



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: November 21, 2022

Re: Resolution Authorizing an Agreement with "We Always Swing", Inc. for Tourism Development Funds

Executive Summary

This resolution would authorize a tourism development sponsorship agreement with "We Always Swing," Inc. for \$10,000 to assist with promotions & marketing and artist's fees of the 2023 "We Always Swing" Jazz Series.

Discussion

Jon Poses, Executive Director of "We Always Swing, Inc.", presented a Tourism Development Signature Series application at the October 31, 2022 Convention & Visitors Bureau Advisory Board meeting requesting \$20,000 for the 2022-2023 "We Always Swing" Jazz Series.

The "We Always Swing" Jazz Series has doubled in size since the organization began operation in 1995 and is one of the country's most well-respected community-based all jazz projects. The 2022-2023 season is currently set with 11 concerts and an abundance of educational and community-wide events from February–April, 2023. "Jazz Appreciation Month" will be celebrated during the month of April and several events are being co-planned with other local jazz entities to raise awareness of jazz in general and increase Columbia's national profile as a significant jazz-friendly city.

The CVB Board discussed the application and voted to recommend \$10,000 in tourism development funds to assist with promotions & marketing and artist's fees.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: N/A

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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
November 2021	R182-21: Authorizing an agreement with "WE ALWAYS SWING" Inc. for \$10,000 in tourism development funds.
November 2020	R147-20 Authorizing an agreement with "WE ALWAYS SWING" INC. for \$10,000 in tourism development funds.
August 2018	R123-18: Authorizing an agreement with "WE ALWAYS SWING" Inc. for \$10,000 in tourism development funds.
August 2017	R113-17: Authorizing an agreement with "WE ALWAYS SWING" Inc. for \$7,500 in tourism development funds.

Suggested Council Action

Approval of the legislation and execution of the Agreement.