City of Carthage, Missouri

PUBLIC SERVICES COMMITTEE

June 18, 2024 - 5:30 PM
CITY HALL COUNCIL CHAMBERS

AGENDA

1. **Call to Order**
2. **Old Business**
   1. Approval of Previous Minutes
3. **Citizen Participation**
   (Citizens wishing to address the Council or Committee should notify the City in advance and provide the item they want to address in written format at least 24 hours before the meeting. Please call Angie Judd at the Parks & Recreation office at 417-237-7035, or email a.judd@carthagemo.gov.)
4. **New Business**
   1. Consider and Discuss budget adjustment for Civic Enhancement Fund.
   2. Consider and Discuss budget adjustment for Golf.
5. **Staff Reports**
6. **Other Business**
7. **Adjournment**

PERSONS WITH DISABILITIES WHO NEED SPECIAL ASSISTANCE CALL 417-237-7000 (VOICE) OR 1-800-735-2466 (TDD VIA RELAY MISSOURI) AT LEAST 24 HOURS PRIOR TO MEETING

City of Carthage, Missouri
PUBLIC SERVICES COMMITTEE

May 21, 2024 - 5:30 PM
CITY HALL COUNCIL CHAMBERS

MINUTES

1. **Call to Order**

2. **Old Business**

   1. Approval of Previous Minutes
   Ms. Leece made a motion to approve the previous minutes. Ms. Cossey made a motion to amend the minutes to reflect item 4.8 was tabled for further clarification into whether the change in the Tree Board member residency requirements make them more expansive or more restrictive. Ms. Cossey made a motion to approve the minutes as amended.

ACTION:	Motion to accept/approve item 2.1. by Tiffany Cossey; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

3. **Citizen Participation**
(Citizens wishing to address the Council or Committee should notify the City in advance and provide the item they want to address in written format at least 24 hours before the meeting. Please call Angie Judd at the Parks & Recreation office at 417-237-7035, or email a.judd@carthagemo.gov.)

4. **New Business**

   1. Consider and Discuss Jasper County Youth Fair.
   Ms. Almandinger introduced Roxanne Willard, Secretary of the Jasper County Youth Fair. Ms. Willard requested permission to use Municipal Park for the annual Jasper County Youth Fair from Saturday, July 6th through Sunday, July 14th. Her requests included allowing campers to stay inside the park, permitting kids to be in the park past curfew to care for their animals, and allowing food trucks in the park during the fair. Ms. Willard noted that there are no significant changes compared to previous years. Ms. Almandinger stated that the Parks Department has no concerns regarding the fair and highlighted the strong partnership between the department and the JCYF in preparing for the event. Ms. Schramm made a motion to approve the use of Municipal Park from July 6th through July 14th for the Jasper County Youth Fair, including permission for

campers to stay overnight, lifting the curfew for animal care, and allowing food trucks in the park.

ACTION:	Motion to accept/approve item 4.1. by Jana Schramm; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

2. Consider and Discuss Concerts in the Park for Carthage Council on the Arts.

Ms. Almandinger introduced Brady Beckham, representing the Carthage Council on the Arts. Mr. Beckham requested permission to use Central Park on June 15th, July 20th, and August 17th for the Concert in the Parks series, continuing a tradition of over twenty years of providing free concerts to the public. He advised that the events would be set up in the East quadrant of the park, utilizing the same setup as the third show of the previous year, from 4 PM to 11 PM on each date. Mr. Beckham stated that the music would begin at 7 PM and conclude no later than 10 PM. He also mentioned that the event would include sales of band merchandise, food vendors, and beverage vendors. Ms. Almandinger reported that the Parks Department is collaborating with the Carthage Council on the Arts to prevent vehicles from parking inside the park during the event and has no issues at this time. Ms. Cossey made a motion to approve the Concert in the Parks series for June 15th, July 120th, and August 17th.

