



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: March 21, 2022

Re: Authorizing a sponsorship agreement with the Columbia Art League for tourism development funding for the 2022 Art in the Park

Executive Summary

This resolution would authorize an agreement for the use of \$15,000 in Tourism Development Funds for the 2022 Art in the Park.

Discussion

Kelsey Hammond from the Columbia Art League presented a Tourism Development Signature Series application for the 2022 Art in the Park at the Convention & Visitors Bureau Advisory Board meeting on February 28, 2022.

Art in the Park will return to Stephens Lake Park June 4 & 5, 2022 after having been cancelled the last two years because of the pandemic. This two-day fine arts & craft fair supports over 115 artists from across the region and attendance has historically averaged 14,000 per year.

Art in the Park is the oldest festival in Columbia and one of six Signature Series events within the Tourism Development Program. These events have been funded for more than five years enabling organizers to expand marketing and advertising efforts outside the Boone County market. The events enhance Columbia's overall image as a tourism destination and make a substantial contribution to the local economy.

The CVB Board voted unanimously to approve the request of \$15,000 with funds being used towards regional and national advertising & artist's stipends.

Fiscal Impact

Short-Term Impact: \$15,000

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
October 2017	R61-17: Approval of \$10,000 in Tourism Development funds
October 2018	R180-18: Approval of \$10,000 in Tourism Development funds
October 2019	R163-19: Approval of \$10,000 in Tourism Development funds
April 2021	R58-21: Approval of \$10,000 in Tourism Development funds. This event was later cancelled because of the pandemic and no funds were released.

Suggested Council Action

Approval of the legislation.