W Reed St, Moberly, MO 65270	0.1 mi	2.4K (13.4%)
4	Codes Dispensary Moberly / 120 W Reed St, Moberly, MO 65270	0.1 mi	2.2K (12.3%)
5	Building At 323 W Reed St / 323 W Reed St, Moberly, MO 65270	0 mi	2K (11.1%)
6	Bean / 118 W Reed St, Moberly, MO 65270	0.2 mi	1.9K (10.8%)
7	Building At 210 N Williams St / 210 N Williams St, Moberly, MO 65270	0.1 mi	1.5K (8.6%)
8	Spartan Cages / 309 W Reed St, Moberly, MO 65270	0 mi	1.3K (7.4%)
9	Buiding at 301 W Reed St / 301 W Reed St, Moberly, MO 65270	0.1 mi	1.3K (7.3%)
10	Northgate Shopping Center / 1600 N Morley St, Moberly, MO 65270	1.3 mi	1.2K (7%)

Category: All Categories | Min. Visits: 1 | Sep 9th, 2023 - Sep 10th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)





MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 8/13/24

Scorer: Tourism Commission Board

Name of Event: Mid-Missouri's Christmas Festival

Name of Organization: Moberly Area Chamber of Commerce

Evaluation Factors	Possible Points	Score
Quantify expansion of tourism in Moberly	5	5
Positive Community Impact to Moberly	5	5
Quality and Uniqueness of proposed Project	5	5
Positive Economic Impact to Moberly	5	5
Stability of Management and capacity	5	5
Evidence of Community Support	5	5
Overnight Hotel Stays, Retail, Restaurant	5	4
Total	35	34

The following values are assigned to each numeric spread:

Outstanding - 5 points

Excellent - 4 points

Good - 3 points

Marginal - 2 points

Poor - 1 point

City of

Moberly!

Name of Organization: Moberly Area Chamber of Commerce Date: 8/12/2024

Contact Person: Maranda Dollich

Address: 211 W Reed St Moberly, MO 65270 Telephone: 660-263-6070

Date of Event: 12/7/2024 Name of Event: Mid-Missouri's Christmas Festival

How Event Promotes Tourism in Moberly

What are the specific, measurable Tourism benefits your event or capital project produces?

This event was started in 2019 & has grown to become the largest holiday event in Mid-Missouri with around 10,000 people in attendance in 2023. The horse drawn carriage, reindeer, parade, ice rink and Mayor's Tree Lighting are a tremendous draw.

How does your event promote tourism, conventions, and other events within the city?

This event is one of the few holiday events in Mid-Missouri and it brings families from more than 50 miles away to Moberly to celebrate the holiday season. This event promotes shopping, dining and experiencing Downtown Moberly.

How does your event attract non-residents?

We market more than a 50-mile radius to attraction true visitors. Last year our visitors came from Quincy, IL, Topeka, KS, Keokuk, IA, Miramar Beach, FL, Yuma, AZ, Brigham City, UT and of course all over Missouri.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

For radio and a banner for the event.

Financial Statement (See Attached)

Statement of Assurances

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): Maranda Dollich

Signature: Maranda Dollich

Date: 8/12/2024 Title or Office Held: Executive Director

Christmas Festival Budget (Estimated)							
Income							
Vendor Fees		\$ 2,000.00					
Sponsorship		\$ 5,000.00					
Tourism Commission Grant		\$ 1,000.00					
	Total:	\$ 8,000.00					
Expenses							
Port-a-Potties		\$ 1,000.00					
Postcards		\$ 200.00					
Social Media Ads		\$ 800.00	MDT Grant				
TV Commercial - KOMU		\$ 1,500.00	MDT Grant				
TV Commercial - Hulu		\$ 1,000.00	MDT Grant				
TV Commercial - Fox4KC		\$ 1,500.00	MDT Grant				
A-Frame Signs		\$ 500.00					
Banners		\$ 500.00	Tourism C. cover cost				
Postage		\$ 250.00					
Toner for Posters		\$ 150.00					
Insurance		\$ -	Covered under Chamber's new plan				
Horse Drawn Carriage		\$ 650.00	Covered by CID Board				
Christmas Lights		\$ 1,500.00	Working to get a sponsor for this				
Live Reindeer		\$ 1,700.00	Covered by CID Board				
Parade Prizes		\$ 700.00					
Radio Ads		\$ 500.00	Tourism C. cover's this cost				
Maps		\$ 500.00					
Professional Santa		\$ 500.00					
	Total:	\$ 13,450.00					

