



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: January 19, 2021

Re: Authorizing an Agreement and accepting funds from the Missouri Division of Tourism FY21 Spring Promote MO Fund Cooperative Marketing Matching Grant Program

Executive Summary

The Convention & Visitors Bureau (CVB) has received an award letter in the amount of \$38,361 for the FY21 Spring Promote MO Fund Cooperative Matching Grant program. This resolution would authorize the agreement to be signed and approved and funds to be accepted. The deadline for returning the agreement to the state is January 31, 2021.

Discussion

The Council approved the CVB to apply for the cooperative marketing program at their December 21 meeting. The application has been accepted and the CVB has been awarded a total of \$38,361 for qualified marketing expenses. Funds will be used to increase marketing efforts by the CVB to promote Columbia as a tourism destination and generate overnight stays in Columbia hotels. All required matching funds have been encumbered in the FY2021 CVB operating budget.

Fiscal Impact

Short-Term Impact: \$38,361

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
December 21, 2020	R165-20: Authorizing submission of an application to the Missouri Division of Tourism for the FY2021 cooperative marketing program to broaden countywide marketing efforts.



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Suggested Council Action

Approval of the Resolution.