

# Visit KC

## Scope Statement – May 1, 2019

---

### Background

The city contracts with Visit KC to attract convention and meeting business to the city's convention center, to attract sporting events, and to promote Greater Kansas City as a tourism and leisure destination to generate hotel room nights in the city. In addition to direct sales, Visit KC uses integrated marketing campaigns and film promotion to achieve their goals. The city's director of convention and entertainment facilities administers the contract.

In 2018, Visit KC's overall budget was \$13.7 million. Approximately 75 percent of Visit KC's funding came from the city through a combination of hotel/motel taxes, car rental licensing fees, and other city funds.

Visit KC is governed by a board with a maximum of 30 members. The Mayor appoints half of the board while the other half are nominated and approved by the existing board members. Nine of the board members serve on an Executive Board Committee. A number of former board members and appointees serve in a non-voting, "Ex Officio" capacity. Visit KC has about 45 employees.

### Why audit Visit KC?

The city's 5-year contract with Visit KC expires in April of 2020. Our report may provide elected officials and city management with information as the city prepares its new contract with Visit KC. Additionally, Visit KC expends public tax dollars and has never been audited by the City Auditor's Office.

### Audit objectives

Our objective is to answer the following question:

- Are Visit KC's performance and financial data clear and useful to the city?

### Audit methods

We will interview city staff, Visit KC staff, and contractors; research applicable laws and regulations related to Visit KC activities; review Visit KC policies, procedures, contract requirements, strategic plans, and governance documents; evaluate Visit KC's submitted performance measures; evaluate Convention and Entertainment Facilities' monitoring of Visit KC contract requirements; and analyze Visit KC expenditures and documentation. Our audit will focus on calendar years 2017 and 2018.

### Anticipated release date

We plan to issue the audit report in September 2019.