



Meeting Notice of the Tourism Advisory Board

Open Meeting | Tentative Agenda
Wednesday, September 3, 2025 8:00 am
Economic Development Alliance
315 South Franklin Street

Call to Order

- I. Order of the Agenda**
- II. Approval of Minutes – July 2, 2025**
- III. Financial Report – June and July 2025**
- IV. Reports**
 - A. Director
 - B. Lodging
- V. Tourism Partnership Applications**
 - A. Ryan Ratliff, President, Main Street Kirksville
 - B. Additional applications
- VI. Tourism Partnership Summary Report**
- VII. Announcements**
 - A. Next Meeting Date – October 1 (If necessary)
 - B. Dates to Remember – Tourism supported events this month are: September 6, Whiskey Turkey Festival; September 10, The Ville Celebrity Golf Classic; September 10 – 12, Greater Missouri Leadership; September 27, Red Barn Arts & Crafts Festival.
- VIII. Adjourn**

Notice of Nondiscrimination:

All persons within the City of Kirksville are free and equal and shall be entitled to the following equal use and enjoyment within the city at any place of public accommodation without discrimination or segregation on account of age, ancestry, color, disability, gender, gender identity, marital status, national origin, race, religion, sexual orientation or on any other basis that would be in violation of any applicable federal, state, or local law.

Notice of Disability Accommodations:

Any person with a disability desiring reasonable accommodation to attend this meeting may contact the City Clerk at 660.627.1225 to make such arrangement.

TOURISM ADVISORY BOARD
July 2, 2025 | 8:00AM

The Kirksville Tourism Advisory Board met on Wednesday, July 2, 2025 in the Economic Development Alliance Building, 315 S. Franklin St., Kirksville, Missouri.

Present:

Ryan Bowen
Laci Cook
Virginia Halterman, Chair
Whitney Morton
Craig Shorten
Paige Shultheiss
Wally Trosen

Stacy Tucker-Potter
Ramey Weichelt
Marie Murphree – Ex Officio
Ryan Ratliff – Guest
Sharon Swehla – Tourism Director

Zac Burden joined the meeting at 8:09.

Absent:

Kristy Rowles

Chair Halterman called the meeting to order at 8:03AM. A quorum was present.

Order of the Agenda:

No changes made. Trosen moved to approve the agenda as presented; seconded by Weichelt. In favor: (9) Bowen, Cook, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt; Opposed: (0); Absent: (2) Rowles, Burden. Agenda approved as presented.

Introduction of Attendees:

Chair Halterman requested that those present introduce themselves.

Approval of Minutes:

The minutes from the June 4, 2025, meeting were reviewed. Bowen moved to approve the minutes as presented; Weichelt seconded the motion. Vote: In favor: (9) Bowen, Cook, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt; Opposed: (0); Absent: (2) Rowles, Burden. The motion passed.

Financial Report:

Director Swehla presented the financial report for May, bringing attention to specific expenditures related to advertisements and infrastructure. General discussion followed. Trosen moved to approve the financial report as presented. Shultheiss seconded the motion. Vote: In favor: (9) Bowen, Cook, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt; Opposed: (0); Absent: (2) Rowles, Burden. The motion passed.

Burden joined the meeting.

Tourism Partnership Applications:

The Main Street Kirksville partnership application for the Whiskey & Turkey Festival was reviewed. Guest Ryan Ratliff presented the request and gave specifics on the up-coming event. Chair Halterman opened the floor for questions and discussion. There was none. Trosen moved to approve the partnership request of \$2500. Burden seconded the motion. Vote: In favor: (9) Bowen, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt, Burden; Opposed: (0); Abstention: (1) Cook; Absent: (1) Rowles. The motion passed.

The Hannibal Regional Foundation/Complete Family Medicine partnership application for The Ville Celebrity Golf Classic was reviewed. Director Swehla talked about the application. Chair Halterman opened the floor for questions and discussion. General discussion focused on the tourism benefits of the event with a desire expressed that a closer evaluation of those benefits be made in subsequent years. Burden moved to approve the partnership request of \$2500. Trosen seconded the motion. Vote: In favor: (10) Bowen, Cook, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt, Burden; Opposed: (0); Absent: (1) Rowles. The motion passed.

