

CONVENTION AND VISITOR'S BUREAU TOURISM  
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and Curators of the University of Missouri, a body politic of the State of Missouri organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Ten Thousand Dollars (\$10,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Term. The "Term" of this Agreement shall commence on the Effective Date and shall continue until the date that is one hundred twenty (120) days after the Event.
3. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
4. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
5. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or

purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

6. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding.

7. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

8. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

9. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

10. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it

unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
- h. **Notices.** Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile,

overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:

City of Columbia  
Convention and Visitors Bureau  
P.O. Box 6015  
Columbia, MO 65205-6015  
Attn: Director

If to Grant Recipient:

Curators of the University of MO  
We Always Swing Jazz  
21 N. Tenth Street  
Columbia, MO 65211  
Attn: Jon Poses

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

11. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

12. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement in triplicate the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_  
John Glascock, Interim City Manager

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Nancy Thompson, City Counselor *JAT*

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

\_\_\_\_\_  
Director of Finance

GRANT RECIPIENT

By: \_\_\_\_\_

IRS-EIN: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_

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FY2020 Tourism Development Application  
*Signature Series Events*

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EVENT NAME: "We Always Swing"® Jazz Series: A 25<sup>th</sup> Anniversary Retrospective Celebration  
EVENT ORGANIZER: "We Always Swing"® Jazz Series  
EVENT DATES: 10/17/19\*, 11/13/19, 3/1/20, 3/19/20, 4/23/20; April 1-30, 2020

**Please provide detailed answers to the following questions:**

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**1. How will Tourism Development funds be used (be specific)?**

For its 25<sup>th</sup> Anniversary Season, the "We Always Swing"® Jazz Series set out to produce an extended celebration. Planned over a period of a year, beginning fall 2018 and carrying into spring 2019, the Jazz Series designed its most ambitious schedule ever. Conceived as a "Retrospective," designed to secure the return of many artists who appeared previously throughout the Jazz Series' quarter-century history, the finalized schedule covered much territory. Some 50 world renown jazz artists comprise the 12-concert 2019/2020 subscription series that is enhanced further by two additional special concerts in addition to a host of ancillary educational activities and community events.

In some instances, musicians have performed in Columbia as recently as last season, while in other instances artists will return to Jazz Series stages for the first time in nearly two decades – or even a longer period of time. Not surprisingly, given the curation involved vis a vis the current season's schedule, the organization's FY20 annual budget – set at \$339,500 – is its largest to date and represents a decided increase over some of its predecessors. (For instance, final FY2019 budget showed \$266,414 in income; \$257,003 in expenses.)

**To deliver a specific number of the planned set of concerts, as well as increasing visibility of April 2020's "Jazz Appreciation Month," the "We Always Swing"® Jazz Series seeks \$12,500 in CVB support.**

Funds from the CVB will be applied to three key areas. Additionally, the Jazz Series looks to use funds to: 1.) Further expand its reach *and* 2.) Draw out-of-market attention to the program as a whole. As a CVB "Signature Series" Program, the Jazz Series will apply secured funding in the following manner:

- **Programming/Artist Fees: \$5,500.** The total program-related expenses in this area is \$65,500, which represents about two-thirds of \$91,000, the total organizational allotment toward artist fees. The program-related amount incorporates a seven [7] of 14 scheduled concerts; five that comprise the organization's "Jazz In The District" concerts and two others that take place in April 2020 and fall within "Jazz Appreciation Month" – the other area included in programming funding.
- **Travel & Accommodation Expenditures: \$2,500 (Combined).** The project – as well as the organizational expenses – within these two areas are inextricably linked and go hand-in-hand.

The total project budget for air travel is set at \$7,000, with the majority of such costs assigned to air travel and a lesser amount of funds assigned to help offset ground transportation costs. Historically, due to financial limitations, air travel has only figured into Jazz Series budgets in rare situations. However, as noted, this season is special; in constructing the schedule, we created a number of concerts that involve players who have previously worked with each other, but might not normally do so; in a number of other situations, the schedule houses musical collaborations that will literally only take place in Columbia. The Jazz Series will use CVB funds in the amount of \$1,500 to help offset a portion of air/ground costs, while applying another \$1,000 toward the project's projected \$4,500 in accommodations. The organization as a whole will expend additional funds in each of these areas outside the purview of this project.

- **Advertising/Marketing Expenditures: \$4,500 (Combined).** We believe receiving CVB support in this area is crucial to our ability to “extend our reach” and create additional awareness of the “We Always Swing”<sup>®</sup> Jazz Series beyond our immediate municipality and beyond Boone County.

