



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: March 16, 2026

Re: Resolution Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2026 Art in the Park event

Impacted Ward: Citywide

Executive Summary

This resolution would authorize the City Manager to sign an agreement with Columbia Art League for the use of \$10,000 in Tourism Development funds for the 2026 Art in the Park festival to be held June 6-7, 2026 at Stephens Lake Park.

Discussion

The Columbia Art League has submitted a Tourism Development Program application to the Convention & Visitors Bureau (CVB) for the 2026 Art in the Park festival.

Art in the Park is a premier fine arts and crafts festival that will be held June 6–7, 2026, at Stephens Lake Park. Celebrating more than 60 years, the event features approximately 110 artists from across Missouri and the surrounding region. In addition to the juried art exhibition, the festival includes food vendors, live music, and family-friendly entertainment. The 2025 festival attracted approximately 18,000 attendees.

The event contributes to Columbia's local economy by drawing visitors who dine in local restaurants, shop at retail establishments, and utilize area services. It also strengthens Columbia's reputation as a regional arts and cultural destination.

At its February 23, 2026 meeting, the Convention & Visitors Bureau Advisory Board reviewed the application and voted to recommend an award of \$10,000 in Tourism Development funds. The requested funds will be used to support regional and national marketing efforts, including advertising, printed materials and entertainment.

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

Legislative History

Date	Action
March 2025	R29-25: Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2025 Art in the Park event.
March 2024	R62-24: Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2024 Art in the Park event.
March 2023	R41-23: Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2023 Art in the Park event.
March 2022	R35-22: Authorizing a tourism development sponsorship agreement with Columbia Art League for Art in the Park event.
April 2021	R58-21: Authorizing a tourism development sponsorship agreement with Columbia Art League for the Art in Park. (This event was later cancelled because of the pandemic and no funds were released.)

Suggested Council Action

Approval of the legislation.