



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: September 2, 2025

Re: Authorizing application to the Missouri Department of Economic Development, Division of Tourism for the 2026 Juneteenth Grant

Executive Summary

The Convention & Visitors Bureau (CVB) is requesting City Council authorization to apply to the Missouri Division of Tourism for the FY2026 Juneteenth Grant.

Discussion

The Missouri Division of Tourism is currently accepting applications for the FY2026 Juneteenth Grant program, which provides funding to support the development of new Juneteenth celebrations and enhance existing events. Awards range from \$5,000 to \$150,000.

The CVB seeks authorization to apply for these funds to help support and promote community-wide Juneteenth celebrations in 2026. If awarded, the funds could be used for eligible expenses such as venue rental, marketing, live entertainment, security, staging, educational programming, and other related costs.

Applications for the FY2026 Juneteenth Grant are due September 30, 2025, with award notifications anticipated by October 31, 2025. Should the City be awarded funding, the CVB will return to City Council to execute the grant agreement with the Missouri Division of Tourism, appropriate the awarded funds into the City's budget and request authorization for the City Manager to enter into sub-contract agreements with local Juneteenth event organizers for use of the grant funds.

This grant opportunity aligns with the City's commitment to celebrating cultural heritage, fostering community engagement, and supporting events that promote diversity and inclusion. If awarded, the grant will provide additional resources to enhance Juneteenth events without requiring the use of City general funds.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A



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Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Economic Development, Tertiary Impact: Tertiary

Legislative History

Date	Action
4/21/25	B58-25: Amending the FY 2025 Annual Budget by appropriating grant funds received from the State of Missouri-Missouri State Council on the Arts in support of 2025 Juneteenth events.
1/6/25	B317-24: Approving and ratifying a memorandum of understanding with the Missouri State Council on the Arts in support of 2025 Juneteenth events; authorizing the City Manager, or the Manger's designee, to enter into agreements for sponsorship of Juneteenth community events.
1/16/24	R17-24: Authorizing the City Manager, or the Manager's designee, to enter into agreements for sponsorship of Juneteenth community events.
1/16/24	B320-23: Authorizing a sponsorship agreement with the Missouri Department of Economic Development 0 Division of tourism in support of 2024 Juneteenth events; amending the FY 2024 Annual Budget by appropriating funds.

Suggested Council Action

Approval of the Resolution