Itemized Budget of Marketing Grant Funds

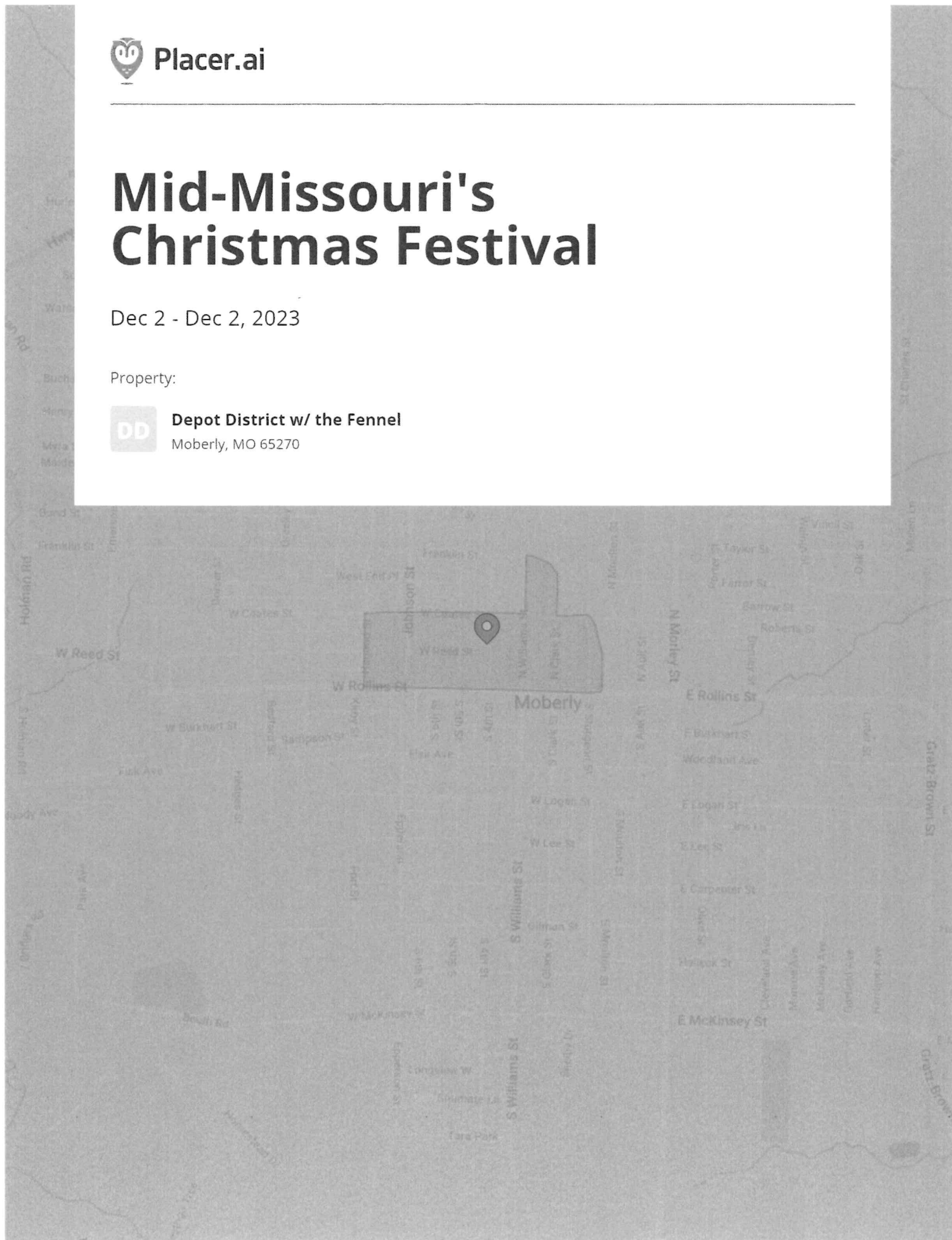
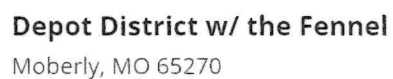
(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
Radio Ads	Radio ads with KZZT	500	500
TV Commercials	With KOMU & Fox4KC	3000	0
Social Media Ads	FB & IG ads	800	0
Stickers	For Yard Signs	150	0
Banners	Updated banner	500	500
Postcards	2024 postcards	200	0
Hulu Ad	2024 Hulu ad	1000	0
Maps	event maps	500	0
A-Frame Signs	event signage	500	0
	TOTAL	\$7,150	\$1,000



