



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: April 19, 2021

Re: Resolution Authorizing an Agreement with Columbia Art League for Tourism Development Funds

Executive Summary

This resolution approves an agreement for the use of tourism development funds for the 2021 Art in the Park, June 5-6, at Stephens Lake Park.

Discussion

The Convention & Visitor Bureau's (CVB) Tourism Development Program has greatly enhanced the quality of many Columbia festivals and events. These funds have enabled organizers to expand marketing & advertising efforts outside the Boone County market and bring in nationally recognized entertainment.

Art in the Park is Columbia's oldest festival, 2021 will mark the 63rd year. This two-day regional fine arts and craft fair supports artists from the region and attendance averages 14,000 per year. While this festival does not necessarily generate a great deal of overnight visitation in Columbia hotels it does have a positive impact on the image of the city as a tourism arts destination and contributes to the local economy.

In 2021, the Columbia Art League has had to make many significant changes in planning for Art in the Park to adhere to the current health restrictions. They are working closely with the health department to plan an inclusive, safe and interactive event. The number of artists, food trucks, music and entertainment that will be participating this year is still pending and will determine whether it is monetarily feasible to hold the event.

The CVB Board voted unanimously to support the festival despite its much smaller footprint and recommends approving \$10,000 in tourism development funding to assist with marketing and entertainment. Funds would not be paid should the event cancel.

Fiscal Impact

Short-Term Impact: \$10,000

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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
October 2017	\$10,000 was awarded to the Columbia Art League: R161-17
October 2018	\$10,000 was awarded to the Columbia Art League: R180-18
October 2019	\$10,000 was awarded to the Columbia Art League: R163-19
October 2020	\$10,000 was recommended, but the even was cancelled.

Suggested Council Action

Approval of the legislation.