It's our intent to purchase advertising in regional/national publications as well as place information – linked to our website – on appropriate digital outlets with the goal of attracting increased online traffic to the Jazz Series website. We are also working with an independent public relations firm with experience within the music industry, and more specifically, within the jazz arena. We are allocating \$4,500 in CVB funds toward non-local marketing/advertising.

The end result we seek is two-fold: To attract people who live outside our immediate area to attend our events and to simultaneously attempt to increase coverage of and shine a brighter light on both the Jazz Series as well as on Columbia – with the goal again being to receive coverage that extends beyond our immediate and even regional sights.

**TOTAL REQUEST: \$12,500.**

## 2. How many overnight stays did your event generate last year and how did you track and determine this number?

The Broadway Hotel again serves as our “Host” Hotel. All the visiting musicians stay there for single or, depending on the number of activities they take on while in Columbia, multiple nights. Last season – 2018/2019 – there were 40 musician overnight stays, fewer than the previous year – and certainly fewer than this year – due to the season's thematic structure. As the title infers, “The Art of the Small Group” saw the Jazz Series present a myriad of ensembles with a smaller number of personnel. As a result, the Jazz Series schedule did not require as many musician room nights.

As for additional overnight stays related to the Jazz Series – people arriving from out of town – we don't have an exact number; however, we do receive calls from said attendees recommending where they might stay. Again, we don't track an exact number of calls we receive, but we believe it would be fair to say we received between 60 and 100 such requests are made throughout the season.

In addition to The Broadway, we are working with a select number of hotels to try and increase room nights. We are working with individual properties to arrange the use of a Jazz Series-specific discount code that potential guests can use when they book online or call the hotel directly. We intend to post and promote hotels' respective links on our website in the hope of attracting a greater number of out-of-town guests. (Please see sample screen shot. Full website page view location:

<https://www.wealwaysswing.org/season/2019-2020/tickets/>).

There is also a “hidden” impact here that should be taken into account. While a majority of Jazz Series concert-and-event attendees are Columbia residents, we can also say a number of our attendees who live between 30 and 60-plus miles from Columbia. This radius encompasses Fulton and beyond to the east, Jefferson City and the Lake of the Ozarks to the south, Boonville, Marshall and Sedalia to the west and Moberly and Kirksville to the north. Most of these attendees do not necessarily spend the night here, however they do travel to attend Jazz Series events; in doing so they do spend money while they are here.

The Jazz Series is well aware that it does not necessarily attract the most people to Columbia and therefore certainly does not fill properties. However, several of our events take place during either shoulder or lower occupancy time frames. We would also point out that in our 25-season run, we have produced more than 300 concerts featuring major artists that, based on a conservative estimate, incorporate more than 1,500 total people. To date, during the course of the Jazz Series' "lifetime," and including the numerous multiple-night stays, that the Jazz Series has accounted for somewhere between 2,500 and 2,750 artist room nights. This total does not include the public at large, so the number of room nights we have generated is greater than those mentioned here.

**3. What was the attendance of your event last year?**

It's important to make the distinction between TOTAL Jazz Series attendance – which incorporates the organization's sum-total of every event during FY19 and "Project Attendance," which focuses on the CVB-funded, multiple-event subset of our entire season. Total "A-to-Z" attendance surpassed 13,000, which includes concerts, educational activities various collaborative events such as our work with the Columbia Public School District and MU's School of Music's Jazz Studies Department. The number also includes the ongoing visits to the Von Freeman Memorial Lending Library, the now-catalogued 8,400 CD/LP and literature collection that is open to the public Monday-Friday, 10 a.m.-5:30 p.m. (<https://www.wealwaysswing.org/series/education/library.php>)

The overall attendance total also includes the many community events that take place throughout our season, but are especially visible and spike during April for "Jazz Appreciation Month." In fact, during the most recent "Jazz Appreciation Month, we produced 25 events in 30 days, resulting in a much greater awareness of both jazz in general and the Jazz Series in particular. Twenty-two of the events were non-subscription concerts; rather they were free events set in the community, many produced in collaboration with retailers and with The District administration. We saw a decided uptick last year in participation and planning is already in motion to expand the experience still further and involve more retailers and others for this funding cycle.

