



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: June 5, 2017

Re: Resolution Authorizing the Appropriation and Transfer of Funds for the Solar Eclipse

Executive Summary

The Columbia Convention and Visitors Bureau (CVB) is planning multiple events in anticipation of the total solar eclipse on August 21, 2017. The CVB has secured sponsorships to cover expenses related to those events. The funds need to be appropriated and transferred to begin execution of the event.

Discussion

On August 21, 2017, Columbia will be in the path of totality for a solar eclipse. This truly once-in-a-lifetime event will draw thousands of visitors to the city, thereby establishing the need to have centralized events. Events will begin on Saturday, August 19th and run through the eclipse on Monday, August 21st. The main goals of these events are to ensure safe viewing of the eclipse and creating a memorable experience for those in attendance.

Sponsorship funds will be used to cover expenses including, but not limited to, staging, sound system, promotional materials, marketing, signage, fencing, safe viewing glasses, and security. Sponsors include University of Missouri Healthcare, MO Cotton Exchange Logboat Brewing Company, Bur Oak Brewing Company, Rock Bridge Brewing Company, Broadway Brewery, KOMU-TV (in-kind), Cumulus Broadcasting, Inc. (in-kind) and Columbia Business Times (in-kind). The City of Columbia Water & Light is the sponsor of the safe viewing glasses.

This project reflects a great deal of cooperation among City departments. Parks and Recreation, Transit, Water & Light, the Columbia Police Department, Columbia Fire Department and more are all involved in the successful execution of these events to the highest standards.

Fiscal Impact

Short-Term Impact: \$25,500

Long-Term Impact: \$0

Vision & Strategic Plan Impact

[Vision Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Community Character, Tertiary Impact: Arts & Culture



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Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
04/17/2017	REP31-17: Report of Solar Eclipse Planned Events & Sponsorships

Suggested Council Action

Approval of the legislation.