



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 17, 2018

Re: Resolution Authorizing the Use of Tourism Development Funds and Authorizing Execution of an Agreement

Executive Summary

Approval of this legislation would approve use of Tourism Attraction Development funds for the State Historical Society of Missouri's Center for Missouri Studies.

Discussion

The State Historical Society of Missouri's Center for Missouri Studies (SHSMO) is a cultural venue, a destination point where visitors of all ages can be immersed in our state's rich heritage. A new 76,000 sq. ft. center, roughly twice the size of the current location in Ellis Library on the campus of University of Missouri, is currently under construction on Elm Street between 6th & 7th Street.

SHSMO has the nation's largest art collection of works related to Missouri and the westward expansion, with over 3,900 visitors per year. The SHSMO research center has nearly 2,700 researchers each year with 20% from outside Boone County. There are more than 80 events (presentations, tours, workshops, and public programs) held each year as well, attracting approx. 3,600 attendees. They also host National History Day which brings in over 6,000 students from across Missouri.

The new center, anchored in downtown Columbia, will feature a large art gallery allowing for far more permit display of SHSMO's 20,000 piece collection and a more accommodating multipurpose events space. There will also be an expanded research center with modern technology to provide greater access to documents, photographs and maps, oral history recordings, microfilm and other resources.

A two-story glass lobby will feature two main entrances, one facing the University of Missouri and the other opening to downtown Columbia. The Welcome & Information Center inside the lobby is the primary entry location for all visitors and one of the most accessed spaces in the building and the greatest opportunity to demonstrate Columbia hospitality to our visitors. The center will be staffed and provide visitors with information about SHSMO, visitor maps and guides about Columbia activities and restaurants. There will also be an 85-inch display screen to announce current events in the facility so visitors may make the most of their time throughout their stay in Columbia.

The objective of the Attraction Development fund is to grow Columbia's attraction base. The CVB Board reviewed the application at their November 26, 2018 meeting and voted unanimously to recommend a total of \$50,000 for the Welcome & Information Center,



including naming rights, as well as Boone County and Columbia visitor information for the public.

Fiscal Impact

Short-Term Impact: \$50,000

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

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the legislation and execution of the agreement.