Announcements:

Swehla mentioned the next meeting, which will be on August 6 (if necessary), and talked about some of the up-coming community events. General discussion followed.

Halterman informed the members of the up-coming events at ATSU to welcome new students.

General discussion followed.

Adjournment:

Chair Halterman invited the members to move to adjourn. The motion was made by Weichelt and seconded by Morton. Vote: In favor: (10) Bowen, Cook, Halterman, Morton, Shorten, Shultheiss, Trosen, Tucker-Potter, Weichelt, Burden; Opposed: (0); Absent: (1) Rowles. The motion passed.

Halterman adjourned the meeting at 8:22 AM.

Respectfully submitted,

Amy Konwinski, Administrative Assistant

Tourism Advisory Board Approval Date



City of Knoxville

Detail vs Budget Report

Account Summary

Date Range: 06/01/2025 - 07/31/2025

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund								
Revenue								
<u>286-0000-3170</u>	Lodging Tax	0.00	-287,973.00	-68,789.00	-73,953.15	-142,742.15	-145,230.85	-50.43%
<u>286-0000-3300</u>	State & Federal Grants	0.00	-26,814.00	0.00	-9,229.48	-9,229.48	-17,584.52	-65.58%
<u>286-0000-3910</u>	Contributions	0.00	-2,500.00	0.00	-1,344.82	-1,344.82	-1,155.18	-46.21%
<u>286-0000-3950</u>	Transfers In	0.00	-3,000.00	0.00	0.00	0.00	-3,000.00	-100.00%
<u>286-0000-3980</u>	Investment Earnings	0.00	-15,000.00	-8,348.49	-3,498.16	-11,846.65	-3,153.35	-21.02%
<u>286-0000-3990</u>	Miscellaneous	0.00	-200.00	0.00	0.00	0.00	-200.00	-100.00%
Revenue Totals:		0.00	-335,487.00	-77,137.49	-88,025.61	-165,163.10	-170,323.90	-50.77%
Expense								
<u>286-8610-4000</u>	Salaries, Regular	0.00	75,786.00	28,526.74	11,364.92	39,891.66	35,894.34	47.36%
<u>286-8610-4030</u>	FICA & Medicare	0.00	5,798.00	2,306.46	926.70	3,233.16	2,564.84	44.24%
<u>286-8610-4060</u>	Insurance, Dental	0.00	369.00	184.56	61.52	246.08	122.92	33.31%
<u>286-8610-4070</u>	Insurance, Life & Disability	0.00	122.00	50.75	20.30	71.05	50.95	41.76%
<u>286-8610-4080</u>	Retirement Contribution	0.00	13,490.00	5,344.76	2,147.56	7,492.32	5,997.68	44.46%
<u>286-8610-4110</u>	Insurance, Work Comp	0.00	203.00	65.46	48.42	113.88	89.12	43.90%
<u>286-8610-4130</u>	Insurance, Medical	0.00	10,879.00	6,956.82	1,768.45	8,725.27	2,153.73	19.80%
<u>286-8610-4135</u>	Insurance, Vision	0.00	53.00	26.70	8.90	35.60	17.40	32.83%
<u>286-8610-4220</u>	Insurance, Liability	0.00	2,076.00	965.46	941.34	1,906.80	169.20	8.15%
<u>286-8610-4500</u>	Misc Contractual Services	4,025.00	4,200.00	0.00	0.00	0.00	175.00	4.17%
<u>286-8610-4510</u>	Miscellaneous Grants	-7,845.00	103,628.00	42,148.00	20,768.89	62,916.89	48,556.11	46.86%
<u>286-8610-4610</u>	Public Information	-1,741.20	33,364.00	9,668.70	2,199.20	11,867.90	23,237.30	69.65%
<u>286-8610-4690</u>	Commission/Community Support	10,000.00	70,750.00	26,500.00	8,820.00	35,320.00	25,430.00	35.94%
<u>286-8610-4760</u>	Expense Allowance	0.00	4,200.00	1,400.00	700.00	2,100.00	2,100.00	50.00%
<u>286-8610-4770</u>	Travel/Training	0.00	5,500.00	264.63	56.36	320.99	5,179.01	94.16%
<u>286-8610-4780</u>	Membership Dues	0.00	2,000.00	1,450.00	0.00	1,450.00	550.00	27.50%
<u>286-8610-4790</u>	Professional Publications	0.00	175.00	0.00	0.00	0.00	175.00	100.00%
<u>286-8610-4800</u>	Office Supplies	0.00	1,500.00	2.41	0.00	2.41	1,497.59	99.84%
<u>286-8610-4890</u>	Printing & Copying	0.00	1,700.00	396.00	0.00	396.00	1,304.00	76.71%
<u>286-8610-4900</u>	Postage	0.00	750.00	31.66	0.00	31.66	718.34	95.78%
<u>286-8610-4910</u>	Minor Equipment & Supplies	0.00	800.00	0.00	0.00	0.00	800.00	100.00%
<u>286-8610-5025</u>	Software Renewal & Maintenance	0.00	420.00	0.00	149.90	149.90	270.10	64.31%
<u>286-8610-5070</u>	Clothing, New	0.00	150.00	0.00	0.00	0.00	150.00	100.00%
<u>286-8610-6130</u>	Merchandise for Resale	0.00	2,000.00	0.00	0.00	0.00	2,000.00	100.00%
<u>286-8610-6530</u>	Transfers Out	0.00	19,500.00	0.00	0.00	0.00	19,500.00	100.00%
<u>286-8610-7160</u>	Infrastructure	-2,025.00	0.00	6,711.88	-6,711.88	0.00	2,025.00	0.00%
Expense Totals:		2,413.80	359,413.00	133,000.99	43,270.58	176,271.57	180,727.63	50.28%

