



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: May 16, 2016

Re: Resolution Authorizing Use of Tourism Development Funds

## Executive Summary

It is possible to use Tourism Development funds to cover the costs of competitive bid fees and providing sponsorship support required for Request for Proposals for youth & amateur sporting events and large meetings and conventions. This item would authorize that use.

## Discussion

The Convention & Visitors Bureau solicits and receives Request for Proposals each year for new and existing youth and amateur sporting events, as well as meetings & conventions that generate overnight stays in Columbia hotels and economic growth for the city of Columbia.

Requests for Proposals for potential new business are received at various times throughout the year. Bid fees can range from \$500 to \$25,000 depending on the scope and size of the event. Many times bid fees are required at the time of bid submission.

During the budgeting process each year, the CVB appropriates approximately \$425,000 in Tourism Development funds. These funds are used to attract tourism related business and support festivals and events, sporting events, attractions and some community-wide events. This resolution would allow the CVB to also use a portion of those appropriated Tourism Development funds for the purpose of submitting competitive bid proposals and providing sponsorship support to tourism related business.

## Fiscal Impact

Short-Term Impact: Up to \$50,000 for FY 2016 allocations.

Long-Term Impact: CVB will allocate up to \$50,000 in tourism development funds each fiscal year to provide funding for competitive bid proposals and sponsorship support for youth and amateur sporting events and large meetings and conventions.

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## [Comprehensive Plan Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

### Legislative History

Date	Action
N/A	N/A

### Suggested Council Action

Approval of the Resolution