



## **TRI-COUNTY LODGING ASSOCIATION**

### **FIRST QUARTER FY24 NEWSLETTER**



### **TCLA Update**

At the August 8, 2023, quarterly board meeting, end of year fiscal 2023 was discussed with updates from local chambers in attendance, TCLA Executive Director, the Public Relations company Beenders Walker Group, Group Sales, and the TCLA Committees.

TCLA's next board meeting is scheduled for November 8 at 9:00 a.m. and will take place at the TCLA/CVB office located at 985 KK Drive, Osage Beach, MO.

All the past meeting minutes can be found on the TCLA website.  
[www.tri-countylodging.com](http://www.tri-countylodging.com).

### **Lodging Tax Collection Update**

Fiscal Year 2023 ended as another record lodging tax year for the Lake! The total lodging tax collection was over \$2.4 million, which was an increase of 11.49% from Fiscal Year 2022.

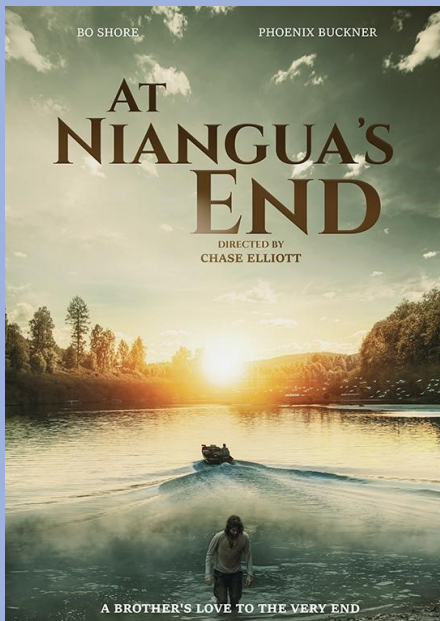
## Marketing Update

As the certified DMO, Destination Marketing Organization, for the Lake of the Ozarks, TCLA is able to apply for co-op marketing funds from the Missouri Division of Tourism. For fiscal year 2023, TCLA applied for and was approved for \$487,125 in matching grant funds. The Lake was fully reimbursed for those marketing efforts.

This year, fiscal year 2024, the Lake was approved for \$250,000 in matching marketing grants. This was the cap allowed this year by Missouri Division of Tourism.

Our fiscal year marketing campaign was rolled out the first of July and performing well. This year's budget is a great mix of print, billboard, digital, TV/Radio broadcast and streaming, groups sales marketing and public relation efforts.

## At Niangua's End



Hollywood is coming to Lake of the Ozarks!

Gina Goff with Goff Productions, a local Jefferson City native, has announced that she is producing the feature film *At Niangua's End*, which started as a short-film written by local residents Bo Shore and Chase Elliott. Bo co-starred and Chase directed the short-film and will have the same positions in the full-length version of the film. Gina is working to have as many Missouri born actors featured in the film and would like to have as many local residents working on the film for the cast and crew. Many local businesses have already agreed to support the film. The film will be shot at the Lake and Gina will take advantage of the Show MO Act that has recently passed in Missouri, this will give a 20% to 25% rebate on the cost of filming when completed. With

the passing of the Show MO Act, there is hope that more filming will take place in Missouri.

Camden, Miller, and Morgan County Business Districts have approved to support the film that will start filming in the fall of 2023.

## Best Lake for Water Sports

It was announced Friday, June 16, 2023, that Central Missouri's Lake of the Ozarks was voted the "Best Lake for Water Sports" in the county in a recent USA Today readers poll.

The Lake of the Ozarks, which covers 54,000 acres with 64 billion gallons of water and features over 1.150 miles of meandering shoreline (more than



the entire Pacific Coast of California!), beat out Lake Havasu in Arizona; Lake Superior in Michigan, Minnesota, Wisconsin, and Ontario, Canada; Big Bear Lake in California, and Lake Cumberland in Kentucky, among many others for the coveted top spot.

The Lake of the Ozarks was among 20 lake destination across the country selected by a panel of travel experts and journalists from USA Today, 10Best.com and other media outlets. Online voting took place over the course of four weeks, and although it was a close race, the Lake of the Ozarks received more readers' votes and ultimately won the contest.

This is a great acknowledgement for the Lake of the Ozarks, but this is something that property owners already knew!

## Group Sales Update

The Group Sales Market is a busy one with group business coming back strong. The TCLA team attended the Missouri Event Summit in August for the Association meeting market. Also in August, Jen and Lagina attended Connect Marketplace. Between the two ladies they had appointments with 52 event/meeting planners.

Please reach out if you would like to receive group sales leads. Leads include family reunions, weddings, meetings, corporate events, etc. If you would like to learn more or to get started receiving leads, please contact Jen West at [jen@funlake.com](mailto:jen@funlake.com).

## UPCOMING EVENTS

We have several upcoming events at the Lake of the Ozarks which might interest your guests. These are just a few of the upcoming events at Lake of the Ozarks. You can find a full listing of events for the coming year by visiting the Events Calendar on the [www.funlake.com](http://www.funlake.com) website. Special events and festivals are a great way to attract visitors to our area and provide another avenue of enticing them to either extend their stay or come back and visit us in the future.



- September 13 – 17 – Lake of the Ozarks BikeFest – Lake Wide
- September 13 – 17 – Cycle Showcase at the Lake – The Resort at the Lake of the Ozarks
- September 22 – Goo Goo Dolls: The Big Night Out Tour – Ozarks Amphitheater
- September 22 – 24 – Fall in Water Boat Show 2023 – Captain Ron's Bar & Grill
- September 23 – Lake of the Ozark's GOT TALENT – Ozarks Amphitheater
- September 30 – Eldon Turkey Festival 2023 – Downtown Eldon
- October 7 - 8 – Big Bass Bash – State Park PB #2
- October 7 – 8 – Versailles Apple Festival 2023 – City of Versailles
- October 7 – Fall Boutique Crawl at Lake of the Ozarks – Camdenton/Osage Beach/Lake Ozark
- October 14 – Fall Harbor Hop – Lake Wide
- October 14 – Fall Festival – Osage Beach City Park
- October 14 – Dragon Smoke BBQ Competition – Osage Beach City Park
- October 20 - 21 – Apple Butter Days Fall Festival – Camden County Museum
- October 27 – 29 – Halloween Park & Haunted Trail – Magic Dragon Skills Park
- November 4 – Fall Crawl – Various Locations along Bagnell Dam Boulevard
- November 23 – LOTO Turkey Trot – Camdenton High School

**TCLA OFFICE CONTACT INFORMATION**

**Tri-County Lodging Association**

**985 KK Drive**

**P.O. Box 1299**

**Osage Beach, Missouri 65065**

**(573) 348-0111**

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