ACTION:	Motion to accept/approve item 4.2. by Tiffany Cossey; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

3. Consider and Discuss July 4th 5k Boom Run.

Ms. Almandinger introduced Brian Crigger, Carthage R9 Cross Country Head Coach, to discuss the Annual Boom 5K Run. Mr. Crigger explained that this fundraiser for the cross-country team has been held annually since 2000, in conjunction with the City's Red, White, and Boom Event on July 4th. He stated that the race will begin and end outside the Rock Stadium with the event starting at 7 AM with a performance of the National Anthem by a member of the Carthage High School choir, and typically concluding by 9 AM. Mr. Crigger noted that runners will be accompanied by a police escort to ensure their safety. Ms. Leece made a motion to allow the 25th Annual Boom 5K Run in Municipal Park on July 4th.

ACTION:	Motion to accept/approve item 4.3. by Lori Leece; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

4. Consider and Discuss MOU with Chamber of Commerce for July 4th event.

Ms. Almandinger introduced Julie Reams, Carthage Chamber of Commerce President, to speak about the Annual Red, White & Boom July 4th Celebration. Ms. Reams stated that this highly anticipated event is held in partnership with the City and the Parks and Recreation Department. She stated that the Memorandum of Understanding is the same as in the past couple of years for this event, although there will be changes in parking to allow for more parking by Carl Lewton Stadium. Ms. Reams advised that vendors will be set up north of the pool and a stage will be brought in late morning for the entertainment. Ms. Cossey made a motion to approve the Red, White & Boom Celebration.

ACTION:	Motion to accept/approve item 4.4. by Tiffany Cossey; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

5. Consider and Discuss Memorial Hall rental price updates.

Ms. Almandinger introduced Chelsea Cholley, Parks Recreation and Events Coordinator, to discuss a proposed rate change for Memorial Hall rentals. Ms. Cholley proposed implementing hourly rates from Monday through Friday and a set fee for Saturdays and Sundays. Ms. Cholley believes this change would make the venue more accessible to the community while increasing revenue for Memorial Hall. Ms. Almandinger added that Saturdays are the most requested days for larger events, and the new pricing structure would accommodate these requests. Ms. Leece made a motion to approve the new fee structure for Memorial Hall rentals.

ACTION:	Motion to accept/approve item 4.5. by Lori Leece; second by None; Motion with a 4:0
AYES:	Dustin Edge, Tiffany Cossey, Jana Schramm, Lori Leece
NOES:	None
ABSTAIN:	None

6. Consider and Discuss RFP for Golf Carts.

Mr. Dagnan reported that the Golf Course had previously traded higher quality golf carts for lower quality ones. He informed the committee that a budget-neutral Request for Proposal (RFP) was recently issued for new golf carts, and one bid was received. This bid included a balance payout on the current carts. Mr. Dagnan stated that staff is currently assessing whether this option is budget-neutral before proceeding further. Ms. Almandinger added that RFPs are posted on the City's website and published in the Carthage Chronicle newspaper. No action was taken on this item.

5. Staff Reports

Ms. Almandinger reported that several parks were in poor condition following recent storms, but cleanup efforts are in full swing. She highlighted the significant support from Asbell Construction in clearing trees and debris. She noted that Kellogg Lake Park is in great shape and will be ready for the upcoming Kids Fishing Day. Additionally, Ms. Almandinger mentioned that the Little League season has gone well, and the recent improvements to the fields with lava rock and dirt have helped maintain their condition despite the rain. She also stated that the Municipal pool season is set to open on

Saturday, May 25th, and the Central Park pool is being prepared with a proposed opening date of June 3rd.
Ms. Almandinger introduced Jen Kirby, Carthage Tourism Director, to discuss her efforts in promoting Carthage to boost tourism. Ms. Kirby highlighted upcoming events in the area that will attract visitors to Carthage over the next few years, particularly emphasizing the numerous activities planned for 2026 that could significantly enhance tourism in Carthage.

6. **Other Business**

7. **Adjournment**

RESOLUTION NO. _____

A RESOLUTION AUTHORIZING A SUPPLEMENTAL BUDGET ADJUSTMENT TO THE GOLF FUND AND CIVIC ENHANCEMENT FUND FOR FISCAL YEAR 2023-2024.