Detail vs Budget Report

Account

Name

Date Range: 06/01/2025 - 07/31/2025

Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund Totals:	2,413.80	23,926.00	55,863.50	-44,755.03	11,108.47	10,403.73
Report Total:	2,413.80	23,926.00	55,863.50	-44,755.03	11,108.47	10,403.73

Tourism Director Report

Drafted for the Wednesday, September 3, 2025 Tourism Advisory Board Meeting

- A. Attended the SOMO Summer Games post mortem meeting on July 10 and beginning to meet in September about the 2026 Special Olympics Summer Games, scheduled for May 29-31,2026.
- B. Had a successful Red, White and Blue festival. Working on the 2025 Hometown Holiday event with the committees and beginning to plan the 2026 Red, White and Blue Festival
- C. Working on finalizing the advertising contracts based on the FY26 Marketing Matching Grant.
- D. Working on the 2026 budget.
- E. Submitted reimbursement request of \$15,512 for FY25 Q4 MMG and the Marketing Platform Grant (signs) for \$6,461.94.
- F. Continue to keep social media and website updated with current and upcoming events.
- G. Area Scene June 9/July 14/August 11 (guest MSK Exec. Director) and Bott Radio on July 9/August 20. Had a KTVO interview on July 3 for R,W,B Festival.
- H. Attended the Chamber of Commerce Ribbon Cutting for Northern Lights on June 26, North Park walking trail on July 1, NEMO Fair on July 14, CapNEMO Playground on August 20
- I. Had a Kirksville Tourism table at the seven Student Services Fairs in June and at the ATSU student fair on July 8 with the assistance of the Ambassador Committee members.
- J. Working with the Chamber of Commerce and Vivid Expressions to offer Kirksville merchandise through the Chamber.
- K. Attended the MACVB Board meeting via zoom on July 23 and attended the Hwy 36 Board meeting in Macon on July 28 and zoom on August 26.
- L. Attended the monthly Main Street Kirksville July 28 and August 25 and the survey results presentation on August 27.
- M. In collaboration with the KAA helped to support the new mural on the side of Beards Decorating.



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksville.gov

APPLICATION FOR TOURISM PARTNERSHIP

Application Date: 0 8 2 5 2 5
M M D D Y Y

Event Name: Oktoberfest

(If the request is submitted less than 60 days in advance, it may impact funding.)

