



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: August 20, 2018

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing the City Manager to Execute Agreement

Executive Summary

Authorizing tourism development funds and authorizing an agreement for \$7,500 for the 2018-2019 season of the We Always Swing Jazz ® Series.

Discussion

Tourism Development Fund applications were reviewed at the July 30, 2018 Convention & Visitors Bureau (CVB) Advisory Board meeting. We Always Swing Jazz ® Series presented a Tourism Development Festivals & Events application for \$15,000 to be used to assist with a portion of the entertainment costs and to broaden marketing efforts to draw in more people from outside a 90+ mile radius to generate more overnight stays in Columbia.

We Always Swing Jazz ® will begin its 24th season in September. It is one of the country's most well-respected, community-based all jazz projects that features some of the world's finest jazz performers. There will be 11 performances and 20 additional educational forums and workshops taking place throughout the series and will end in April with the celebration of National Jazz Month. During the 2018-2019 season, We Always Swing Jazz ® will also be collaborating with the Citizen Jane Film Festival, the Unbound Book Festival and the MU School of Music's Centennial Celebration.

The CVB Board voted unanimously to recommend \$7,500 in tourism development funds for a portion of the entertainment costs and marketing efforts.

Fiscal Impact

Short-Term Impact: \$7,500

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: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

| Date | Action |
|--------------------|---|
| August 2017 | We Always Swing Jazz® received \$7,500 in festival & event tourism development funding. |
| August 2016 | We Always Swing Jazz® received \$7,500 in festival & event tourism development funding. |
| August 2013 - 2015 | We Always Swing Jazz® received \$5,000 per year in community sponsorship tourism funding. |

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.