



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: February 21, 2022

Re: Resolution Authorizing an Agreement with Ragtag Film Society for Tourism Development Funds

Executive Summary

This resolution approves an agreement for the use of tourism development funds for the 2022 True/False Film Fest, March 3-6, 2022 in downtown Columbia.

Discussion

The Convention & Visitor Bureau's (CVB) Tourism Development Fund has greatly enhanced the quality of many Columbia's festivals and events. These funds have enabled organizers to bring in nationally recognized entertainment and expand marketing & advertising efforts outside the Boone County market.

True/False Film Fest is one of the signature series events of Columbia. The fest brings in thousands of visitors every year to enjoy documentary films. It has a positive impact on the image of the city as a tourism destination and makes a substantial contribution to the local economy. It has also attracted the attention of travel writers and magazine editors, generating a significant amount of positive press for Columbia.

The Fest is returning to downtown this year March 3-6, 2022, after being held outdoors last May at Stephens Lake Park because of the pandemic health restrictions. The four-day Fest will feature about 130 screenings of full-length and short films with an estimated attendance of over 10,000. It will host over 180 filmmakers, artists and musicians from across the globe.

Ragtag Film Society submitted a Tourism Development application to the CVB Advisory Board on January 24, 2022 requesting \$20,000 to assist with advertising, marketing and travel related expenses for filmmakers. The CVB Board voted unanimously to support the T/F Film Fest and recommend approval of the request for \$20,000 in Tourism Development funds.

Fiscal Impact

Short-Term Impact: \$20,000

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 2017	\$20,000 was awarded to True/False Film Fest; R161-17
October 2018	\$20,000 was awarded to True/False Film Fest: R180-18
October 2019	\$20,000 was awarded to True/False Film Fest: R163-19
January 2020	\$20,000 was awarded to True/False Film Fest: R26-21

Suggested Council Action

Approval of the legislation.