WHEREAS, the City adopted a budget and appropriated funds for fiscal year 2023-2024; and

WHEREAS, unanticipated expenditures are expected to exceed the original adopted budget in the Golf Fund and budgetary changes are necessary within this fund to provide increased appropriation levels; and

WHEREAS, the City may increase the current year adopted budget through supplemental appropriations; and

WHEREAS, the Public Services Committee met and discussed additional appropriations at their June 18, 2024 meeting; and

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF CARTHAGE, JASPER COUNTY, MISSOURI, THE MAYOR CONCURRING HEREIN, AS FOLLOWS:

That the City hereby approves the implementation of a line item adjustment in the Golf Fund to the Maintenance line item for $5,000 to purchase grass seed due to winter kill and $6,000 to the Gasoline line item due to increased cart rentals and an adjustment of $5,454 to the Supplies line item in the Civic Enhancement Fund for purchase of Little League Equipment.

PASSED AND APPROVED THIS _____ DAY OF _____, 2024.

_____

Dan Rife, Mayor

ATTEST:

_____

Miranda Deal City Clerk

Sponsored by: Budget Committee

May 2024
Events & Recreation Report

MEMORIAL HALL RENTAL REVENUE
May 2024 Revenue - $2520

May 2023 Revenue - N/A

CLASS REVENUE
May 2024 Revenue - $440

May 2023 Revenue - N/A

Main Auditorium Rentals	Lower Level Auditorium Rentals	City Municipal Court	Drivers Testing	Meeting Room Rentals
5	5	2	4	3

May 2024 Summary

In May, Memorial Hall hosted for a Community Heath Fair, a Tamale Festival, an Empowering Women Conference and 3 Private events in the Auditorium.

Recreation had 1 paint Class, a Sushi101 class, and 4 dance classes, and a dance workshop.

We had a sold-out for Sushi 101 class and are promoting an Advanced Sushi Class in June.

Little league has been the focus of the month, we have been solely running the concessions every night we have games. We are working towards tournaments and All-Stars!

CIVIL WAR MUSEUM

ATTENDANCE

MAY 2024

DATE	CARTHAGE	TOURIST	LOCATION UNLISTED	GRAND TOTAL	SALES	DONATIONS
5/1/2024	1	26	0	27	$ 12.00	$ 0.00
5/2/2024	0	2	0	2	$ 4.00	$ 0.00
5/3/2024	1	5	0	6	$ 18.00	$ 0.00
5/4/2024	0	48	0	48	$ 137.00	$ 0.00
5/5/2024	1	7	0	8	$ 0.00	$ 0.00
5/6/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/7/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/8/2024	1	5	0	6	$ 0.00	$ 0.00
5/9/2024	0	11	0	11	$ 4.00	$ 0.00
5/10/2024	5	11	0	16	$ 0.00	$ 0.00
5/11/2024	3	17	0	20	$ 54.00	$ 0.00
5/12/2024	0	14	0	14	$ 22.00	$ 0.00
5/13/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/14/2024	2	95	0	97	$ 0.00	$ 0.00
5/15/2024	2	12	0	14	$ 35.00	$ 0.00
5/16/2024	0	16	0	16	$ 7.00	$ 0.00
5/17/2024	0	10	2	12	$ 32.50	$ 0.00
5/18/2024	0	47	0	47	$ 41.00	$ 0.00
5/19/2024	0	6	0	6	$ 0.00	$ 0.00
5/20/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/21/2024	117	7	0	124	$ 323.50	$ 0.00
5/22/2024	5	13	0	18	$ 24.00	$ 0.00
5/23/2024	7	14	0	21	$ 6.00	$ 0.00
5/24/2024	11	12	0	23	$ 9.00	$ 0.00
5/25/2024	0	22	0	22	$ 44.00	$ 0.00
5/26/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/27/2024	CLOSED	CLOSED	CLOSED	0	CLOSED	CLOSED
5/28/2024	0	17	0	17	$ 0.00	$ 0.00
5/29/2024	1	6	0	7	$ 22.00	$ 0.00
5/30/2024	0	8	0	8	$ 0.00	$ 418.00
5/31/2024				0		
TOTAL	**157**	**431**	**2**	**590**	**$ 795.00**	**$ 418.00**