Dec 2 - Dec 2, 2023

Property:



Mid-Missouri's Christmas Festival

Dec 2 - Dec 2, 2023

Metrics

● Depot District w/ the Fennel

Moberly, MO 65270

Visits	9.8K	Panel Visits	511
Visitors	9.8K	Visits YoY	+227.1%
Visit Frequency	1	Visits Yo2Y	+414%
Avg. Dwell Time	102 min	Visits Yo3Y	+285.3%

Dec 2nd, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Visitor Journey - Routes

Visits

■ 2.9K - 6.5K

■ 1.1K - 2.9K

■ 365.4 - 1.1K

■ 111.8 - 365.4

■ < 111.8

Google

Map data ©2024

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Dec 2nd, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Mid-Missouri's Christmas Festival

Dec 2 - Dec 2, 2023

Prior / Post Compare

Depot District w/ the Fennel / Moberly, MO

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Walmart / US-24, Moberly, MO	1.4%	1	Walmart / US-24, Moberly, MO	4.9%
2	Trinity Park / W Burkhardt St, Moberly, MO	1.3%	2	McDonald's / N Morley, Moberly, MO	2.9%
3	Lowe's / East Outer Road, Moberly, MO	0.8%	3	Ricks Steakhouse / Silva Ln, Moberly, MO	1.6%
4	Moberly High School Alumni / Gratz Brown St, ...	0.8%	4	Lucky's / S Morley St, Moberly, MO	1.5%
5	Gratz Brown Elementary PTO / Gratz Brown St, ...	0.7%	5	Aldi / US, Moberly, MO	1.4%
6	YMCA / Kwik Rd, Moberly, MO	0.7%	6	Randolph Mercantile / W Highway 24, Moberly, ...	1.3%
7	Dollar Tree / US-24, Moberly, MO	0.7%	7	Coates Street Car Wash / W Coates St, Moberly, ...	1.2%
8	BP / W Rollins St, Moberly, MO	0.7%	8	Dollar Tree / US-24, Moberly, MO	1%
9	C & H Country Cafe / E Coates St, Moberly, MO	0.7%	9	Lowe's / East Outer Road, Moberly, MO	0.9%
10	Dollar General / N Morley St, Moberly, MO	0.6%	10	Wendy's / East Highway 24, Moberly, MO	0.8%

