



**LAKE OF THE OZARKS AREA BUSINESS DISTRICTS OF CAMDEN,  
MILLER, AND MORGAN COUNTY  
TRI-COUNTY LODGING ASSOCIATION  
MARCH 2021 NEWSLETTER**



**Lake of the Ozarks Area Business Districts of Camden and Miller County  
Advisory Board 2021 Election Procedures**

The Business Districts of Camden and Miller County have revised their 2021 election procedures for the upcoming elections.

A call for self-nominations will be sent to all eligible candidates post-marked no later than March 3rd, 2021.

The Business District of Camden County will accept self-nominations ONLY to fill expired terms for: one (1) Camden Small (1-50 units) and one (1) Camden Medium (51-299 units) seat. Self nomination forms will be available in the Camden County Clerk's office starting March 3, 2021 through March 15th, 2021

The Business District of Miller County will accept self-nominations ONLY to fill an unexpired seat in the Miller Small category (1-50 lodging units). Self-nomination forms will be available in the Miller County Clerk's office starting March 3rd, 2021 through March 15th, 2021.

An Election Notice will be sent to all eligible voters advising them of the candidates and of the opportunity to vote at their respective County Clerk's offices. Voting will begin March 19<sup>th</sup> and run through the close of business on April 20<sup>th</sup>, 2021. All voting will take place in the respective County Clerk's Office this year.

Eligible candidates and voters are verified with the current lodging tax collection report provided by the Camden County and Miller County Collector and updated by TCLA Staff with the assistance of the Business District Advisory Board Members.

Any questions on the election process should be directed to the Business District in which you collect and remit lodging tax.

Lake of the Ozarks Business District of Camden County  
[camdencountybusinessdistrict@gmail.com](mailto:camdencountybusinessdistrict@gmail.com)

Lake of the Ozarks Business District of Miller County  
[millercountybusinessdistrict@gmail.com](mailto:millercountybusinessdistrict@gmail.com)

## Tri-County Lodging Association-Missouri Division of Tourism Marketing Grant Funding

Governor Parson released an additional \$8 million to the Missouri Division of Tourism. The Missouri Division of Tourism Commission approved \$3 million of those funds to be allocated to the Destination Marketing Organizations (DMO's) across the state. Tri-County County Lodging Association is the certified DMO for the Lake of the Ozarks. The allocated funds are to be used to market the DMO from February 1 through June 30, 2021.

Tri-County Lodging Association was eligible to apply for up to \$195,665. All marketing buys have to be paid upfront by the DMO and are 100% reimbursed by Missouri Division of Tourism. All ads must include the Missouri Division of Tourism logo and be approved by the Missouri Division of Tourism office prior to placement.

The TCLA Marketing Committee met to discuss how to best market the Lake area with the additional grant funds. A marketing mix was discussed that included increasing digital buys, new print ads, March billboard runs (April-June space already contracted) in Kansas City and St. Louis, and adding commercials to run on Lake TV platforms, You Tube TV, and Fox 2 out of St. Louis. Radio commercials for Pandora are also being created to run April-June. All of the ads and commercials will focus on the premier outdoor location of the Lake of the Ozarks! The marketing options were presented to the Business District of Camden and Miller County for approval. After Business District approval, the application was completed and submitted to the Missouri Division of Tourism. Tri- County Lodging Association Grant application was approved for the full \$195,665!

### TCLA and The Lake of the Ozarks Area Business Districts of Camden and Miller County Annual Meetings

The Advisory Board of Camden and Miller County will hold their Annual Business District Meeting on Thursday, March 25<sup>th</sup> at 9:00 A.M. A notice will be sent out in the coming weeks with location for each district meeting.

Tri-County Lodging Association Board of Directors will hold their Annual Meeting on Thursday, March 25<sup>th</sup> at 2:00 P.M. The meeting will take place at the TCLA/CVB Offices located at 985 KK Drive, Osage Beach.



All lodging owners/managers and the general public are welcome to attend the Tri-County Lodging Association Board of Directors and Lake of the Ozarks Area Business Districts of Camden, Miller and Morgan County Advisory Board monthly meetings. Please contact Linda at [linda@funlake.com](mailto:linda@funlake.com) if you would like to receive email notifications of your respective Business District meetings, or visit our website at [www.tricountylodging.com](http://www.tricountylodging.com) for information about the date, time and location of upcoming Board meetings.

