



Sedalia Area

Chamber and Convention and Visitors' Bureau
Business at work for a Blue Ribbon Community

Want to know about upcoming events in our area?
Please visit our online calendar
www.visitsedalia.com

Dave's Word For the Day... Ses•qui•cen•ten•ni•al



stop for special activities and events to commemorate the sesquicentennial.

Sedalia was an important part of the longhorn cattle industry and held the distinction of being the destination of choice for the TV series, "Rawhide". Opening in late January, the yearlong exhibit "Rowdy Days, Rowdy Nites" will give visitors a look at the life of cattle drovers on the trail as well as what they did to unwind after visiting the paymaster.

As you walk through Rowdy Days, Rowdy Nites you'll want to watch for special presentations, including "The 1904 Mo-Pac Train Wreck", "Orphan Trains", "Rebuilding the Katy Depot" and many more. You'll also want to watch for the special rotating exhibits including model trains, railroad art and a classroom exhibit called "Working on the Railroad".

Don't forget to browse the Katy Depot store for unique gifts. You'll find Sesquicentennial Souvenirs and all kinds of Railroad, Ragtime, Katy Trail, Military and Agri Missouri products.

2009-2010 President
Dave Phillips,
Sedalia Democrat

As you start penciling in important dates for 2010, you'll want to watch for news about Sedalia's 150th sesquicentennial celebration.

January 23rd is the kickoff date for the year-long celebration and it starts with breakfast at the senior center at 8:00 AM. Then take your kids to the Sedalia Community Center for all kinds of railroad fun activities.

Make your way to the Lincoln-Hubbard Apartments at 711 N. Osage for the grand kickoff and reception at 11:00 AM, followed by the Banner Breaking at the Missouri Pacific/Amtrak Depot promptly at noon. Stroll across the tracks and enjoy the Downtown Merchants open house until 2:00 PM. And, if you're hungry, the VFW Post at 121 S. Ohio will host a lunch from noon to 3:00 PM.

If you're into railroad history, the Katy Depot is your

Please join us in thanking the businesses below who have invested in the future of our community through Chamber membership for 2010 (as of 12/28/09). We encourage you to do business with these Chamber members.

- Academy of Salon Professionals
- Adecco
- Advanced Pet Care of Sedalia
- Aldi Inc. #88
- American College of Hair Design
- Barbara Knight, O.D., P.C.
- Berlin, Robert D.
- Bothwell Regional Health Center
- Boys and Girls Clubs of West Central Missouri
- Bristol Care, Inc
- Center for Human Services
- Child Safe of Central MO
- Coil Construction of Sedalia
- Comfort Inn Marshall Station
- Copper Wolfe Ice Cream Parlor/Deli
- Country Bumpkin Catering
- County Distributing Company Inc.
- Culligan Water Conditioning
- D & D Beverage
- Dialysis Clinic, Inc.
- Ditzfeld Transfer
- Dohrman, Dean- Pettis County Assessor
- Dugan's Paint & Flooring Centers
- Ed Kavanaugh, D.D.S., P.C.
- El Tapatio
- Empire District Gas Co.
- Employee Screening Services
- Ewing Schutte Semler Funeral Home
- Excel Bank
- Fig Leaf Boutique
- First Community Bank
- First United Methodist Church
- Forest Park Lawn & Garden
- GameXchange of Sedalia
- Georgetown Country View Estates Bed & Breakfast
- Georgetown Inn
- Goosen Electric Inc.
- Guardsman Security and Investigation, Inc
- Herrman Lumber Company
- I-Land Internet Services
- Instrumental Influence, Inc.
- Katy Trail Community Health
- KMOS - TV/90.9 The Bridge
- KSIS- AM/ KSDL FM/ KXXK- F M (Double O Radio)
- La Monte Community Bank
- Law Offices of Sean P. Pilliard, LLC
- M&R Monument
- Marcum Hauling Inc.
- Marcum's Landscaping
- Meehan, John
- MHC Certified Public Accountants, L.L.C.
- Mid America Wireless
- Mid Missouri Humane Society
- Mole In One
- Nightwatch Security & Telephone
- Peak Performance Physical Therapy
- Pettis County Title Co.
- Pilliard and Luebbing CPAs, LLC
- Pittsburgh-Corning Corporation
- Preuitt Insurance Services, Inc
- PrintLynx
- Quik Cash
- Rea Funeral Chapel & Cremation Services, LLC
- Reed and Sons Jewelers
- Schlomer Photography
- Sedalia Outdoor Sports
- Sedalia Public Library
- SMC Electric Supply
- Sonic Drive-In #1
- South 65 Car Wash
- Specialty Sportswear
- Stanley Cox, 118th District State Representative
- Starbucks
- Starline Inc.
- Steven A. Fritz, Attorney at Law
- Stone Laser Imaging
- Subway Sub Shop
- Superior Lawns
- The Salvation Army
- Thompson Hills Investment Corporation
- Treuner Masonry Company
- Tyson Foods Inc
- Vaughan Pools & Spas
- Waitt Outdoor LLC
- Warehouse Tire Wholesale
- Webster University
- Wesley United Methodist Church
- West Central Independent Living Solutions, WILS
- West Central Missouri Orthopedic Surgical Services
- White's Cleaners
- Winchester Meadows

Convention and Visitors' Bureau Brings New Dollars To Town

The Sedalia Convention and Visitors' Bureau (CVB), as part of the Sedalia Chamber, is an organization that embodies the culture, prestige, natural beauty, recreational opportunities, and rich history of the region. By serving visitors with passion and professionalism, we inspire them to return and to share their experiences with others. The CVB strives to be an invaluable and irreplaceable organization enhancing the economic viability of Pettis County by uniting the support of residents, marketing partners, and community leaders. The Chamber serves as the organizational umbrella providing management, facility, and other resources to maximize results. Funding for implementation is provided by the City of Sedalia in a partnership agreement with the Chamber that began in 1984.

