



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: February 17, 2020

Re: Resolution Authorizing Agreement for Tourism Development Funds

## Executive Summary

Authorizing an agreement with The Columbia Book Festival, Inc. for tourism development funding under the Tourism Development Program for the 2020 Unbound Book Festival.

## Discussion

The Unbound Book Festival will take place Thursday, April 23 to Sunday, April 26, 2020 at a variety of downtown venues. This is the fifth year for the festival.

The purpose of the festival is to raise awareness of the literary arts, to celebrate books and to encourage a love of reading. Nationally-acclaimed and bestselling authors and poets come to Columbia to participate in readings, interviews, panels and other book-related activities. Last year 57 authors and poets were guests at the festival, and over 9,500 people attended the event. All events are open to the public and are completely free to everyone for everyone to attend.

In addition to the visiting authors, the festival attracts increasing numbers of visitors from outside Boone County. Over the last four years, the festival has expanded from two days to four days and we anticipate that this will also increase the number of overnight stays in Columbia as a result of the festival.

The Convention & Visitors Bureau Advisory Board reviewed the application at their January 27, 2019 meeting. They voted unanimously to recommend \$10,000 in tourism development funds to assist with travel and lodging of nationally-acclaimed authors and poets.

## Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

## Vision & Strategic Plan Impact

### [Vision Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### [Strategic Plan Impacts:](#)

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



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## Legislative History

Date	Action
April 2016 April 2017 April 2018 April 2019	The Unbound Book Festival received \$5,000 in Tourism Development Community Sponsorships each year.

## Suggested Council Action

Approval of the Legislation.