



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: November 18, 2019

Re: Resolution Authorizing Use of Tourism Development Funds and Execution of Agreements

Executive Summary

Approval of this legislation would approve the use of Tourism Development funds for six (6) Signature Series events: Art in the Park, Roots N Blues N BBQ Festival, Show-Me State Games, True/False Film Fest, University Concert Series and We Always Swing Jazz Series.

Discussion

The Convention & Visitor Bureau's Tourism Development Fund has greatly enhanced the quality of many Columbia's festivals and events. The funds have enabled organizers to bring in nationally recognized entertainment and expand marketing & advertising efforts outside the Boone County market. This has in turn drawn more visitors and more attention to the events and to Columbia. These festivals have attracted the attention of travel writers and magazine editors, generating a significant amount of positive press.

The Signature Series events are Columbia's largest & oldest festivals and all have been funded for more than five years. These events have had a positive impact on the image of the city and have shown excellent stewardship of Tourism Development funds. These events also make a substantial contribution to the local economy and have enhanced Columbia's overall image as a tourism destination.

On Monday, October 28th, the Convention & Visitors Bureau Advisory Board reviewed and scored the 2020 Signature Series applications. Scoring criteria consists of hotel room night generation, event timing, marketing plan, sponsorships and cultural image. Funding levels are based on a three-tiered system of \$12,500, \$10,000 and \$7,500.

The CVB Board is recommending a total of \$90,000 be granted to these six events, as follows: \$12,500 each, plus an additional \$7,500 for marketing only, to Roots N Blues N BBQ, Show-Me State Games, and True/False Film Fest; and \$10,000 each to Art in the Park, University Concert Series and We Always Swing Jazz Series

Fiscal Impact

Short-Term Impact: \$90,000

Long-Term Impact: n/a



Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|--------------|--|
| October 2016 | \$75,000 was awarded to seven (7) Signature Series events. |
| October 2017 | \$75,000 was awarded to seven (7) Signature Series events. |
| October 2018 | \$80,000 was awarded to six (6) Signature Series events. |

Suggested Council Action

Approval of the legislation and execution of agreements.