CONTACT INFORMATION

Organization: Sip Downtown

Contact Person: Laci Cook

Address: 122 W. Harrison St., Kirksville

E-Mail: sipdowntown@gmail.com

Phone: (660)349-2141

EVENT INFORMATION

Event Start Date: 1 0 0 4 2 5
M M D D Y Y

Event Duration: 1 day

Event Start Time: 0 4 : 0 0
H H M M

Event End Time: 1 1 : 0 0
H H M M

Event Location: Downtown Kirksville -Elson Street outside of Sip Downtown

Prior Year's Number of Attendees: 350-400

Number of Expected Attendees: 500

Number of Expected Occupied Hotel Rooms: 2

Total Event Budget: \$5,000

*Total Funds Requested: \$500

*Typically the Tourism Advisory Board funds no more than 50% of the event cost and funds no more than \$2,500.00.

BUDGET FOR REQUESTED TOURISM FUNDS

EXPENSE	AMOUNT	NOTES	TOTAL
Digital Advertising	250	Social Media ads/boosts on Facebook & Instagram	250
Print Advertising	250	11" x 17" posters, flyers, 2' x 6' banner, table tents	250

(Documentation may be requested)

What is your goal for this event? How will you know it is a success?

Oktoberfest is an annual event to bring awareness and energy to Downtown Kirksville by: -Bringing people together -Promoting attendees to experience Downtown Kirksville as a destination. Success = # of attendees creating memories and looking forward to their next visit to Downtown Kirksville.

How and where are you promoting the event?

A multi-channel approach will target both returning and potential new visitors. Digital marketing with geo-targeted ads on Facebook and Instagram focusing on neighboring cities through our event page. Create printed materials and a banner.

How will the event attract attendees from outside of Kirksville's City Limits?

In our 5th year of this event, we are able to employ a mix of targeted marketing tactics. We are including Nolia Jeans food truck to pull from their established clientele from outside city limits. We create an engaging and memorable event to make it a yearly destination.

If the event is unable to be held as planned, what is your contingency plan (ie. cancel, reschedule, change location)? How does it impact the usage of requested funds?

Upon inclement weather, the event will be rescheduled for the following weekend, Saturday, October 11th. We will change the posted date and then edit posts, flyers, and promotional materials. More funds and materials will be used at the cost of Sip Downtown.

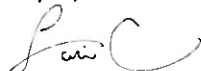
Do you have other sources of funding/sponsors?

☐ Y ☒ N

Do you have income from event registration or entrance fees?

☐ Y ☒ N

If yes, how much per person?



Signature :

8/25/25

Date :



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksville.gov

APPLICATION FOR TOURISM PARTNERSHIP

Application Date: 0 8 0 3 2 5
M M D D Y Y

Event Name: **Blessing of the Hunt**

(If the request is submitted less than 60 days in advance, it may impact funding.)

CONTACT INFORMATION

Organization: **Cornerstone Church**
Contact Person: **Frank Miller - Director**
Address: **1701 N. Elson St., Kirksville, MO 63501**
E-Mail: **kvcornerstonechurch@gmail.com**
Phone: **660-341-1657**

EVENT INFORMATION

Event Start Date: 1 1 1 3 2 5
M M D D Y Y
Event Duration: **3.5 hours**

Event Start Time: 1 7 : 0 0
H H M M
Event End Time: 2 0 : 3 0
H H M M

Event Location: **NEMO Fairgrounds, Kirksville, MO**

Prior Year's Number of Attendees: **500+**

Number of Expected Attendees: **500-600**

Number of Expected Occupied Hotel Rooms: **We will book 1 room for the speaker.**

Total Event Budget: **\$12,000**

*Total Funds Requested: **\$2,500**

*Typically the Tourism Advisory Board funds no more than 50% of the event cost and funds no more than \$2,500.00.

BUDGET FOR REQUESTED TOURISM FUNDS

EXPENSE	AMOUNT	NOTES	TOTAL
Main Speaker	\$2,000	Plus travel expenses	\$2,750
NEMO Building - rent	\$750	Fairgrounds Main Building	\$750
Grand Prize Giveaway	\$5,000	Portable Hunting Blind and Deer Rifle	\$5,000
Advertising and Misc.	\$2,750	Billboard, print, radio, and yard signage	\$2,750

(Documentation may be requested)

What is your goal for this event? How will you know it is a success?

Our goal is to bring local and non-local outdoor people who are in town for the opening weekend of deer season. We present the gospel message to the audience, through our main speaker. Our success is not always tangible, but we receive decision cards that give us an idea of participants who made a profession of faith, are looking for a church, or who just need prayer.

How and where are you promoting the event?

