



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 15, 2021

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

Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development Funds for the 2022 season of the "We Always Swing" Jazz Series.

Discussion

The Convention & Visitors Bureau Advisory Board met on October 25, 2021. Jon Poses, Executive Director of "We Always Swing", Inc. presented a Tourism Development Signature Series application requesting \$20,000 to assist with a portion of artistic fees, venue rental, travel expenses and promotion & marketing for the upcoming 2022 season.

The "We Always Swing" Jazz Series is one of the country's most well-respected, community-based all jazz projects that features some of the world's finest jazz performers. There is still lingering effects of the pandemic with regard to scheduling entertainment but the 2022 season is currently set for nine distinct performances and an abundance of educational and community-wide events from February 2022 and continuing into May/June 2022. "Jazz Appreciation Month" will also be celebrated from April 1-30, 2022 with 20+ community-wide activities and educational events scheduled to raise awareness of jazz in general and increase Columbia's national profile as a significant jazz-friendly city.

The CVB Board has voted unanimously to recommend \$10,000 in Tourism Development funds.

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



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Legislative History

Date	Action
October 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.