



# 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: April 21, 2025

Re: Authorizing application to the Missouri Division of Tourism for the FY2026 Cooperative Marketing Program

## Executive Summary

The Convention & Visitors Bureau (CVB) is requesting authorization to submit grant applications to the Missouri Division of Tourism for the FY2026 Promote Missouri Fund. The request for up to \$310,000 would be used to broaden countywide destination marketing efforts.

## Discussion

The Missouri Division of Tourism is currently accepting applications for the FY2026 Promote Missouri Fund - Marketing Matching Grant Program. The maximum grant match for the Columbia CVB is \$280,000 and based on the DMO's annual budget as well as the budget of the Missouri Division of Tourism. The Promote Missouri Fund also has a Marketing Platform Development (MPD) grant that can be used for one-time marketing expenses or projects. DMOs may request up to \$30,000 per project. Based on allocations at the state level, the Columbia CVB may be able to apply for additional MPD grant projects.

These programs are designed to increase visitation and tourism spending in Missouri and are available to all certified Destination Marketing Organizations (DMOs). The Columbia Convention & Visitors Bureau is the certified DMO for Boone County. This project meets the countywide marketing obligation of the DMO to develop collaborative, broad based marketing opportunities within Boone County. DMO media projects targeted at leisure, convention and sports travel are matched up to 50%.

Any funds received would be used to: Encourage day-trip travelers to stay an extra night in Columbia and establish Columbia as a convenient, inexpensive destination; generate awareness in out-of-state destinations that surround Missouri; and drive Columbia Visitor Guide downloads to travelers during their planning and decision-making process. Media marketing would include print, billboards and multiple digital tactics.

All required matching funds will be encumbered in the FY2026 CVB operating budget.

## Fiscal Impact

Short-Term Impact: There is no short-term fiscal impact in applying for the grant. If the grant is awarded, there will be up to \$300,000 available for marketing efforts and marketing platform projects.

Long-Term Impact: N/A



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## Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

## Legislative History

Date	Action
04/19/2021	R60 -21: Authorizing an application to the Missouri Division of Tourism
05/02/2022	R60-22: Authorizing an application to the Missouri Division of Tourism
05/23/2023	R68-23: Authorizing an application to the Missouri Division of Tourism
03/18/2024	R57-24: Authorizing an application to the Missouri Division of Tourism

## Suggested Council Action

Approval of the Resolution