



**MONDAY, MARCH 30, 2026 at 1:30 P.M. | VISIT KC FY2026 MARKETING BOOTCAMP**

**MARKETING + PARTNERSHIPS COMMITTEE**

**Charter:** To develop and implement coordinated convention and leisure marketing strategies and partner collaborations that strengthen stakeholder alignment and maximize opportunities to attract, secure, and host major conventions, events, and meetings, while strategically positioning Kansas City as a welcoming global destination.

**2026 COMMITTEE MEMBERS:**

- **Tyler Enders, Chair, Made in KC**
- Mike Burris, Greater Kansas City Restaurant Association
- DeAngela Burns-Wallace, Ewing Marion Kauffman Foundation
- Allison Calvin, Visit Independence
- Karis Erwin, National WWI Museum and Memorial
- George Guastello, Union Station KC
- Jessica Hollenbach, MMGY Global
- Pat Macdonald, Healthcare Institute for Innovations in Quality
- Tina McGuire, Crown Center
- Justin Meyer, KC Aviation Dept.
- Jessica Mumma, Hampton Inn & Suites, The Plaza
- CiCi Rojas, Tico Sports
- Kim Romary, Kansas City Zoo
- Anjana Singh, Event Planner
- Mario Vasquez, City Manager, City of KCMO
- Nia Webster, Assistant Director, Neighborhood Services Department, City of KCMO

*Staff Liaisons: Traci Moon & Jenny Wilson*

**2026 Strategic Initiatives**

- Optimize group sales and marketing strategies
- Expand and elevate awareness of industry partner investments and contributions to the community
- Increase brand awareness to elevate Kansas City's profile as a destination
- Evaluate and enhance inclusivity positioning strategy w/international target audiences