



# 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: November 19, 2018

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing Execution of an Agreement

## Executive Summary

Approval of this legislation would approve use of Tourism Development funds for Columbia's Agriculture Park at Clary-Shy Park, located at the corner of Ash and Clinkscals across from the ARC.

## Discussion

*Friends of the Farm*, a public-private partnership, was formed to create Missouri's first Agriculture Park as a regional destination attraction to connect Missourians with local agriculture. The Columbia Center for Urban Agriculture, on behalf of the Friends of the Farm, submitted a Tourism Attraction Development application to the Convention & Visitors Bureau (CVB) Advisory Board requesting \$100,000 to assist with the construction of a year-round farmer's market building at the new Columbia Agriculture Park, located at Clary-Shy Park.

The new Columbia Farmer's Market pavilion will be the centerpiece of the agriculture park. The 32,700 sq. ft. building will allow the farmer's market to expand operating hours and also play host to large community, corporate, and family events. It will be the only covered open-air facility of this size in mid-Missouri and be an attractive venue for large events. Over time, the facility would generate overnight stays and be a good draw for the community as a whole. Additionally, Columbia has long been recognized as a community focused on healthy living. The new and improved farmer's market will complement our growing reputation as a "foodie" destination, industry lingo for a destination with a reputation for exceptional dining opportunities with an emphasis on fresh or locally grown ingredients.

The objective of the Attraction Development fund is to grow Columbia's attraction base. The CVB Board reviewed the application at their January 29, 2018 meeting and voted unanimously to recommend a total of \$75,000 in tourism development funds be used to assist with the construction costs of the farmer's market pavilion. The funds would be paid in three installments, i.e. the first \$25,000 would be released upon the completion of phase one, another \$25,000 upon the completion of phase two and the final payment of \$25,000 after the entire project is complete. Phase one is currently on schedule to be completed within the next six months.



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## Fiscal Impact

Short-Term Impact: \$25,000

Long-Term Impact: \$50,000

## 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

## Legislative History

Date	Action
N/A	N/A

## Suggested Council Action

Approval of the legislation and execution of an agreement.