While "Jazz Appreciation Month" doesn't quite fit the description of a "festival," we have steadily and knowingly increased and juxtaposed events during the April 1-30 time frame. Last year, for the first time – working with MU Jazz Studies and University Concert Series – we created a "Jazz Week" – events taking place on actually eight consecutive days – within "Jazz Appreciation Month." Planning to do so again sometime during April is already far along, with a number of events planned in a concentrated time period during the month.

Last fiscal year, CVB funds – through the Community Sponsorship Program (as the organization was not yet elevated to "Signature Series" standing) – help support SIX (6) concerts of the Jazz Series' 10-concert subscription series AND the sum-total of "Jazz Appreciation Month" activities; three of the six concerts fell in April .

**4. What method do you use to determine total attendance?**

We use a combination of methodology to determine attendance. For ticketed events, as we are on the Ticketmaster system, we can gauge accurate concert attendance totals simply by reading computer readouts. However, we offer a great many events – particularly during "Jazz Appreciation Month" – at no cost and therefore they are not ticketed. Attendance here is more difficult to track. For non-ticketed events we go by room/venue capacities and, in some instances, head counts.

**5. Describe your marketing plan and explain media coverage.**

The arrival of the organization's 25<sup>th</sup> Anniversary affords the Jazz Series a highly visible – to use a journalism euphemism – "hook." We are looking to attract regional and nationwide attention to the project. In July, we received notification that *Downbeat Magazine*, one of a handful of national trade publications, was interested in writing a story – albeit a shorter piece – about the Jazz Series. The magazine generally concentrates on musicians and, if covering events, writers will review major festivals such as Monterey Jazz Festival, Detroit Jazz Festival, Newport Jazz Festival, etc., or



performances in major markets such as those taking place in New York at Jazz at Lincoln Center, in San Francisco at SFJazz, or in Washington at the Kennedy Center. The fact that we were approached certainly says something about how the Jazz Series is viewed. An online version of the story (included in the packet) is currently running on *Downbeat's* website; the print version of the article appears in the November 2019 issue.

As a result of the article, the organization decided to seek additional national coverage. A detailed press-release has gone out and continues to go out to major music, jazz and general interest publications. Additional recipients include regional/statewide publications such as Gatehouse Media (system-wide), *Missouri Life*, *Profile*, *Relocating* and the largest newspapers in the state.

We will also place ads in select out-of-market publications including the December issue of *Downbeat*, using a portion of CVB funding to do so. The strategy behind doing this for the first time is both logical and practical. With an article appearing in its November issue, and the Jazz Series ad appearing in its December issue, prolongs exposure – doing so in a key month, one that is in front of a great many of our concerts and certainly precedes “Jazz Appreciation Month.”

The Jazz Series continues to seek ways to broaden out-of-market awareness. Again, tying to accentuate our Silver Anniversary in our marketing scheme, we have retained one of the major jazz-centric P.R. firms to initiate a nationwide “E-Blast” to its several hundred contacts in its media list, a collection of names that far outweighs our list of contacts.

Having CVB financial support in this area will greatly enhance and help support our effort to expand our overall marketing schematic, making our approach that much more far-reaching and effective.

In addition to exploiting print markets, we also look to incorporate cost-effective digital opportunities into our promotional efforts. The Jazz Series is linked to many of the country’s largest and heaviest trafficked jazz-centric websites. Allaboutjazz.com is one such site. It possesses a measurable nationwide foot print with its email blasts and its posting of concerts under an umbrella it calls “Jazz Near You.”

In addition to listing individual concerts on many websites, each April, during “Jazz Appreciation Month,” we post events on highly trafficked national websites including the Smithsonian Institution and UNESCO, the major sponsor of International Jazz Day (IJD), which provides the month’s culmination on April 30. We have exploited such opportunities for the past several years. A number of events are scheduled for April 2020, and many more will be added by the first of the year. We are working with The District and several retail outlets, restaurants and others to continue to build the program. Last year, we produced 25 events in a 30-day period. We will surely equal that pace this go-round.

Yes, we recognize the majority of those who attend Jazz Series concerts and events live nearby, however, as noted, we also continue to regularly draw people from a 30- to 60-mile radius and beyond. We can assess and measure this by where the organization sends its annual household mailing (to some 3,500 households in all) and where its email subscription list-serve – the weekly “E-Note” – is sent; some 2,000 participants receive it 45 to 50 times a year, not to mention obtaining people’s addresses when they purchase tickets to concerts and attend events.