May Maintenance

- Mow greens
- Mow green surrounds
- Roll greens
- Top dressed and dragged in sand on greens
- Mowed tees
- Sprayed broadleaf herbicide and
- Watered greens
- Fixed irrigation heads
- Cleaned up storm damage
- Fertilized fairways
- Sprayed greens with fertilizer
- Mowed rough
- Mowed tee surround
- Raked bunkers
- Tornado heavy damage to course
- Cleaned up storm damage from tornado
- Evaluated winter kill on fairways determined acres needed to seed

May 2024
Golf Report

May 2024 Rounds – 1,711 | Revenue - $58,701.81

May 2023 Rounds – 3,169 | *Revenue - $111,883.58*
May 2022 Rounds – 2,767 | Revenue - $64,310.50

Green Fee	Membership	Cart Fee	Driving Range	Event Services	Golf Gift Certificate	Merchandise Gift Certificate	Pro Shop	Food & Beverage
$18,015.10	$8,904.22	$12,076.36	$1,222.16	$8,400	$592.79	$847.63	$6,842.47	$1,752.14

May 2024 Summary

May was a bad revenue month for us. We were closed a total of 17 days due to the tornado. On top being closed, there were days we only have 1 side of the golf course (the back 9) open due to additional clean up on the front. We also had some days that we didn't have play for half of the day or all day due to rain. It was a full month of inclement weather that directly correlated with our rounds played.

After the tornado hit our course, we immediately got to work cleaning up debris. We had a total of 10 volunteers helping alongside with our maintenance staff, and Pro Shop staff. The first two weeks of storm clean up we had a total of 406 hours (305 staff hours and 101 volunteer hours) worked. We continue to have hours dedicated to storm clean up. As of now after Asbell has cleaned up our course of full-size trees and limbs, we have a few staff members that are working on the smaller debris while we are open for play. This consists of blowing, raking, and hauling off small tree limbs. We are working on a plan to get our course back to the condition it was in. There is a lot of damage aside from the trees including trucks, trailers, and heavy machinery driving on our course damaging our turf.

The total estimated loss in the 17 days we were closed is $35,124.55. This is just in green fee and cart fees and does not include the Pro Shop merchandise sales, range, and food and beverage that we lost out on being closed. It also does not include the days we had that were bad weather that stopped us from letting play out on our course.

We sold 4 single memberships, 6 junior memberships, and 1 senior membership. The rest of the balance is from monthly automatic withdrawels.

Sales Rollup	Sales Rollup 2	Sales Rollup 3	Quantity	Total Sales $	Cogs	Sales Tax $	Fee Amount	Total Sales+Tax&Fees
Cart Rentals	-	-	12	218	0	0	0	218
		Total	12	218	0	0	0	218
	18-Hole	-	742	6977.28	0	0	0	6977.28
		Total	742	6977.28	0	0	0	6977.28
	9-Hole	-	725	5175	0	0	0	5175
		Total	725	5175	0	0	0	5175
	Total		1479	12370.28	0	0	0	12370.28
Driving Range Fees	-	-	310	1240	0	0	0	1240
		Total	310	1240	0	0	0	1240
	Total		310	1240	0	0	0	1240
Event Services	-	-	22	8400	0	0	0	8400
		Total	22	8400	0	0	0	8400
	Total		22	8400	0	0	0	8400
Food & Beverage	Non-alcoholic Beverages	-	451	930.5	272.2	0	0	930.5
		Total	451	930.5	272.2	0	0	930.5
	Snacks	-	396	806	293.64	0	0	806
		Total	396	806	293.64	0	0	806
	Total		847	1736.5	565.84	0	0	1736.5
Golf Rentals	-	-	10	50	0	0	0	50
		Total	10	50	0	0	0	50
	Total		10	50	0	0	0	50
Greens Fees	18-Hole	-	917	12205	0	0	0	12205
		Total	917	12205	0	0	0	12205
	9-Hole	-	794	6311	0	0	0	6311
		Total	794	6311	0	0	0	6311
	Total		1711	18516	0	0	0	18516
Membership Fees	Greens Dues	-	44	9120.16	0	0	0	9120.16
		Total	44	9120.16	0	0	0	9120.16
	Total		44	9120.16	0	0	0	9120.16
Retail - Hard Goods	Accessories	-	4	28	9.1	0	0	28
		Total	4	28	9.1	0	0	28
	Bags	-	1	180	115	0	0	180
		Total	1	180	115	0	0	180
	Balls	-	86	2503	1684.38	0	0	2503
		Total	86	2503	1684.38	0	0	2503
	Custom Clubs	-	1	1000	793.61	0	0	1000
		Total	1	1000	793.61	0	0	1000
	Hybrids	-	1	250	207	0	0	250
		Total	1	250	207	0	0	250
	Putters	-	1	220	226.8	0	0	220
		Total	1	220	226.8	0	0	220
	Wedges	-	2	260	264.65	0	0	260
		Total	2	260	264.65	0	0	260
	Woods	-	1	350	259.2	0	0	350
		Total	1	350	259.2	0	0	350
	Total		97	4791	3559.74	0	0	4791
Retail - Soft Goods	Accessories	-	60	794	511.06	0	0	794
		Total	60	794	511.06	0	0	794
	Gloves	-	22	372	229.49	0	0	372
		Total	22	372	229.49	0	0	372
	Hats	-	7	218	129.09	0	0	218
		Total	7	218	129.09	0	0	218
	Men's Apparel	-	10	473	375	0	0	473
		Total	10	473	375	0	0	473
	Men's Footwear	-	3	330	238.1	0	0	330
		Total	3	330	238.1	0	0	330
	Women's Apparel	-	3	69	130.87	0	0	69
		Total	3	69	130.87	0	0	69
	Total		105	2256	1613.61	0	0	2256
Total			4625	58479.94	5739.19	0	0	58479.94

