



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: December 21, 2020

Re: Missouri Division of Tourism Cooperative Marketing Grant Application Approval

Executive Summary

The Convention & Visitors Bureau (CVB) is requesting authorization to submit a grant application to the Missouri Division of Tourism for the FY2021 Cooperative Marketing Program. The request for up to \$77,138 would be used to broaden countywide marketing efforts.

Discussion

The Missouri Division of Tourism is currently accepting applications for the FY2021 Cooperative Marketing Program. The maximum grant match is \$77,138 and based on the DMO's annual budget, as well as the budget of the Missouri Division of Tourism.

This program is designed to increase visitation and tourism spending in Missouri and is available to all approved Destination Marketing Organizations. The Columbia Convention & Visitors Bureau is the Destination Marketing Organization (DMO) for Boone County. This project meets the countywide marketing obligation of the DMO to develop collaborative, broad based marketing opportunities within Boone County. DMO media projects targeted at leisure travel are matched up to 50%.

Any funds received would be used to: Encourage day-trip travelers to stay an extra night in Columbia and establish Columbia as a convenient, inexpensive destination; generate awareness in out-of-state destinations that surround Missouri; and drive Columbia Visitor Guide downloads to travelers during their planning and decision-making process. Media marketing would include print, billboards and digital.

All required matching funds have been encumbered in the FY2021 CVB operating budget.

Fiscal Impact

Short-Term Impact: There is no short-term fiscal impact in applying for the grant. If the grant is awarded, there will be up to \$77,138 available for marketing efforts.

Long-Term Impact: N/A



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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
N/A	N/A

Suggested Council Action

Approval of the Resolution.