We promote the Jazz Series thoroughly on public radio stations that combined reach across the state and beyond. Columbia-based KBIA-FM has strategically placed “translators” that cover nearly a 100-mile radius, reaching 50 miles in each direction; the Jazz Series spends nearly \$2,500 annually in underwriting with the station. KJLU, located in Jefferson City, reaches southward some 40-50 miles beyond the state capital. The Jazz Series expends resources to get the word out to the station’s listeners. And KOPN, while largely having a local presence, its reach, too, extends out throughout Central Missouri.

This season we received an inquiry from radio station WSIE-FM, a first. It’s located in Edwardsville, Ill. The station’s marketing and development person inquired about creating a partnership and bundling hotel-and-ticket packages, which would be promoted to their listenership; Edwardsville is certainly situated beyond our market; this represents a new opportunity for the Jazz Series, and we are currently pursuing what possibilities there may be.

On the state's west side, we work with public radio stations as well. Key is KPR – Kansas Public Radio. The consortia of stations is headquartered in Lawrence, but it, too, has a group of translator stations that all-but-cover the entire Sunflower State as well as eastward into Kansas City proper. If we feel we can draw people from southeastern Missouri, we work with KMST (formally KUMR), which is located in Rolla.

On the television side we continue to partner with KMOS-TV – doing so as part of a “cash-and-trade” arrangement. Based in Warrensburg, it, too, reaches a measurable part of the state. Our marketing schematic also includes new/social media – a very active Facebook page to go with Twitter and Instagram accounts. If there are jazz enthusiasts out there, we want to know about them, and have them become aware of the “We Always Swing”® Jazz Series.

There are many media-related sites such as *Missouri Life* and user-friendly industry website such as the Missouri Division of Tourism that we use and that have appeal beyond Columbia/Boone County borders. There is an opportunity to post our events on their respective websites and in their publications at no cost.

There's yet another important group we continue to cultivate both within and beyond Columbia/Boone County: The state's band directors. Missouri has a very active chapter of what's known as the Missouri Association of Jazz Educators <http://www.moaje.org/>. This encompasses jazz band directors throughout the Show-Me State, border to border, both east-to-west and north-to-south. Part of the organization's mission is to encourage band directors – and students – to attend live performances.

All of the aforementioned and varied outlets will be incorporated into the organization's season-long marketing and promotional strategies. Finally, we feel it's important to note that on the local level, we work with the Office of Cultural Affairs as well as the CVB staff to get the word out about our events statewide and beyond.

**6. Describe your sponsorship plan and attach a copy of your sponsorship packet.**

Sponsorships are a key component to the Jazz Series' stability, growth and success. Attached, please find a list of confirmed sponsors and the amount of funds of each sponsorship that will be applied to the CVB-supported events. We are again pleased with the number – and varied types of sponsors we have attracted to date (*As of 9/1/18*). There are some first-time Jazz Series sponsors included – also something that pleases us and is significant to our continued organizational strength.

We intentionally construct the Jazz Series budget and take into account our financial foundation when seeking outside funds. Yes, our strategy is to attract the greatest amount of support and resultant dollars we can, however, we also seek to attract funds from a diverse set of supporters and funders. We now attract more than 20 sponsors annually. This includes area business and services as well as granting agencies and foundations.

Several seasons ago, now, we added what we call our “Digital-Print” sponsors. In some circles this might be called “advertisers.” Our digital sponsorships include website banner placement on our home page as well as our other website pages; each event has its own [wealwaysswing.org](http://wealwaysswing.org) page. Banners are linked to businesses' and services' sites, appearing in rotating fashion. We also created a second digital opportunity, which is underwriting our weekly “E-Note,” which goes out to 2,000 subscribers. This is a linked logo placement atop each email.

On the print side, we offer display notices in *Jazz Series Concert Review*, our in-depth gratis “Playbill”-like program offered to those who attend our performances. Unlike most concert programs, *JSCR* contains in-depth biographical and discographical (recorded histories) material for each player. There are additional articles as well. The Jazz Series produces four (4) distinct issues, each covering three concerts. This allows those placing display notices to change content throughout the season. We also move display notice location with each issue, thus giving concertgoers a more interesting look. We find many concertgoers take programs with them as they leave.

Jazz Series sponsors – including funders such as CVB – receive complimentary display notice placement, the size of the notice based on the sponsorship level. CVB is currently entitled to a full-page ad in each of the four issues.

**7. What is the total event Budget? Please use the budget grid below.** (You may attach any other supporting budget documentation.)

**Total Project/Event Budget: \$205,600 [Please see detailed budget below]**

Total Organization Budget \$339,500 [FY20]

Project/Event Budget Represents 61% of Organizational Budget.

