



701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: January 5, 2026

Re: Approving an Agreement with the Missouri Department of Economic Development, Division of Tourism for 2026 Juneteenth Grant Funds, amending the FY2026 Budget to appropriate the funds, and authorizing the City Manager, or the Manager's designee, to enter into agreements for sponsorship of Juneteenth community events.

Impacted Ward: Multiple Wards

Executive Summary

This ordinance would enable the City of Columbia to accept \$26,982 in grant funding from the Missouri Department of Economic Development, Division of Tourism, in support of 2026 Juneteenth celebrations. It provides the necessary budget appropriation for the grant revenue and authorizes the City Manager, or designee, to execute related sponsorship agreements with local organizations coordinating Juneteenth community events.

Discussion

In September 2025, the Convention and Visitors Bureau (CVB) applied on behalf of the City of Columbia to the Missouri Department of Economic Development, Division of Tourism, for 2026 Juneteenth grant funding. The City has since been awarded \$26,982 to support community-wide Juneteenth celebrations.

This ordinance authorizes the City Manager to execute subgrant agreements with community organizations through an application process administered by the CVB. As in prior years, staff will host applicant workshops to provide guidance, answer questions, and ensure organizations understand the requirements of the program. Grant funds may be used for eligible expenses such as venue rental, marketing and promotion, live entertainment, security, staging, educational programming, and other related costs that enhance public participation in Juneteenth events.

The City will also assist with overall promotion of Juneteenth by providing digital and print advertising that highlights sponsored activities, along with other public events commemorating the holiday. Applications for funding to support both new and returning Juneteenth celebrations will open after the first of the year.

This ordinance further appropriates the awarded grant funds into a CVB expense account, enabling the City to distribute funding to approved event organizers. Following the conclusion of Juneteenth activities, all subgrant recipients will be required to submit a post-event summary to the City, and the City will in turn submit the required post-event report to the State.



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Fiscal Impact

Short-Term Impact: \$26,982

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive and Equitable Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
September 2025	R121-25: Authorizing application to the Missouri Department of Economic Development, Division of Tourism for the 2026 Juneteenth Grant.
April 2025	B58-25: Amending the FY2025 Annual Budget by appropriating grant funds received from the State of Missouri-Missouri State Council on the Arts in support of 2025 Juneteenth events.
January 2025	B317-24: Approving and ratifying a memorandum of understanding with the Missouri State Council on the Arts in support of 2025 Juneteenth event; authorizing the City Manager, or the Manager's designee, to enter into agreements for sponsorship of Juneteenth community events.
January 2024	R17-24: Authorizing the City manager, or the Manager's designee, to enter into agreements for sponsorship of Juneteenth community events.
December 2023	B320-23: Authorizing a sponsorship agreement with the Missouri Department of Economic Development, Division of Tourism in support of 2024 Juneteenth events; amending the FY2024 Annual Budget by appropriating funds.

Suggested Council Action

Approval of the legislation.