



# 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: March 21, 2022

Re: Authorizing a sponsorship agreement with the Columbia Book Festival, Inc. for tourism development funding for the 2022 Unbound Book Festival event

## Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development Funds for the 2022 Unbound Book Festival.

## Discussion

The Convention & Visitors Bureau Advisory Board met on February 28, 2022. Alex George, with Columbia Book Festival, Inc. presented a Tourism Development Festival & Events application for \$10,000 for the 2022 Unbound Book Festival.

The festival will take place Thursday, April 21, through April 24, 2022 at a variety of locations in downtown Columbia. 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. This year the keynote event will be held Friday evening at the Missouri Theatre featuring Pulitzer Prize winning novelist, Viet Thanh Nguyen. All events are open to the public and are completely free for everyone to attend with one exception, the "Write On", which will take place on the campus of Stephens College and is designed specifically for writers and aspiring writers.

Over the last five years, the festival has expanded from two days to four days and it continues to attract an increasing number of visitors from outside Boone County, which results in overnight stays in Columbia hotels. The CVB Board voted unanimously to approve the request of \$10,000 for the Unbound Book Festival with funds being used to assist with travel and lodging required to bring in visiting authors and poets.

## Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

## Strategic & Comprehensive Plan Impact

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

Primary Impact: Resilient 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
February 2020	R26-20: Approval of \$10,000 in Tourism Development Funds of the 2020 Unbound Book Festival. This event was later cancelled because of the pandemic, so funds were rolled-over to the 2021 event which was held virtually.

## Suggested Council Action

Approval of the legislation.