



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: May 1, 2017

Re: Resolution Authorizing Transfer of Funds for Community Events

Executive Summary

Transfer of Convention & Visitors Bureau Tourism Event funds to Parks & Recreation for 2017 Fire in the Sky, Family Fun Fest and Splat Jr. Obstacle Course Mud Run.

Discussion

The CVB Tourism Development program provides funding to many events and festivals that bring visitors to Columbia, including smaller community events that don't necessarily generate overnight stays in hotels but do provide a means to increase awareness of the city of Columbia as a tourism destination. The CVB has a policy in place that establishes fair & equitable guidelines for providing financial support to these community events (Resolution R21-13).

Parks & Recreation has submitted requests for funding to assist with the promotion and marketing of the 2017 Fire in the Sky; Family Fun Fests and the Splat Jr. Obstacle Course Mud Run.

This resolution will appropriate \$8,500 to Parks & Recreation from CVB for support of these community events.

Fiscal Impact

Short-Term Impact: \$8,500

Long-Term Impact: n/a

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Parks, Recreation & Greenways, Secondary Impact: Economic Development, Tertiary Impact: Community Pride and Human Relations

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

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



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Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of Resolution and Transfer of Funds.