Total Amount		Employee Full Name							
Summary Header	**In-Take Group**	Brianna Dawson	Gavin Williams	Howard Thomason	Kambry Wagner	Lola Chapman	Robert Heath	System User	Tyler Markham	**Total**
Total In-Take ($)	AR Sales							4270.16		4270.16
	Cash	1335	4458	3092.5	207	780.5	2094.5		163	12130.5
	Check		4350						3650	8000
	Club Credit		260	55	40		205			560
	Credit Card	2716.5	13312	6031.5	1964.5	2874	6066.5	7874.88	1721	42560.88
	Gift Card	39	100	32			58			229
	Rain Check		70.78				24.5			95.28
	Total	4090.5	22550.78	9211	2211.5	3654.5	8448.5	12145.04	5534	67845.82
Sales Summary ($)	Membership							4270.16		4270.16
	Proshop	3790.5	21628.78	9063	2211.5	3654.5	8370.5		5534	54252.78
	Total	3790.5	21628.78	9063	2211.5	3654.5	8370.5	4270.16	5534	58522.94
Total		7881	44179.56	18274	4423	7309	16819	16415.2	11068	126368.76

Sales Rollup	Sales Date M	Sales Date M	Cash Sales	Check Sales		Credit Card Sales	O/S from prior mont	Outstanding CC'	% of fee	fee amount	Total	
Administration (event servi	4/29/2024	5/29/2024	-						0.00%	0.00	0	
Cart Rentals	4/29/2024	5/29/2024	$3,403.05		$12,286.71	$8,883.66			22.82%	210.35	$12,076.36	
Driving Range Fees	4/29/2024	5/29/2024	$486.67		$1,240.00	$753.33			1.93%	17.84	$1,222.16	
Event Services	4/29/2024	5/29/2024	$400.00	$8,000.00	$400.00				0.00%	0.00	$8,400.00	
Food & Beverage	4/29/2024	5/29/2024	$871.33		$1,773.50	$902.17			2.32%	21.36	$1,752.14	
Golf Rentals	4/29/2024	5/29/2024	$5.00		$50.00	$45.00			0.12%	1.07	$48.93	
Greens Fees	4/29/2024	5/29/2024	$4,451.62		$18,344.04	$13,892.42			35.68%	328.94	$18,015.10	
Membership Fees	4/29/2024	5/29/2024	-		$4,850.00	$4,850.00			12.46%	114.84	$4,735.16	
Retail - Hard Goods	4/29/2024	5/29/2024	$1,312.44		$4,725.69	$3,413.25			8.77%	80.82	$4,644.87	
Retail - Soft Goods	4/29/2024	5/29/2024	$632.38		$2,235.56	$1,603.18			4.12%	37.96	$2,197.60	
Gift cards purchased	4/29/2024	5/29/2024	$ 378.00		$598.00	$220.00			0.57%	5.21	$592.79	
club credit payments	4/29/2024	5/29/2024	$750.00		$850.00	$100.00			0.26%	2.37	$847.63	
AR Payments (membership	4/29/2024	5/29/2024			$4,270.16	$4,270.16			10.97%	101.11	$4,169.05	$58,701.81 total- This should match our spreadsheet total for golf
			These rows have added amounts from 4/27 & 4/28									
Grand Total			$12,690.49	$8,000.00		$38,933.17	-	-	1	$921.85	$59,623.66	

