



## LAKE OF THE OZARKS AREA BUSINESS DISTRICT OF MORGAN COUNTY THIRD QUARTER FY24 NEWSLETTER



### Lodging Tax Collection Update

The fiscal year 2024 lodging tax collection through January is reporting Morgan County at an increase of 10.14%. Combined, all three counties, Camden, Miller, and Morgan are an at increase of 8.96%.

### Special Event Funding

Each month the Morgan Business District Advisory Board reviews any sponsorship and/or special event funding that has been submitted for events that take place in the Lake area that draw overnight visitors. The Business District request these funds be used to market the event to draw more visitors to the Lake.

The Business District has approved sponsorship funding for the following events:

Lake West Chamber St. Patrick's Day Boat Parade & Pub Crawl - March 16, 2024

Ozarks Rides Rally presented by BikeFest - May 9 - 11, 2024

Ozark Grillin & Chillin Festival - June 8, 2024

Stover Rock Island Festival - October 10 - 12, 2024

Big Bass Bash - Fall 2024 & Spring 2025

MXC Racing Series - MOTO LOTO - May 18 - 19, 2024

## **Morgan County Marketing**

The Business District launched a marketing campaign for Morgan County only that kicked off in November. The campaign included print ads in the Outdoor Guide and Missouri Magazine and digital marketing promoting fishing, boating, weddings and reunions in Morgan County.

This campaign is performing well and has driven over 50,000 views to the Morgan Business District landing page.

The Business District also allocates funds each year to be part of a joint marketing campaign with the Business District of Camden and Miller County.

## **Future Meetings**

Lake of the Ozarks Area Business District of Morgan County upcoming scheduled meetings:

Joint meeting with TCLA Board & the Business District of Camden & Miller County is scheduled for Wednesday, April 10, 2024 at 9:00 a.m. this will be held at the TCLA/CVB office located at 985 KK Drive, Osage Beach, MO

Morgan County Advisory Board meeting is scheduled for Wednesday, April 17, 2024, at 1:00 p.m.

Morgan County Advisory Board meeting is scheduled for Wednesday, May 15, 2024, at 1:00 p.m.

Meetings for the Morgan County Business District will be held at Central Bank Laurie Branch - Laurie Community Room, 101 Dogwood Lane, Laurie, MO. Meetings are open to the public and the Advisory Board welcomes your attendance.

## **Morgan County Election**

The Morgan Advisory Board seat currently held by Brian Nivert with Serenity Lakefront Cottages is up for election. The seat is a three-year term that runs from April 2024 to March 2027. Candidates for the seat are:

Tracey Durant - D'Ranch at Clearwater

Melissa Owsley - Rock Harbor Resort

William Brian Nivert - Serenity Lakefront Cottages

Voting is taking place at the Morgan County Clerk's Office. The election will take place on April 2, 2024. You can absentee vote now through the close of business on the 29th. Please contact the Morgan County Clerk at 573-378-5436 for any questions.

## Upcoming Events

There are several upcoming events at the Lake of the Ozarks which might interest your guests. Here are just a few of the upcoming events happening around the Lake Area. A full list of events can be found on the [www.funlake.com](http://www.funlake.com) website



- March 30 - Osage Beach Easter Egg Hunt - Osage Beach City Park
- March 30 - Laurie Easter Egg Hunt - Laurie Fairgrounds
- March 30 - Linn Creek Easter Egg Hunt - Linn Creek Soccer Fields
- April 6 - 7 - Alhonna Spring Classic Buddy Bass Tournament
- April 8 - Great Northern Eclipse Viewing - Inn at Grand Glaize
- April 15 - Cocktails & Caddies Golf Tournament - Deer Chase Golf Club
- April 19 - 21 - Spring in Water Boat Show - Dog Days Grill & Bar
- April 20 - 21 - Spring Big Bass Bash - PB2
- April 25 - 27 - 73rd Annual Dogwood Festival - Camdenton
- April 27 - Corvettes in Paradise Car Show - Margaritaville Lake Resort
- April 28 - Veterans Bass Fishing Tournament - Gravois Mills
- May 3 - 4 - 35th Annual Lake of the Ozarks Magic Dragon Street Meet - Bagnell Dam Strip
- May 4 - Spring Harbor Hop - Various Lakeside Locations
- May 17 - 19 - RunStock 2024 - Lake of the Ozarks State Park
- May 18 - LOTO Blues Society Blues Fest - Shawnee Bluff Vineyard
- May 19 - 20 - HK's Lake of the Ozarks Open - Lodge of Four Seasons
- May 25 - Memorial Day Fireworks at Inn at Grand Glaize
- May 26 - Memorial Day Fireworks at Lodge of Four Seasons
- May 26 - Memorial Day Fireworks at Margaritaville Lake Resort

### Lake of the Ozarks Area Business District of Morgan County

Advisory Board:

Brian Nivert - Serenity Lakefront Cottages - Morgan Small  
John Custer - Four Seasons Property Management - Morgan Small

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