### TCLA COMMITTEE OPPORTUNITIES

The TCLA Board of Directors would like to extend the opportunity to serve on one of the TCLA Committees currently in place. Please see the list below. If you are interested in serving on a committee, please contact Linda ([linda@funlake.com](mailto:linda@funlake.com)) to be added to a Committee list.

Thank you!

MARKETING COMMITTEE  
BUDGET COMMITTEE

## ANNUAL CVB DINNER

Join us for our Annual CVB Dinner on Thursday, March 11, 2021 from 5pm-8pm. You are invited to an evening of networking, information and celebration.

Margaritaville Lake Resort  
Grand Ballroom-Anchor Room  
5:00 pm-7:00 pm-Cocktail Reception  
5:00 pm-7:00 pm-Silent Auction  
7:00 pm-Dinner  
7:30 pm-Program

Cost is \$35.00 per person

RVSP by March 4th

**LAKE OF THE OZARKS**  
Convention & Visitor Bureau

You are invited to a night of networking, information and celebration!  
**Thursday, March 11, 2021 at Margaritaville Lake Resort**  
**Grand Ballroom - Anchor Building**  
5:00 pm - 7:00 pm - Cocktail Reception  
5:00 pm - 7:00 pm - Silent Auction  
7:00 pm - Dinner  
7:30 pm - Program

Cost is \$35 per person  
Reserved 10 seat tables are available for \$105. For more information or to pay by credit card, call (573) 348-1399

Please RSVP by March 4, 2021  
Mail Card & Check to: Lake of the Ozarks CVB, PO Box 1496, Osage Beach, MO

**Menu**  
- Caesar Salad  
- London Broil with a Butter Poached Shrimp Beurre Blanc  
- Garlic Mashed Potatoes - Green Beans with Red Peppers  
- Rolls and Butter  
- Chocolate Tiger Cake with Whipped Cream  
- Iced Tea and Coffee

**RSVP**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Special Requests: \_\_\_\_\_

Amount/Donation Only: \$10 per person or \$100 for reserved table of 10  
Check Remittance on back of this card. For more information call  
Lagina Fitzpatrick at (573) 348-1399. Please call if you have any questions.

## UPCOMING EVENTS

We have several upcoming events at the Lake of the Ozarks which might interest your guests. Some of the upcoming events are as follows:

- March 6-Lake of the Ozarks Eagle Days, Multiple Locations
- March 13-Lake of the Ozarks St Patrick's Day Parade, Lake Ozark
- March 13-St. Patrick's Day on the Water-Captain Ron's Bar & Grill, Sunrise Beach
- March 13-14-Kiss My Shamrock Classic, Ballparks National, Mack's Creek
- April 3rd-City of Osage Beach Easter Egg Hunt, Osage Beach
- April 4th-Jacobs Cave Spring Swapping Days, Versailles, MO
- April 16-18-LOMBA Spring In Water Boat Show, Dog Days Bar & Grill, Osage Beach
- April 30-May 2-33rd Annual Magic Dragon Street Meet, Lake Ozark
- May 1-24th Annual Spring Harbor Hop, various Waterfront Bars, and restaurants
- May 14- Hot Summer Nights, Bagnell Dam Strip, Lake Ozark

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.



## 15TH ANNUAL LAKE OF THE OZARKS BIKEFEST WEEK

Motorcycle enthusiasts from all over the United States will be rumbling their way back to Lake of the Ozarks for the 15th Annual Lake of the Ozarks BikeFest September 15th-September 19th! Many of the attendees extend their stay for the entire bike week! We are assisting in gathering lodging rates for the Lake of the Ozarks BikeFest website. If you are interested in

offering rates on their lodging list, please email your information along with rates to Lagina Fitzpatrick at [lagina@funlake.com](mailto:lagina@funlake.com). Thank you!

(573) 348-0111

[www.tri-countylodging.com](http://www.tri-countylodging.com)  
[www.funlake.com](http://www.funlake.com)