Dec 2nd, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

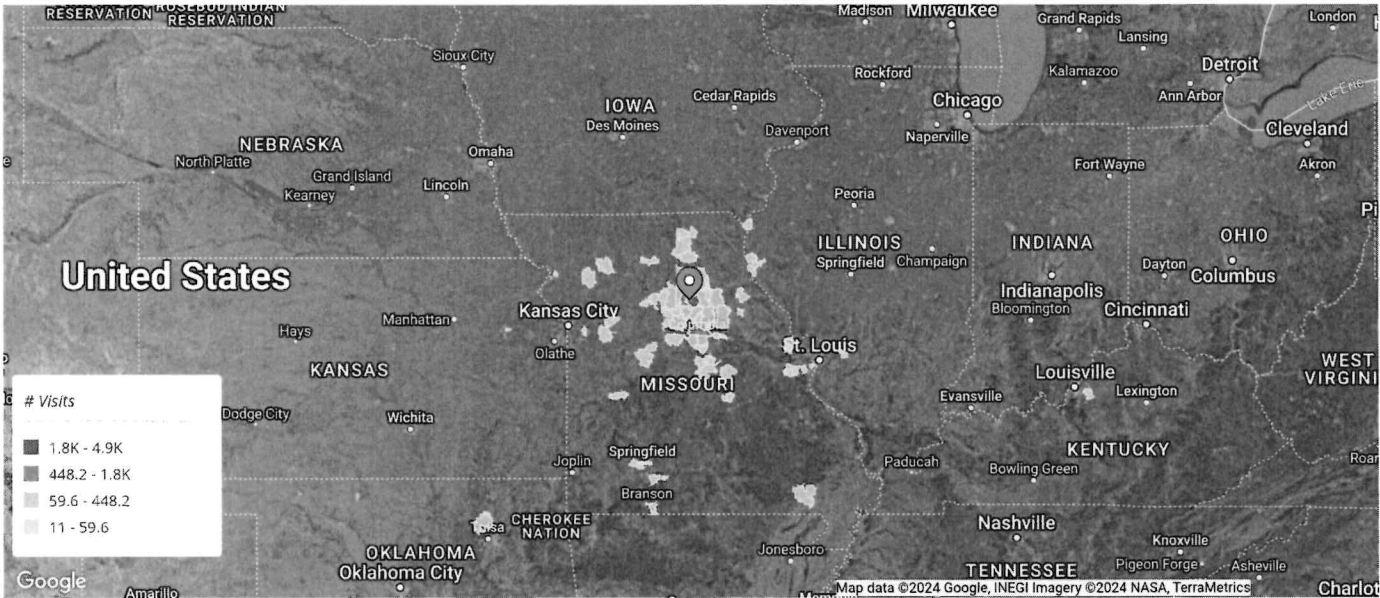


Mid-Missouri's Christmas Festival

Dec 2 - Dec 2, 2023

Visitors By Origin

Depot District w/ the Fennel
Moberly, MO 65270



Depot District w/ the Fennel
Moberly, MO 65270

Zipcode / City	Visits (% of Total)
65270 Moberly, MO	4.9K (49.9%)
65259 Huntsville, MO	581 (6%)
65202 Columbia, MO	512 (5.2%)
65243 Clark, MO	378 (3.9%)
65263 Madison, MO	252 (2.6%)
65239 Cairo, MO	240 (2.5%)
63552 Macon, MO	224 (2.3%)
65281 Salisbury, MO	184 (1.9%)
65203 Columbia, MO	172 (1.8%)
65240 Centralla, MO	163 (1.7%)

Dec 2nd, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

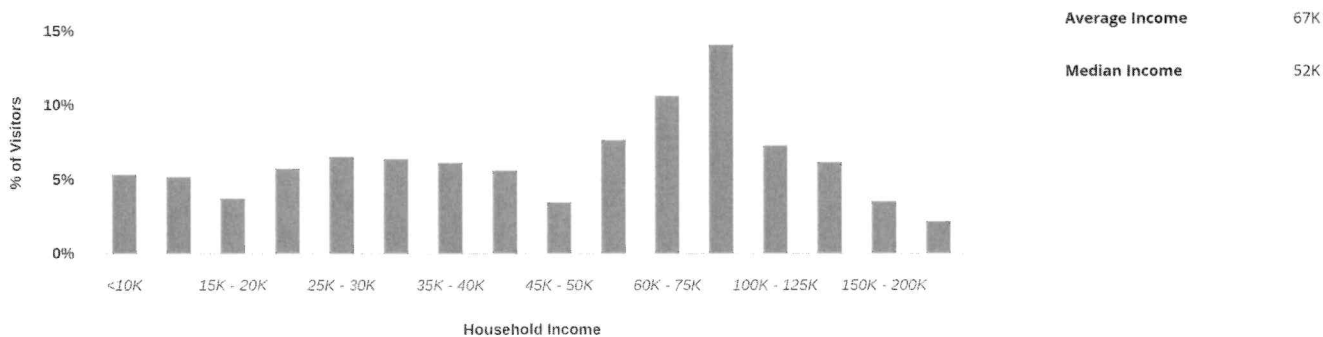


Mid-Missouri's Christmas Festival

Dec 2 - Dec 2, 2023

Household Income

Depot District w/ the Fennel
Moberly, MO 65270



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Dec 2nd, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

