



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

Fiscal Year 2021 Q1 Collections Were Strong Despite Pandemic

Lake of the Ozarks Camden County Business District, Miller County Business District, and Morgan County Business District (Tri-County Lodging Association) are pleased, despite the pandemic, that tax collection in the three districts were strong for the July, August and September. Camden County Business District's collections for Q1 of fiscal year 2021 were \$739,505. Miller County Business District's collected \$91,402 for the same quarter. Morgan Business District's collections for Q1 were \$32,193. All three business districts collections were up a total of 3.84% over the same time period last year.

Lake of the Ozarks Camden County Business District and Lake of the Ozarks Miller County Business District Lawsuit Update

The Board of Directors of Camden Business District and Miller County Business District would like to share the following information on the current lawsuits against each district.

On June 26th of 2020, Petitioners Laura Salamun and Pointe View Management, LLC filed a Motion for Temporary Restraining Order against the Camden County Clerk, the Lake of the Ozarks Business District of Camden County, Sue Westenhaver (TCLA Board Chair) and the Tri County Lodging Association. Among other things, Petitioners sought an order prohibiting those entities from spending or disbursing lodging tax revenue. The Court denied that Motion. Petitioners then filed a Motion for Preliminary Injunction on July 15th, 2020, seeking similar relief including seeking an injunction preventing the Lake of the Ozarks Area Business District of Camden County from spending any tax revenue and prohibiting the Camden County Collector from disbursing lodging tax revenue. After hearing over three days of testimony, the Judge entered an order requiring the Lake of the Ozarks Area Business District of Camden County to generally improve certain procedures and practices. However, the Judge did not grant Petitioners' request to prohibit the disbursement and spending of any lodging tax revenue, noting in her order that "the public interest clearly lies in allowing the Business Districts to continue advertising and promoting tourism into the area." On November 3, 2020, the Court also directed the County Collector to remit lodging tax revenue to the Lake of the Ozarks Area Business District of Camden County for the third quarter of the calendar year. "

The same restraining order and preliminary injunction (as referenced above in the

Camden County Case) was filed by Gail Griswold and Shawnee Bluff Winery, LLC in Miller County against the Miller County Business District. The cases were heard at the same time with the same ruling outcome.

Camden County Business District President Don Neuharth of OYO Hotel stated "we understand our responsibility to improve on the concerns decreed by the Judge and are committed to doing just that." Miller County Business District President Russell Burdette of Your Lake Vacation shared "It is imperative that we continue to promote the Lake of the Ozarks as the premier outdoors destination in the Midwest."

Missouri Division of Tourism FY21 Marketing Grant Program

TCLA recently received word that they are eligible to apply for \$77,138 in the Marketing Match Grant co-op funding through the Missouri Division of Tourism for the second half of this fiscal year. These funds will be used for promoting the Lake from January 1st thru June 30th of 2021. Up to 90% of approved expenses are eligible to be reimbursed. TCLA is the recognized Destination Marketing Organization (DMO) for the Lake area. TCLA has participated in the Matching Grant Program and received 50% matching grants since 1997. Due to the far-reaching implications of COVID on tourism, and reduced budgets at the State and regional level for tourism marketing, the 90% reimbursement is being introduced as a new short-term program to help the 55 DMO's across Missouri market their respective areas.

The TCLA Marketing Committee is hard at work researching and developing new ideas to promote our premier destination. The most exciting rollout on the horizon is a new website, funlake.com, the Lake's official website, that will launch in January!

Camden County Business District, Miller County Business District and Tri-County Lodging Association Meeting Time Change

The Tri-County Lodging Association Board of Directors as well as the advisory boards of Camden County Business District, and Miller County Business District voted at their respective meetings on December 10th to change the times of their monthly meetings. Camden County Business District and Miller County Business District will meet at 9:00 A.M. on posted dates, currently the fourth (4th) Thursday of the month. The TCLA Board of Directors will meet immediately following at approximately 9:30 A.M. All meetings will be posted on the Tri-County Lodging Association website at <http://tri-countylodging.com/>.



Lake of the Ozarks Tri-County Lodging Association Promotes Lagina Fitzpatrick to Interim Director

The Lake of the Ozarks Area Business Districts of Camden, Miller and Morgan County promoted Lagina Fitzpatrick to Interim Director of Tri-County Lodging Association.

Lagina has been the Director of Sales for Tri-County Lodging Association for the past ten years. Lagina has a Bachelor of Science Degree in Hospitality & Restaurant Management from MO State University and has been in the hospitality/tourism industry for 34 years at the Lake of the Ozarks. Lagina started her Lake career in the hotel industry in Convention Services in 1987 at The Lodge of Four Seasons. Prior to her starting her employment with Tri-County Lodging, Lagina also worked as the Director of Sales at The Resort at Port Arrowhead and Camden on the Lake

"We are so fortunate to have Lagina and her impressive credentials representing TCLA on behalf of the three business districts around the Lake. We are even more pleased to name her as the Interim Director of our organization!" states Sue Westenhaver TCLA Board

Chair.

In her time as Director of Sales for Tri-County Lodging Association, Lagina has spearheaded or been involved in bringing major sporting events and convention business to the Lake of the Ozark. A sample of those events include: Major League Fishing Cup Series, FLW Events, Can-Am Police-Fire Games, Scott Firefighter Combat Challenge, Grand American Shoot, back-to-back BASSMASTER events, and Midwest Sports Productions. Her convention clients include but not limited to; Missouri Realtors, Missouri Parks and Recreation Association, Office of State Court Administrators, MO Local Government Employee Retirement Systems, Special Olympics Missouri and many more!

Lagina is very active in many industry organizations. She served on the board of Missouri Travel Alliance for 12 years and served as President from 2013-2015. In 2016 Lagina was awarded the Missouri Travel Alliance Service Award and in October 2016 was awarded the Missouri Division of Tourism Ambassador Award.

Lagina is also an active member of Society of Government Meeting Professionals where she served on the National Board as 2nd Vice President and as Supplier Director. She won the highest SGMP award, the Sam Gilmer Supplier award in 2005. She was also awarded chapter supplier of the year two times and a recipient of the President's award. She has served on the local SGMP chapter as Secretary, Supplier Director and 2nd Vice President.

Lagina is also an active member of Missouri Society of Association Executives and Show Me Missouri Sports.

Lagina earned her CMP (Certified Meeting Professional) in 2002 and CHSC (Certified in Hospitality Sales Competencies) in 2007.

Outside of her busy professional schedule, Lagina loves to travel, hang out on the Lake and spend time with her family and friends as well as catch her grandkids sporting events.

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 Stevens (linda@funlake.com) to be added to a Committee list. Thank you!

MARKETING COMMITTEE
BUDGET COMMITTEE
FISHING COMMITTEE
GROUP SALES COMMITTEE
SPECIAL EVENTS COMMITTEE
WEBSITE COMMITTEE

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:

- November 19-January 2: Enchanted Village of Lights, Laurie
- November 26-December 31: Osage Beach Holiday Lights in The Park
- November 26-January 1: Unity Circle of Lights, Versailles



TCLA OFFICE CONTACT INFORMATION

Tri-County Lodging Association

985 KK Drive

P.O. Box 1299

Osage Beach, Missouri 65065

(573) 365-0111

www.tri-countylodging.com

www.funlake.com



This Photo by Unknown Author is licensed under CC BY-SA

WISHING YOU A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR!!