Signature Series Request - \$12,500 – Represents 6.1% of Project/Event Budget.

Signature Series Request - \$12,500 – Represents 3.7% of Total Organizational Budget.

**TOTAL BUDGET FY2020**  
**City of Columbia – Convention & Visitors Bureau TOURISM DEVELOPMENT FUND**  
*Signature Series Events*

**EVENT BUDGET – INCOME**

Event Name: **“We Always Swing”® Jazz Series: A 25<sup>th</sup> Anniversary Retrospective Celebration**

Organization Name: **“We Always Swing”® Jazz Series**

<b>INCOME:</b>	1 CASH	2 *IN-KIND should net to zero	3 TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$56,300	\$0	\$56,300
2. Government Support** (city, county, schools, etc.) A. CVB Tourism Development	\$12,500	\$0	\$12,500
B. Mo. Humanities Council, Mo. Arts Council	\$14,800	\$0	\$14,800
C. Office of Cultural Affairs	\$3,000	\$0	\$3,000
3. Program Fees: Admissions/Tickets	\$85,000	\$0	\$85,000
Sales of items	\$0	\$0	\$0
Other Orscheln Industries F'dation	\$2,500	\$0	\$2,500
4. Other Misc. (be specific) US Bank F'dation	\$1,500	\$0	\$1,500
5.			
6.			
<b>TOTAL REVENUE</b>	<b>\$205,600</b>	<b>\$0</b>	<b>\$205,600</b>

**EVENT BUDGET - EXPENSES**

Event Name: **“We Always Swing”® Jazz Series: A 25<sup>th</sup> Anniversary Retrospective Celebration**

Organization Name: **“We Always Swing”® Jazz Series**

<b>EXPENSES:</b> (itemize items in excess of \$100.00)	<b>CASH</b> Tourism Development Funds	<b>CASH</b> Other	<b>*IN-KIND</b> should net to zero	<b>TOTAL</b>
<b>1. Personnel</b>				
Artistic	\$5,500	\$60,000	\$0	\$65,500
Technical	\$0	\$5,900	\$0	\$5,900
Administrative		\$55,450	\$0	\$55,450
Other				
<b>2. Equipment Rental</b>				
<b>Venue Rental</b>	\$0	\$10,000	\$0	\$10,000
<b>Instrument Rental/Piano Usage</b>	\$0	\$2,000	\$0	\$2,000
<b>3. Supplies &amp; Materials</b>				
Office Supplies	\$0	\$1,000	\$0	\$1,000
Insurance	\$0	\$1,000	\$0	\$1,000
<b>4. Travel</b>				
<b>Air/Ground - Artists</b>	\$1,500	\$7,000	\$0	\$8,500
<b>Accommodations - Artists</b>	\$1,000	\$4,500	\$0	\$5,500
<b>5. Promotion and Publicity</b>				
Advertising/Marketing				
Local (in Boone County)	\$0	\$9,500	\$0	\$9,500
Outside Boone County	\$4,500	\$4,500	\$0	\$9,000
Printing	\$0	\$8,000	\$0	\$8,000
Postage	\$0	\$0	\$0	\$0
<b>6. Other (be specific)</b>				
<b>In-Direct Project Expenses (Rent, Utilities, Phone)</b>	\$0	\$17,500		\$17,500
<b>Box Office Commission (5% Gr. Sales)</b>	\$0	\$4,250	\$0	\$4,250
<b>Artist Per Diem/Hospitality</b>	\$0	\$2,500	\$0	\$2,500
<b>TOTAL EXPENDITURES</b>	\$12,500	\$193,100	\$0	\$205,600
<b>TOTAL REVENUES (from page 5 ___)</b>	\$12,500	\$193,100	\$0	\$205,600

\*In-kind should net to zero

SIGNATURE PAGE:

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Organization Name: "We Always Swing"<sup>®</sup> Jazz Series

Primary Contact: Jon W. Poses

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

Email: [executivedirector@wealwaysswing.org](mailto:executivedirector@wealwaysswing.org)

Street Address: 21 N. Tenth St.

Columbia, MO Zip: 65201

Phone: 573/449-3009, Opt. #3

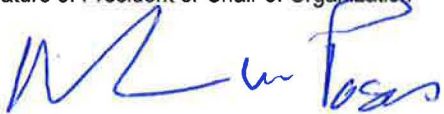
**I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.**



October 1, 2019

\_\_\_\_\_  
Signature of President or Chair of Organization

Date



October 1, 2019

\_\_\_\_\_  
Signature of Applicant/Primary Contact

Date