

August 11, 2021

Mayor Treece and City Council Members  
City of Columbia  
710 E. Broadway  
Columbia, MO 65201

***REF: Convention & Visitors Bureau Tourism Development Program Annual Update***

Dear Mayor & Council,

On behalf of the Convention & Visitors Bureau (CVB) Advisory Board, this letter serves as the annual update on the CVB's Tourism Development Program, which is funded through a portion of the Columbia Lodging Tax. Applications are submitted by for-profit and not-for-profit organizations who request funds to assist with developing and enhancing festivals, events and attractions that will generate overnight visitation in Columbia hotels and have a positive economic impact to the community.

During the FY2021 budget process, \$425,000 was appropriated for the Tourism Development Program. There were 20 applications received during FY2021 with a funding total amount of \$166,000. Applications are received from five different application categories; Signature Series, Festivals & Events, Sports Development, Attraction Development and Community Sponsorships.

Five applications were Signature Series events; True/False Film Fest, Roots N Blues Festival, Show-Me STATE GAMES, Art in the Park, and We Always Swing Jazz Series. These events were awarded a total of \$80,000 and are Columbia's largest and most established festivals generating national press coverage for the community. However, the pandemic continued to impact the ability of some festivals and events to take place and unfortunately, a large part of the Jazz Series went virtual and Art in the Park had to be cancelled.

Two Sports Development applications were received in FY2021 and total funding was \$37,500. The American Jr. Golf Association (AJGA) Stan Utley Mid America Championships and the Missouri Basketball Coaches Association Clinic, Showcase and Norm Stewart Classic. Funds also provided support through a competitive bid process to the Missouri State High School Cross Country Championships. At the conclusion of the 2021 AJGA event, the Stan Utley Mid America Youth Golf Foundation Junior Championship was officially presented with the AJGA Newcomer of the Year Award. The award is given to the best first-year event.

300 South Providence Road Columbia, MO 65203

Although we did not receive any Attraction Development applications during FY2021, the Columbia Center for Urban Agriculture received \$25,000 as the third and final installment of a \$75,000 total sponsorship for the expansion and upgrade to the Columbia Farmer's Market at Clary-Shy Park.

During FY2021, 13 Community Sponsorship applications were received and a total of \$33,500 was made. These community events don't necessarily generate overnight stays in hotels, but they do have an economic impact on Columbia as a tourism destination. Some of these events were Fire in the Sky, Harvest Hootenanny, CoMo Disc Club Mid America Open Championships, Boone Dawdle, the Missouri Symphony's Hot Summer Nights and Family Fun Fests. Funds are used to support event promotion, marketing and entertainment costs.

The Tourism Development Program started in 2000, continues to be a very beneficial asset to the Convention & Visitors Bureau as a way to continue support and promotion of Columbia's cultural & heritage tourism, the MKT Trail, all seasons sports marketing, attraction development (cultural & museum district downtown), and festival development and enhancement. We thank you for time and service and for your support of Columbia's tourism and great hospitality.

Sincerely,



Heather Hargrove, Chair  
Convention & Visitors Advisory Board

cc: John Glascock, City Manager  
Sheela Amin, City Clerk  
Amy Schneider, CVB Director  
CVB Advisory Board Members