heartland fees 921.85

Fees from the date range that we received deposits

$38,011.32 This should match our spreadsheet total for just credit cards

$20,690.49 This should match our spreadsheet total for just cash/check deposits

MONTH END ENTRY			Chargebacks
Membership	**34710**	**$8,904.22**	
Green Fees	**34711**	**$18,015.10**	
Cart Rentals	**34712**	**$12,076.36**	
Driving Range	**34716**	**$1,222.16**	
Event Services	**34717**	**$8,400.00**	
Concessions	**34721**	**$1,752.14**	
Proshop Sales	**34722**	**$6,842.47**	
Gift Card Purchase	**34722**	**$592.79**	
Club Credit Payments	**34722**	**$847.63**	
Golf Rentals	**34723**	**$48.93**	
		$58,701.81	$58,701.81

Put any chargebacks in this column, if you can easily tell what they were for, divide it up, (example: green fee with cart, split the $39 between the two)

Gift Cards Redeemed $ 229.00 These can be found on the employee take-in listed as gift card and club credit

Club Credit Redeemed $ 560.00

			Cash	Check		Credit Card						
Sales Rollup	Sales Date Min	Sales Date Max	Sales	Sales		Sales	O/S from prior month	Outstanding CC's	% of fee	fee amount	Total	
Administration (event services)	4/29/2024	5/29/2024	-						0.00%	0.00	0	
Cart Rentals	4/29/2024	5/29/2024	$3,403.05		$12,286.71	$8,883.66			22.82%	210.35	$12,076.36	
Driving Range Fees	4/29/2024	5/29/2024	$486.67		$1,240.00	$753.33			1.93%	17.84	$1,222.16	
Event Services	4/29/2024	5/29/2024	$400.00	$8,000.00	$400.00				0.00%	0.00	$8,400.00	
Food & Beverage	4/29/2024	5/29/2024	$871.33		$1,773.50	$902.17			2.32%	21.36	$1,752.14	
Golf Rentals	4/29/2024	5/29/2024	$5.00		$50.00	$45.00			0.12%	1.07	$48.93	
Greens Fees	4/29/2024	5/29/2024	$4,451.62		$18,344.04	$13,892.42			35.68%	328.94	$18,015.10	
Membership Fees	4/29/2024	5/29/2024	-		$4,850.00	$4,850.00			12.46%	114.84	$4,735.16	
Retail - Hard Goods	4/29/2024	5/29/2024	$1,312.44		$4,725.69	$3,413.25			8.77%	80.82	$4,644.87	
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Gift cards purchased	4/29/2024	5/29/2024	$ 378.00		$598.00	$220.00			0.57%	5.21	$592.79	
club credit payments	4/29/2024	5/29/2024	$750.00		$850.00	$100.00			0.26%	2.37	$847.63	
AR Payments (memberships)	4/29/2024	5/29/2024			$4,270.16	$4,270.16			10.97%	101.11	$4,169.05	$58,701.81 total- This should match our spreadsheet total for golf
			These rows have added amounts from 4/27 & 4/28									
Grand Total			$12,690.49	$8,000.00		$38,933.17	-	-	1	$921.85	$59,623.66	

heartland fees 921.85

Fees from the date range that we received deposits

$38,011.32 This should match our spreadsheet total for just credit cards

$20,690.49 This should match our spreadsheet total for just cash/check deposits

MONTH END ENTRY

			Chargebacks
Membership	**34710**	**$8,904.22**	
Green Fees	**34711**	**$18,015.10**	
Cart Rentals	**34712**	**$12,076.36**	
Driving Range	**34716**	**$1,222.16**	
Event Services	**34717**	**$8,400.00**	
Concessions	**34721**	**$1,752.14**	
Proshop Sales	**34722**	**$6,842.47**	
Gift Card Purchase	**34722**	**$592.79**	
Club Credit Payments	**34722**	**$847.63**	
Golf Rentals	**34723**	**$48.93**	
		$58,701.81	$58,701.81

