



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 15, 2016

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing City Manager to Execute Agreement

Executive Summary

Tourism Development Festival & Events funds (\$7,500) would be granted to the 2016-2017 We Always Swing Jazz Series for marketing & entertainment expenses.

Discussion

The We Always Swing Jazz series (WASJ) presented a Tourism Development Festival & Events application to the Convention & Visitors Bureau for \$10,000 to assist with broadening the marketing efforts of the series and to offset some of the expenses associated with bringing in high caliber headlining entertainment.

WASJ will begin its 22nd season in September 2016. It is one of the country's most well-respected, community-based all jazz projects. There are over 12 performances at various venues, featuring some of the world's finest jazz performers and they have expanded their educational programs and work closely with the Columbia Public School District and the MU School of Music.

WASJ also celebrates "Jazz Appreciation Month" and produces numerous events during the entire month of April. This is a national effort started by the Smithsonian Institution in 2002 with live broadcasts from over 195 countries on the last day of the month. Of the 40 musicians featured in this year's TV broadcast at the nation's capital, 20 have performed in Columbia.

The CVB Advisory Board reviewed the WASJ Tourism Development Festival & Events application at their July 25th board meeting. They voted unanimously to recommend the event be granted \$7,500 in tourism development funds to assist with entertainment costs and to broaden the marketing efforts of the Series to draw in more people from a 90+ mile radius to generate more overnight stays in Columbia hotels during lower occupancy periods.

Fiscal Impact

Short-Term Impact: \$7,500

Long-Term Impact: \$0



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Arts & Culture, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
September 2013	We Always Swing Jazz Series has received \$5,000 each year in Tourism Development funding through the CVB's Community Sponsorship program.
September 2014	
September 2015	

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.