Through the efforts of the Chamber's Tourism Coalition, a long-range comprehensive tourism development plan is updated annually to serve as a summary of priorities for attraction, event development, and hospitality development. This plan then serves as a tool to direct the

CVB's Annual Action Plan and the Sedalia Destination Marketing Plan.

Funding for the Destination Marketing Plan is received through matching grant applications submitted to the Sedalia Area Tourism Commission and the Missouri Division of Tourism. The CVB, as a not-for-profit entity, is the designated marketing organization for both the City of Sedalia and for Pettis County, thus making it the only organization eligible to apply for State Division of Tourism matching grants.

Target markets approved for funding money in 2010 by the Tourism Commission include the leisure traveler, arts, music, or history enthusiasts, tour groups, ag tourism activities, and sports marketing. The Tourism Commission 2010 budget allocation to the CVB of \$79,500 is eligible for a \$31,000 State Tourism matching grant. New components of the 2010 Destination Marketing Campaign include partnering with the Daum Museum of Contemporary Art, the Ragtime Festival, and the Sedalia Parks Department to take advantage of increased match opportunities.

The CVB's efforts in providing visitor services to just one RV Camping Rally in 2009 are represented by the total of cash register receipts collected during a two-day.

118 Businesses Benefited from the Visitor's Dollars

Retail Sales (including gasoline, grocery)	= \$32,234
Restaurant Sales	= \$11,562
Auto Sales and Service	= \$28,282
Total Of Purchases Tracked	\$72,078

Translating into retail sales tax collections of \$5,515

'SHOW-ME' VALUE

Can you guess the missing values below?
See if you're right at www.sedaliachamber.com.

1. Tourism represents individuals who visit a community without the intent of becoming a resident. An estimated _____ people visit Sedalia each year. Sedalia attracts individuals attending and participating in Camping Rallies, Livestock Shows, Music Festivals, Museums and Historic Sites, Sporting Events, Reunions, Regional Attractions and Events, and the Missouri State Fair!

New customer spending benefits local business ...

2. Annual visitor spending in Sedalia is estimated to total more than \$51,000,000. Each visitor is projected to spend \$ _____ per day.

New customer spending benefits local government ...

3. Sales Tax represents the largest source of revenue for local government budgets. Visitor spending results in an estimated \$ _____ in sales tax revenue.

New customer spending benefits everyone ...

- Businesses benefit from direct new customer sales
- Businesses benefit from indirect customer revenues
- City government benefits from sales tax revenue
- Citizens benefit from services funded by sales tax revenue

The Katy Depot Store has been selected by the Sedalia Sesquicentennial Committee as the official merchandise outlet for 150th memorabilia. An exciting series of items is being planned for release throughout the year. First release is available now - three in a set of ten collectors series historic church sketches.

Receive the latest Chamber news delivered to your inbox every Monday!
Sign up today at sedaliachamber.com

Everyone Is Invited To The Chamber's January Breakfast

Don't miss this monthly forum designed to benefit your business:

- Share breakfast with area business clients
- Discuss opportunities to help your business grow
- Connect with community leaders and decision makers
- Share success stories that impact our business climate

7:30 a.m.,

Thursday, January 14

Fox Theater Event Center - 501 South Ohio

Sponsored By:



Using emerging and social media in your marketing program!

Please RSVP before Tuesday, January 12
660-826-2932 x16 or at www.sedaliachamber.com

Would you like to see your business listed above?
Contact Director of Member Services, Lisa Lindstrom,
at 660-826-2932 x16.

SEASONAL CLEARANCE
MANY ITEMS
20 TO 60% OFF!
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THE KATY DEPOT
SINCE 1896

600 East Third St. • Sedalia, Missouri
M-F 9 - 5 • 660-826-2932 x18
Closed Saturdays through March 31
www.katydepotsedalia.com

What members are saying about the benefits of attending the Chamber's monthly breakfast -



"I always enjoy the opportunity to speak with other business owners about ways to increase my business awareness to the consumer. I also learn what other businesses in the Chamber have to offer me to improve my business. Winning the door prize at December breakfast didn't hurt either!" - Cheryl Hofstetter, Owner GameXchange

Welcome!

The Chamber encourages members to do business with one another. Learn more about the newest Chamber members listed below on the Chamber's website www.sedaliachamber.com.

Law Offices of Sean P. Pilliard
112 W. 4th St.
660-829-2008

Quik Cash
818 S. Limit Ave.
660-827-9800

Thank you to the sponsors of the 2009 Chamber Progressive Dinner

Ditzfeld Transfer
Don's Truck Towing & Wash Inc.
Excel Bank • Impact Sign and Lighting Co., Inc.
George Thomlinson Agency/Farmers Insurance
Marcum's Landscaping • Sedalia Democrat
Third National Bank • Union Savings Bank
Winchester Meadows