



# 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: July 19, 2021

Re: Resolution Authorizing an Agreement for Tourism Development Funds with Friends of the Festival for the 2021 Roots & Blues Festival

## Executive Summary

This resolution approves an agreement for the use of tourism development funds for the 2021 Roots & Blues Festival, September 24-26, 2021 at Stephens Lake Park.

## Discussion

The CVB Advisory Board has reviewed a Tourism Development Festivals & Events application for the 2021 Roots & Blues Festival, September 24-26 at Stephens Lake Park. The request for \$20,000 will assist with temporary light towers which is critical infrastructure during the festival enhancing the safety of the park terrain.

The Roots & Blues Festival is one of the “signature series” events of Columbia and brings in thousands of visitors every year. The festival has a positive impact on the image of the city as a tourism destination and makes a substantial contribution to the local economy. Roots & Blues has attracted the attention of travel writers and generated a significant amount of positive national press for Columbia.

The 2020 festival was cancelled due to the Covid-19 pandemic but is making a comeback in 2021 with several major headliners scheduled; such as, Tanya Tucker, Brandi Carlile, Mavis Staples and Sheryl Crow. Current ticket sales are on track for a higher than normal attendance with the anticipation of people getting out and traveling more to see live music in person.

The CVB Board voted unanimously to approve the funding request of \$20,000.

## Fiscal Impact

Short-Term Impact: \$20,000

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



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## Legislative History

Date	Action
November 2017	\$20,000 was awarded to Roots & Blues & BBQ Festival; R161-17
November 2018	\$20,000 was awarded to Roots & Blues & BBQ Festival; R180-18
November 2019	\$20,000 was awarded to Roots & Blues & BBQ Festival; R163-19

## Suggested Council Action

Approval of the legislation.