



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: February 15, 2016

Re: Resolution Authorizing Tourism Development Funds and Authorizing the City Manager to Execute Agreements

Executive Summary

Tourism Development funds would be used to support the SEC Swimming & Diving Championships and the Show 'em Comedy Festival. Both of these first-time events have potential to increase economic impact by increasing the number of visitors, overnight stays in Columbia hotels and other tourism related expenditures.

Discussion

The Convention & Visitors Bureau (CVB) Advisory Board reviewed two Tourism Development applications at their January 25, 2016 meeting.

The Mizzou Aquatic Center presented an application for \$15,000, for the 2016 Southeastern Conference (SEC) Swimming & Diving Championships. This six-day event will be held Sunday, February 14 through Saturday, February 20, 2016 at the MU Recreation Center. This is the first time Mizzou has hosted the event, which brings in approximately 600 athletes and over 1,000 family/friends/fans.

This is a very important and nationally visible sporting event. The SEC Network will film and stream the event bringing national attention and showcasing not only the campus but the entire city. Tourism Development funds would be used to assist with SEC Network expenses.

The Show 'em Comedy Festival presented an application for \$10,000. This is a new festival making its debut in Columbia on September 2-4, 2016, at various venues throughout The District. This three-day event will consist of a variety of comedy: sketch, standup, improv, panel discussions with comedians, live comedy talk-show tapings and workshops. Talent is expected to come in from all over the country.

This is the first of its kind comedy festival in Columbia and in the Midwest. It is scheduled during a lower occupancy time for hotels and has the potential to bring in visitors and grow in to a premiere annual festival with support. Tourism Development funds would be used to assist with travel expenses of the headlining entertainment and promotions & marketing.

The CVB Advisory Board voted unanimously to approve funding of both applications at the requested amounts.



Fiscal Impact

Short-Term Impact: \$25,000

Long-Term Impact: \$0

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Community Character, 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
2007, 2009 & 2010	Over a three year period, \$35,000 in Tourism Development funds was awarded to the Mizzou Rec Center to support the Missouri Grand Prix, an elite level swimming competition, both nationally & internationally.
2015	\$10,000 in Tourism Development funds was awarded to the Mizzou Rec Center for the National Wheelchair Basketball Championships.

Suggested Council Action

Approval of the Legislation and Execution of Agreements.