Put any chargebacks in this column, if you can easily tell what they were for, divide it up, (example: green fee with cart, split the $39 between the two)

Gift Cards Redeemed	$ 229.00	These can be found on the employee take-in listed as gift card and club credit
Club Credit Redeemed	$ 560.00	

A Stay Worth Experiencing!

EXPERIENCE CARTHAGE, MO

AMERICA'S MAPLE LEAF CITY

Tourism Staff Report

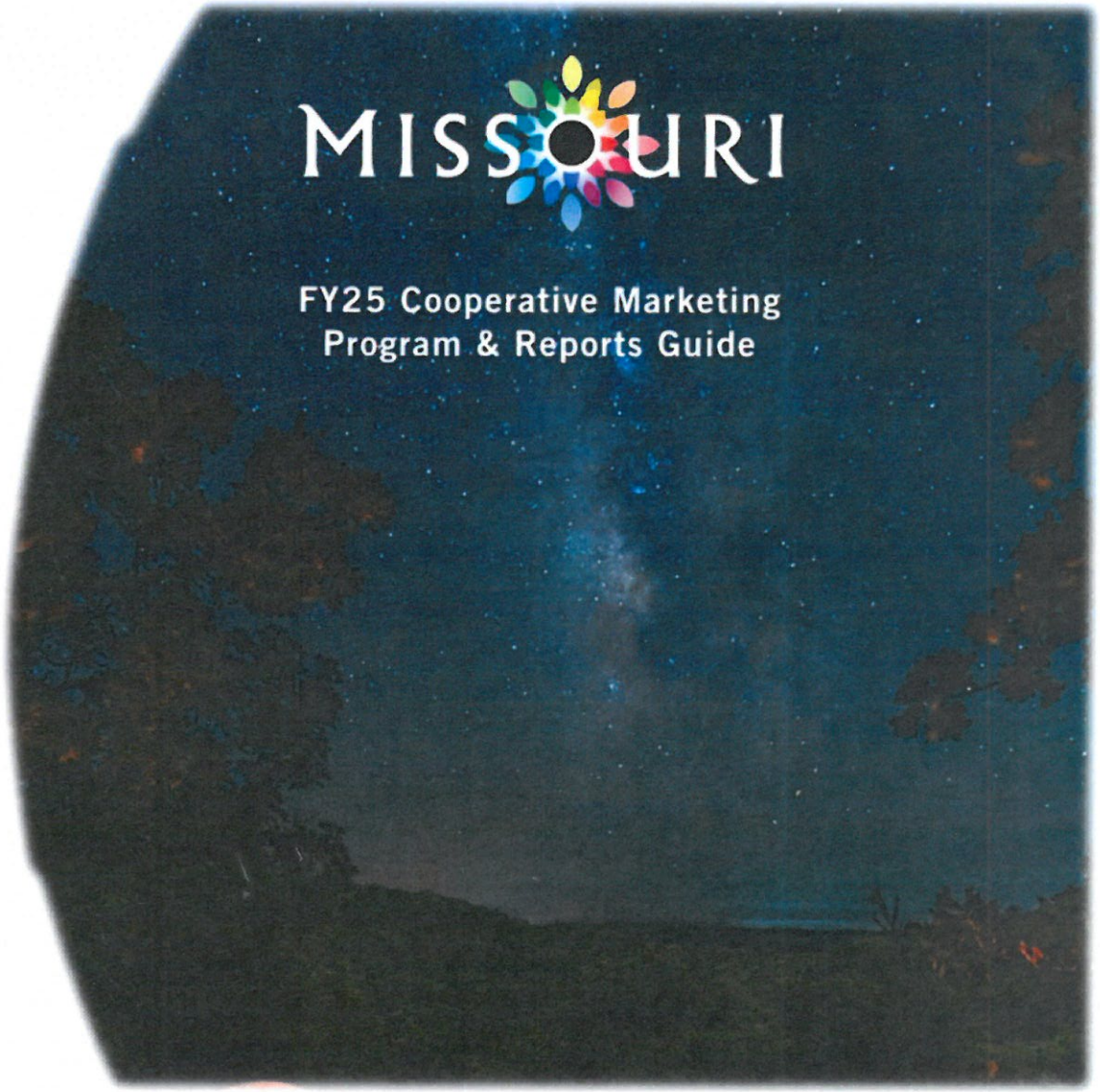
Monthly Highlights

- DMO Administration
- Event Consultation
- Group Tours/Hotel Accom.
- Key Partner Support
- Food Truck Friday

Mission: To create awareness of Carthage as *A Stay Worth Experiencing* for travelers and locals alike to boost economic impact and establish unforgettable experiences.

DMO Administration

- Completed & Submitted Q3 Grant Reimbursement Request
- Drafted & Submitted FY25 DMO MMG Grant
- Drafted DMO & Local FY25 Marketing Strategy
- Q4 Print, Billboard, TV, Radio & Digital ads in distribution



Event Consultation

Carthage Stampede

- KOAM Morning Show
- KSN/KODE –GMFS
- KKOW Morning Show
- Mike FM

Battle of Carthage Re-enactment

- KSN/KODE –GMFS
- KKOW Morning Show
- Mike FM
- Saturday & Sunday Logistics & MC

Group Tours Hotel Accom.

Spoke w/contact at Art Henry Tours:

- Discussed hotel accommodations, attractions, & accommodating restaurants
- Route 66 Tour – June & Sept. 2025
- 56+ tourist per trip

Precious Moments

- Connecting with leads
- Drafted Sale Sheets

Key Partner Support

- Crossroads Festival – Route 66
  - Boots & Red Oak II
- Hispanic Connection