Depot District w/ the Fennel
Moberly, MO 65270



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Dec 2nd, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



Placer.ai

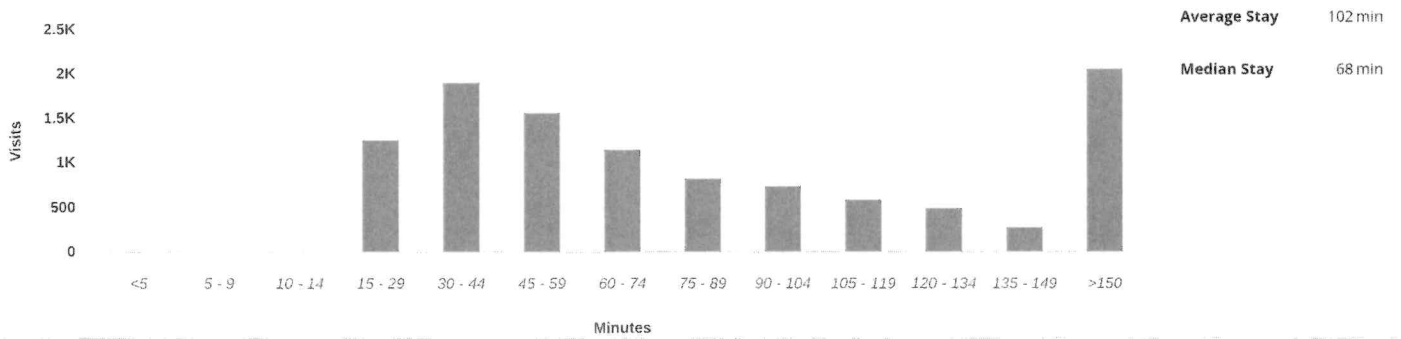
2024 Placer Labs, Inc. | More insights at placer.ai

Mid-Missouri's Christmas Festival

Dec 2 - Dec 2, 2023

Visit Duration

Depot District w/ the Fennel
Moberly, MO 65270



Visits | Dec 2nd, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Depot District w/ the Fennel / Moberly, MO

Rank	Name	Distance	Visitors
1	The Fennel Event Center / 315 N Clark St, Moberly, MO 65270	0.1 mi	1.9K (19.4%)
2	Walmart / 1301 US-24, Moberly, MO 65270	2.2 mi	1.5K (15.5%)
3	Building At 208 W Reed St / 208 W Reed St, Moberly, MO 65270	0.1 mi	1.4K (13.9%)
4	Bean / 118 W Reed St, Moberly, MO 65270	0.2 mi	1.2K (12%)
5	McDonald's / 1501 N Morley, Moberly, MO 65270-3634	1.2 mi	619 (6.3%)
6	Building At 323 W Reed St / 323 W Reed St, Moberly, MO 65270	0 mi	609 (6.2%)
7	Alan M Weaver / 102 W Reed St, Moberly, MO 65270	0.2 mi	517 (5.3%)
8	4th Street Theatre / 112 N 4th St, Moberly, MO 65270	0.1 mi	490 (5%)
9	Little Dixie Regional Libraries Moberly Mo / 111 N 4th St, Moberly, MO 65270	0.1 mi	480 (4.9%)
10	Codes Dispensary Moberly / 120 W Reed St, Moberly, MO 65270	0.1 mi	465 (4.8%)

Category: All Categories | Min. Visits: 1 | Dec 2nd, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