We promote this event through flyers given to businesses (with your logo on them), yard signs, banners, electronic billboards, NEMO Trader, KV Crier/Quarterly Magazine, and local radio stations: Bott, KRXL, KTUF, and KIRX.

How will the event attract attendees from outside of Kirksville's City Limits?

Many people are coming into the area for the preparation of deer season. We use the advertising to get those people in the door. We have many door prizes from area businesses and vendors from throughout this area.

If the event is unable to be held as planned, what is your contingency plan (i.e. cancel, reschedule, change location)? How does it impact the usage of requested funds?

If we are unable to have the event, we would cancel. There is no way to reschedule the event in the short time the hunters are still in the Kirksville area. We would refund the money back to the City of Kirksville Tourism if this were to happen.

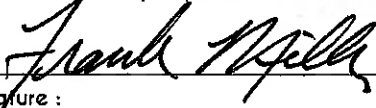
Do you have other sources of funding/sponsors?



Do you have income from event registration or entrance fees?



If yes, how much per person?

Signature : 

8/3/2025

Date :



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksvillecity.com

APPLICATION FOR TOURISM PARTNERSHIP

Application Date: 0 7 3 0 2 5
M M D D Y Y

Event Name: KV Winter Lights Tree Lighting Ceremony

(If the request is submitted less than 60 days in advance, it may impact funding.)

CONTACT INFORMATION

Organization: KV Winter Lights

Contact Person: Lee Cashatt

Address: 24491 Beechwood Trl., Kirksville, MO 63501

E-Mail: cashattlee@gmail.com

Phone: 660-341-0775

EVENT INFORMATION

Event Start Date: 1 1 2 9 2 5
M M D D Y Y

Event Duration: Through Jan. 2026

Event Start Time: 0 6 : 0 0
H H M M

Event End Time: 0 9 : 0 0
H H M M

Event Location: Downtown Kirksville

Prior Year's Number of Attendees: 1,000-3,000

Number of Expected Attendees: 1,000-3,000

Number of Expected Occupied Hotel Rooms: N/A

Total Event Budget: \$30,000

*Total Funds Requested: \$2,500

*Typically the Tourism Advisory Board funds no more than 50% of the event cost and funds no more than \$2,500.00.

BUDGET FOR REQUESTED TOURISM FUNDS

EXPENSE	AMOUNT	NOTES	TOTAL
Xmas lights over streets			\$15,000
LED light pole wreaths			\$8,400
7 ft lighted Xmas gift			\$5,600

(Documentation may be requested)

What is your goal for this event? How will you know it is a success?

Our goal is to provide holiday cheer in the form of light displays, to offer a family-friendly event and location for fun photos and memories, and to promote local business in downtown Kirksville. Its success will depend on event attendance and community support.

How and where are you promoting the event?

Promotion will occur through our website, Facebook, an email donor campaign, flyers, postcards, business cards, table tents, shirt sales, and potentially through either ads or articles in Rural Missouri magazine, KTVO, Daily Express, and the Chamber of Commerce.

How will the event attract attendees from outside of Kirksville's City Limits?

As this is the 4th annual Tree Lighting Ceremony, excitement for this event has built over the years. Attendance continues to be strong, and we expect this year to be strong as well. Because it is an event for the whole community, we expect many visitors beyond city limits.

If the event is unable to be held as planned, what is your contingency plan (ie. cancel, reschedule, change location)? How does it impact the usage of requested funds?

The KV Winter Lights decorations and light displays will stand whether the Tree Lighting Ceremony is held or not. We will begin setting up by October, and the displays remain in place until January. Please see our website for more information on the project and giving.

Do you have other sources of funding/sponsors?



Y



N

Do you have income from event registration or entrance fees?



Y



N

If yes, how much per person?