- Maple Leaf Rodeo
- Council on the Arts
  - Concerts in the Park

Food Truck Friday

- 20 Food Truck Vendors
- 24 Interior Vendors
- Historic Programming
  - BOC State Historic Park
  - George Washington Carver
  - 19th Century Period Music

EXPERIENCE CARTHAGE, MO
AMERICA'S MAPLE LEAF CITY

A Stay Worth Experiencing!

Tourism Scorecard

Key Initiatives

- DMO Budget Administration
- Hotel Accommodations
- Visitor Landscapes & Experiences
  - *People & Places*
- Tourism Assets
  - *Uncover, Highlight, & Promote*
- Website, Mobile & Social Enhancements
  - *Telling Our Story*
- Creation of Marketing Materials
  - *Print & Digital Mediums, Branding*
- City of Carthage Maps

Lodging Tax
Currently 3.37% under projected budget, as of May.

DMO Marketing Reach

Ad Publication	Ad Type	Reach	Total Reach	Quarter
Route	Magazine (3)	100,000	300,000	Q2-Q4
Show Me Missouri	Magazine (3)	24,000	72,000	Q2-Q4
Terrain	Magazine (2)	32,000	64,000	Q3-Q4
Missouri Life	Magazine (3)	115,773	231,546	Q3-Q4
Lamar (3 States)	Billboards (8)	Varies	3,273,370	Q2-Q4
KOAM/Fox 14	TV (4)	113,705	454,820	Q4
AMI Radio	Radio (9)	130,216	1,171,944	Q4
Mike FM	Radio (3)	130,000	390,000	Q4
KOAM Marketing	Digital (6)	Varies	1,330,000	Q4
TOTAL REACH:	**5 Mediums**		**7,287,680**	**Oct-June**

Local Marketing Reach

Ad Publication	Ad Type	Reach	Total Reach	Quarter
Maple Leaf Rodeo	Billboards (2)	122,440	244,800	Q1
Show Me the Ozarks	Magazine (7)	75,000	525,000	Q2-Q4
Mike FM	Radio (5)	130,000	650,000	Q4
TOTAL REACH:	**3 Mediums**		**1,419,800**	**Sept-June**