



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: November 16, 2020

Re: Resolution Authorizing a Sponsorship Agreement with We Always Swing Jazz Series for Tourism Development funds

Executive Summary

This resolution authorizes an agreement for the use of Tourism Development funds for the 2021 We Always Swing Jazz Series.

Discussion

We Always Swing Jazz is one of the country's most well-respected, community-based all jazz projects that features some of the world's finest jazz performers. Jon Poses, Executive Director, has requested Tourism Development funds for the 2021 season to assist with broadening marketing efforts and entertainer fees.

The 2020 season was on track to be their best year in terms of expanded marketing, talent selection, total attendance and gross revenue; then the pandemic hit. At this time, plans are moving forward for the 2021 season. Because it is still unknown if artists will be traveling and venues open to the extent that will allow a capacity that is economically feasible, it is highly likely the season will consist of a mixture of live events and virtual events.

The CVB Board has voted unanimously to recommend \$10,000 in Tourism Development funds. Most funding will go towards marketing and promotions, with a small portion for entertainer fees which will be determined later depending on live performances vs. virtual performances.

Fiscal Impact

Short-Term Impact: \$10,000

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: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
October 2019	We Always Swing Jazz® received \$10,000 in Tourism Development funds.
October 2018, August 2017, and August 2016	We Always Swing Jazz® received \$7,500 each year in Tourism Development funds.

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.