N/A

Lee Cashatt

Signature :

7/30/25

Date :



Lights across streets example



Christmas Gift decoration example



Snowflake light poles example



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksvillecity.com

TOURISM PARTNERSHIP SUMMARY REPORT - SUBMIT WITHIN 30 DAYS AFTER EVENT

Event Name: 8th Annual FLATS Uncle Sam Run/Walk

Event Start Date: 0 7 0 5 2 5
M M D D Y Y

Number of Attendees: 125 entrants, 25 volunteers, 50-100 spectators

Number of Occupied Hotel Rooms: est 20-30

Where Attendees Traveled From: See attached

Evaluate the Funds Impact: we boosted the social media(\$200), Enhanced tees(\$400)
Happy Birthday USA, Red/White/Blue event, FLATS cake(\$150), Prizes(\$150)

Provide a List and Attach Advertising, Public Relations, Programs, Etc. That Mention the Kirksville Tourism Office as a Sponsor: PSA Radio ads & Area Scene, Mailed entry forms to 200
(see attached), Event banner at start/finish listed KV Tourism as a sponsor.

Will this Event Return Next Year? Yes

Thank you for working with the City of Kirksville's Office of Tourism! We hope your event was successful and that you consider this partnership in the future.

Dan Martin

Signature :

7/16/25

Date :



FLATS Annual Uncle Sam Race

July 5th, 2025 8:30 AM

@ Dukum Inn, 111 South Elson St. Kirksville
MO. 63501

5K Run & 1.2 Mile Run / Walk

Proceeds to benefit the Forest Lake Area Trail System

Distance 5K run or 1.2 mile fun run/walk

Divisions 5K Only - 19 & under, 20-29, 30-39, 40-49, 50-59, 60+

- Details
- Join us for this festive event where fun meets community spirit, all while supporting the Forest Lake Area Trail System (FLATS). Your participation helps fund the development and maintenance of local trails, creating a greener, healthier Kirksville!
 - Every registered runner and walker will receive a race T-shirt and festive post-race refreshments to kick off your patriotic weekend! After you cross the finish line, be sure to stick around for the awards ceremony and additional prize drawings!

Awards & Prizes:

- The top three runners in each age division in the 5k will receive medals.
- The overall fastest male and female in the 5K will earn a plaque.
- The overall fastest participant in the 1.2 Mile will earn a plaque.

Packet Pickup:

- July 3rd: 12:00 PM – 8:00 PM
- Race Day (July 5): 7:30 – 8:15 AM **at Dukum Inn (111 S. Elson St., Kirksville, MO).**

RunSignup

- Entry Fee
- \$20 early registration deadline July 1st / \$25 late registration from July 2nd until race day
 - Make checks payable to Forest Lake Area Trail System**
 - Mail or bring to ATSU's Thompson Campus Center, 210 S. Osteopathy St., Kirksville, MO 63501 **OR sign up online at RunSignUp.com**

Stick around after the race to enjoy everything the festival has to offer!

- Kirksville Attractions
- Morning, on the square:** Farmers Market, pancake breakfast, classic car show, parade
 - Evening, at North Park:** Kids games, food trucks, live entertainment, fireworks



Northeast Regional Medical Center's content cannot be used by physicians.



Brought to you by:
ATSU
A.T. Still University



Participant Information:

Name _____ Phone & Email _____

Address _____ Circle Gender M F Age _____

Email _____ Circle Distance 5K 1.5 Miles

Adult Shirt Size (S - XXL) _____ XXL Please add \$2

I understand participation in these events requires that I be in good physical condition and that injury or death may occur. In consideration of the foregoing, I, for myself, my executors, administrators, and assigns, do hereby release and discharge the Forest Lake Area Trail System; Dukum Inn; the City of Kirksville and its employees; the race directors; all volunteers; and all providers of products or services, from all damages, demands, action, and causes of action whatsoever, in any manner arising or growing out of participation in said races.

Signature (Parent's signature required if under 18) & Date



Dear Sharon & Tourism Team,

Thank you for your generous support of the 2025 FLATS Uncle Sam Race! Your partnership played a vital role in making this year's event a great success. Thanks to you, participants enjoyed a fun and meaningful race experience that promotes a stronger, healthier, and more connected Kirksville community.

All proceeds from the race directly benefit the Forest Lake Area Trail System (FLATS), supporting efforts to expand and enhance our local trail network. Your support has an impact that extends far beyond race day—it helps build lasting opportunities for outdoor recreation and wellness across the region.

We are sincerely grateful for your continued support. On behalf of the entire FLATS team—our staff, volunteers, and all race participants—thank you for being part of this important work. We look forward to the opportunity to partner again in the future.

With appreciation,


Dan Martin, Race Director

THANK YOU SHARON & THE
ENTIRE TOURISM CREW!
