



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: November 20, 2017

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing Execution of Agreements

Executive Summary

Approval of legislation for use of tourism development funds to six (6) Signature Series events: Art in the Park, Citizen Jane Film Festival, Roots N Blues N BBQ Festival, Show-Me State Games, True/False Film Fest and the University Concert Series.

Discussion

The Convention & Visitor Bureau's Tourism Development Fund has greatly enhanced the quality of many Columbia's festivals and events. The funds have enabled organizers to bring in nationally recognized entertainment and expand marketing & advertising efforts outside the Boone County market. This has, in turn, drawn more visitors and more attention to the events and to Columbia. In recent years, these festivals have attracted the attention of travel writers and magazine editors, generating a significant amount of positive press.

There are currently six (6) Signature Series events. These are Columbia's largest & oldest and all have been funded for more than five years. These festivals and events have had a positive impact on the image of the city and have shown excellent stewardship of Tourism Development funds. They have also made substantial contributions to the local economy and enhanced Columbia's overall image as a tourism destination.

On Monday, October 30th, the Convention & Visitors Bureau Advisory Board reviewed and scored the 2018 Signature Series applications. Scoring criteria consists of hotel room night generation, event timing, marketing plan, sponsorships and cultural image. Funding levels are based on a three-tiered system of \$12,500, \$10,000 and \$7,500.

The CVB Board is recommending a total of \$90,000, already appropriated in the FY2018 CVB budget, be granted as follows: \$12,500, plus an additional \$7,500 for marketing and special promotions to Roots N Blues N BBQ, Show-Me State Games, and True/False Film Fest; and \$10,000 each to Art in the Park, Citizen Jane Film Festival and the University Concert Series.

Fiscal Impact

Short-Term Impact: \$90,000

Long-Term Impact: 0



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Arts & Culture, Tertiary Impact: Tertiary

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
October 2016 & 2015	\$75,000 was awarded to seven (7) Signature Series events.
October 2014	\$82,500 was awarded to eight (8) Signature Series events.

Suggested Council Action

Approval of the legislation and execution of agreements.