



**HELP US ROLL OUT THE RED CARPET
AND SHOW THE CHIEFS FANS OUR
HOMETOWN HOSPITALITY!**

**‘RED CARPET’
CAMPAIGN & BLITZ**

Friday, July 23rd

Visitors Center

502 North Woodbine Road- Parking Lot

Pep Rally Begins at 9AM

Please help us BLITZ the St. Joseph area with information on the Chiefs Training Camp! We anticipate a lot of visitors to our city during the 21 day training camp and we want to make sure our front line staff is able to answer all their questions effectively, efficiently and politely! This will also be the kick off for the ‘Ask Me about the Chiefs Training Camp’ button campaign. At 9 a.m. a pep rally will begin, providing information and customer service tips that we want our blitz crews to pass along during the day. At 9:45 a.m. teams will be divided up and depart. We expect teams to blitz throughout the day until all areas are covered. Teams will be asked to visit local businesses in their assigned area, dropping off packets that will include the following items: St. Joseph Official Visitors Guide, Map, Ask Me Buttons, Poster, Training Camp Schedule, and Customer Service Guide.

We want to excite the city and make our businesses aware of the Chiefs camp and show them the importance of good customer service.

"One customer, well taken care of, could be more valuable than \$10,000 worth of advertising."

**If you want to participate in the blitz please sign up by contacting Lindsay Bernard at the
St. Joseph CVB, 816.233.6688 or lbernard@stjomo.com.**

As reported by the Missouri Department of Revenue, the directed economic impact of tourism related expenditures in Buchanan County in 2009 was over \$152 million dollars. 2008 figures were also over \$152 million which was a 5% increase over 2007. In this economy, Buchanan County remained stable, while state figures were down. Let's keep that figure up and keep our visitors happy!