



# 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 21, 2023

Re: Resolution Authorizing an Agreement for Tourism Development Funds with Trio Presents, LLC for the 2023 Treeline Music Fest

## Executive Summary

This resolution approves an agreement for the use of Tourism Development funds for the 2023 Treeline Music Fest, September 29, 30 and October 1, 2023 at Stephens Lake Park.

## Discussion

Trio Presents, LLC has submitted a Tourism Development Festivals & Events application for the 2023 Treeline Music Fest. They have requested \$20,000 to be used for festival marketing & promotion.

Treeline Music Fest is the newly branded name of the former Roots & Blues Festival. The rebranding was designed to expand and grow the festival to more genres of music and expand the demographics of the attendees to create a more family-friendly environment. While the name has changed, most aspects of the fest remain the same.

The three-day event with two stages will feature over 20 national touring artists, representing a broad swath of American roots music including country, blues, bluegrass, folk, pop, mariachi and hip-hop. This year's line-up will include several high profile entertainers including Jo Dee Messina, Salt-N-Pepa, Muna, The Robert Cray Band and Japanese Breakfast.

This festival has been supported by the Tourism Development Program for over 10 years. It is one of five "signature series" events that brings in hundreds of visitors each year and has made a positive impact to the local economy. The festival has attracted the attention of travel writers and generated a significant amount of positive national press for Columbia.

The CVB Advisory Board reviewed the application at their August 28<sup>th</sup> meeting and voted unanimously to recommend approval of the funding request for \$20,000.

## Fiscal Impact

Short-Term Impact: \$20,000

Long-Term Impact: n/a



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## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

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

### Comprehensive Plan Impacts:

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

## Legislative History

Date	Action
July 2022	R104-22: \$20,000 was awarded to Trio Presents, LLC for the 2022 Roots N Blues Festival
July 2021	R124-21: \$20,000 was awarded to Friends of the Festival for the 2021 Roots N Blues Festival
November 2019	R162-19: \$20,000 was awarded to Trio Presents, LLC for the 2020 Roots N Blues Festival

## Suggested Council Action

Approval of the legislation.