



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: April 15, 2019

Re: Appropriating Funds for the Redesign of the Columbia, MO Visitor & Area Guide

Executive Summary

Appropriating funds to the Convention & Visitors Bureau (CVB) FY2019 budget to be used for the complete redesign, printing, storage and distribution of the visitor & area guide.

Discussion

The Columbia Visitors & Area Guide is the primary promotional brochure used by the Columbia Convention and Visitors Bureau (CVB) to assist both potential and actual visitors. The guide is produced in printed form and posted online in its digital form. The guide contains information on lodging, dining, shopping, attractions, and other areas of interest along with maps and destination information.

There are over 80,000 visitor guides printed annually and they are used in a variety of ways. They are distributed to people interested in or already planning to visit Columbia to use in planning their trip; distributed in local hotels, area visitor centers, Missouri Welcome Centers, other Missouri CVBs and brochure racks at stops along Interstate-70. The CVB also uses the guide at registration tables and information tables at hundreds of conventions, meetings, conferences, and athletic events each year in Columbia. Additionally, over 4,000 are distributed each year by our universities, hospitals and larger corporations for recruitment and visitor relation purposes.

The Columbia Visitors Guide will be undergoing a complete redesign, which was part of a formal bid process. The CVB is prepared to sign an agreement with the selected vendor, which will be responsible for ad sales, creative concepts, design, printing, storage, and distribution. In order to release the new guide in a timely manner, this project will need to be paid out of the Fiscal Year 2019 budget.

Fiscal Impact

Short-Term Impact: \$29,000

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the legislation.