



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: August 18, 2025

Re: Authorizing a Tourism Development Sponsorship Agreement with The Curators of the University of Missouri for the University Concert Series

Executive Summary

The University of Missouri Concert Series presented a Tourism Development Signature Series funding application to the Convention & Visitors Bureau (CVB) Advisory Board on July 28, 2025, requesting support to help cover artist fees for its 118th season.

Discussion

A cornerstone of Mid-Missouri's performing arts community for more than a century, the University Concert Series has consistently delivered diverse performances designed to educate, engage, and entertain audiences. The upcoming season will feature 15–18 nationally recognized touring acts, along with a dedicated event for University students. This marks a significant expansion from last year's abbreviated season.

In addition to its main performances, the Concert Series provides valuable community outreach each year. This includes collaborations with the Missoula Children's Theatre that offer local elementary and high school students the opportunity to participate in the performing arts. The organization also donates hundreds of tickets annually to local nonprofits and charitable groups, broadening community access to live performances.

Following its review of the application, the CVB Advisory Board voted to recommend allocating \$12,500 in Tourism Development Funds to assist with artist fees for the 118th season of the University Concert Series.

Fiscal Impact

Short-Term Impact: \$12,500

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:



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

Legislative History	
Date	Action
December 2024	B318-24: Authorizing a Tourism Development Sponsorship Agreement with the Curators of the University of Missouri for 2024-2025 Concert Series events.
November 2023	B294 - 23: Authorizing a Tourism Development Sponsorships Agreement with the Curators of University of Missouri for the 2023-2024 Concert Series events.
November 2022	B311 - 22: Authorizing a Tourism Development Sponsorships Agreement with the Curators of University of Missouri for the 2022-2023 Concert Series events.
November 2021	B366-21: Authorizing an agreement with the Curators of the University of Missouri, on behalf of its University Concert Series, for FY2021-2022 arts programming funds.

Suggested Council Action

Approval of the legislation.