



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: April 16, 2018

Re: Resolution Authorizing Agreement with Missouri State High School Activities Association

Executive Summary

This resolution would authorize the agreement between the city, University of Missouri and the Missouri State High School Activities Association (MSHSAA) for the State Music Festival to be held on the University of Missouri campus during 2018 - 2022.

Discussion

For more than 60 years, the State Music Festival has successfully been hosted on the MU campus under the leadership of the University of Missouri-School of Music. For the first time, in 2017, MSHSAA released an RFP to cities and venues across the state requesting bids to host this festival.

The Convention & Visitors Bureau (CVB) collaborated with the University of Missouri-School of Music to submit a bid for the 2018-2022 State Music Festival. The University of Missouri has sufficient space, located in a compact footprint with no venue more than a minute or two from one another, allowing for students to travel from one to the next in a tight timeframe. The CVB has had great success hosting festivals and youth events of all kinds. The partnership with the University of Missouri and the Columbia community is beneficial to the success of the MSHSAA State Music Festival and the overall experience of the festival participants.

The Missouri State Music Festival brings in over 10,000 talented high school musicians, and hundreds of teachers and family members, over a three-day period. The CVB will be providing promotions and community support with a custom event page nested on the CVB's website, promotions on social media profiles and in eNewsletters and promotional signage in The District and at the Columbia Mall. The CVB will also provide financial sponsorship of the event with Tourism Development funds, which are appropriated in the budget. The use of funds for this purpose was previously approved by the Council through R58-16.

This collaboration and contribution of resources, monetary and in-kind, from the University, the City of Columbia and the Columbia community show the level of commitment the community has to retain this event and to make sure the experience that participants have while on the MU campus is a memorable one and extends throughout their collegiate experience.



Fiscal Impact

Short-Term Impact: \$12,500 FY2018

Long-Term Impact: \$12,500 each year 2019-2022

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
May 17, 2016	Resolution Authorizing the City Manager, or the Manager's designee, to enter into agreements for tourism development funding for competitive fees and sponsorship support of youth and amateur sporting events and large meetings and conventions. R58-16

Suggested Council Action

Approval of the legislation.