



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: August 21, 2017

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

Executive Summary

Authorizing agreements for \$17,500 in CVB Tourism Development funds for the We Always Swing Jazz Series and the Norm Stewart Classic.

Discussion

Tourism Development Fund applications were reviewed at the July 31, 2017 CVB Advisory Board meeting. We Always Swing Jazz presented a Tourism Development Festivals & Events application for \$10,000 to be used primarily to support four key concerts of the upcoming series. The MO Basketball Coaches Association presented a Tourism Sports Development application for \$15,000 to assist with lodging/travel, advertising, gift & awards for the annual Norm Stewart Classic - 48 Hours of High School Basketball.

We Always Swing Jazz will begin its 23rd 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 over 14 musical performances and educational forums and workshops taking place throughout the series and will end in April with the celebration of National Jazz Month. During the 2017-2018 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 Norm Stewart Classic started ten years ago with seven basketball teams, there are now 24-elite varsity basketball teams from across the state of Missouri, and one from Iowa, coming together for 48 continuous hours of basketball. All the games are live-streamed on ESPN which provides 60 hours of local, regional, and national exposure for Columbia. This event takes place on the campus of Columbia College and brings in over 600 kids, coaches, administrators, parents and fans to Columbia. Negotiations are currently underway to bring the event back to the Mizzou campus in 2018.

The CVB Board voted to recommend \$7,500 to We Always Swing Jazz to assist with a portion of the entertainment costs and to broaden marketing efforts to draw in more people from a 90+ mile radius to generate more overnight stays in Columbia. They also voted to recommend \$10,000 to the Norm Stewart Classic to assist with travel costs, awards and advertising.



Fiscal Impact

Short-Term Impact: \$17,500

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impacts

[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
FY2016	\$7,500 was awarded to We Always Swing Jazz. The Norm Stewart Classic received \$5,000 from the CVB's operating budget.
FY2015, FY2014 & FY2013	\$5,000 was awarded each year to We Always Swing Jazz.

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.