



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: February 15, 2021

Re: Resolution Authorizing an Agreement with Ragtag Film Society for Tourism Development Funds

Executive Summary

This resolution approves an agreement for the use of tourism development funds for the 2021 True/False Film Fest, May 5-9, 2021 at Stephens Lake Park.

Discussion

The Convention & Visitor Bureau's (CVB) Tourism Development Fund has greatly enhanced the quality of many Columbia's festivals and events. These funds have enabled organizers to bring in nationally recognized entertainment and expand marketing & advertising efforts outside the Boone County market.

True/False Film Fest is one of the "signature series" events of Columbia. The fest brings in thousands of visitors every year to enjoy documentary films. It has a positive impact on the image of the city as a tourism destination and makes a substantial contribution to the local economy. It has also attracted the attention of travel writers and magazine editors, generating a significant amount of positive press for Columbia.

In 2021, True/False has had to make many significant changes to adhere to the current health restrictions. They have worked diligently with the health department in planning the 2021 festival and are confident in their ability to put on an inclusive, safe and interactive event May 5-9. Screening venues will be held outside in the open space of Stephens Lake Park. There will also be limited private screenings at Ragtag Cinema throughout the five days of the fest. In addition, smaller events will take place in The District to both entertain guests and promote business in Columbia.

Ragtag Film Society submitted a tourism development application to the CVB Advisory Board on January 19th. They requested \$20,000 to assist with site fees, shuttle service, supplies/materials and marketing. The board voted unanimously to support the T/F Film Fest and recommend approval of the request.

Fiscal Impact

Short-Term Impact: \$20,000

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

Legislative History

Date	Action
October 2017	\$20,000 was awarded to True/False Film Fest; R161-17
October 2018	\$20,000 was awarded to True/False Film Fest: R180-18
October 2019	\$20,000 was awarded to True/False Film fest: R163-19

Suggested Council Action

Approval of the legislation.