



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 21, 2016

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing Execution of Agreements

Executive Summary

Approval of legislation for use of tourism development to seven (7) "Signature Series" events: Art in the Park, Citizen Jane Film Festival, Heritage Festival, Roots N Blues N BBQ Festival, Show-Me State Games, True/False Film Fest and the University Concert Series.

Discussion

The Convention & Visitor Bureau's Tourism Development Fund has greatly enhanced the quality of many Columbia's festivals and events. The funds have enabled organizers to bring in nationally recognized entertainment and expand marketing & advertising efforts outside the Boone County market. This has in turn, drawn more visitors and more attention to the events and to Columbia. In recent years, these festivals have attracted the attention of travel writers and magazine editors, generating a significant amount of positive press.

There are currently seven (7) "Signature Series" events. These are Columbia's largest & oldest and all have been funded for more than five years. These festivals and events have had a positive impact on the image of the city and have shown excellent stewardship of Tourism Development funds. They have also made substantial contributions to the local economy and enhanced Columbia's overall image as a tourism destination.

On Monday, October 31st, the Convention & Visitors Bureau Advisory Board reviewed and scored the 2017 Signature Series applications. The scoring criterion consists of hotel room night generation, event timing, marketing & sponsorship plans and the cultural image of the event. Funding levels are then based on a three-tiered system, or \$12,500, \$10,000 and \$7,500.

The CVB Board is recommending a total of \$75,000 be granted as follows: \$12,500 each to Show-Me State Games, True/False Film Fest, Show-Me State Games; \$10,000 each to Art in the Park, Citizen Jane Film Festival and University Concert Series and \$7,500 to the Heritage Festival.

Fiscal Impact

Short-Term Impact: \$75,000

Long-Term Impact: 0



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Arts & Culture, Tertiary Impact: Tertiary

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
October 2015	\$75,000 was awarded to seven (7) FY2016 Signature Series events.
October 2014	\$82,500 was awarded to eight (8) FY2015 Signature Series events.

Suggested Council Action

Approval of the legislation and execution of agreements.