



# 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: November 18, 2024

Re: Resolution Authorizing an Agreement with "We Always Swing", Inc. for Tourism Development Funds

## Executive Summary

This resolution would authorize an agreement for Tourism Development Funds for the 2025 "We Always Swing" Jazz Series.

## Discussion

Jon Poses, Executive Director of "We Always Swing", Inc. presented a Tourism Development Signature Series application to the Convention & Visitors Bureau (CVB) Advisory Board on October 28, 2024. Founded in 1995, the "We Always Swing" Jazz Series will celebrate its 30th Anniversary in 2025. The organization is one of the few well-respected, community-based jazz organizations in the Midwest. This milestone season will feature the Hilario Duran Quartet on March 20, 2025, at the Missouri Theatre. Duran, an internationally acclaimed pianist, composer, and bandleader, has received numerous awards for his work. On April 30, 2025, Bobby Watson, a renowned saxophonist, musician, and composer, will lead the 18-piece Columbia Jazz Orchestra in a special performance.

Additionally, "Jazz Appreciation Month" will be celebrated throughout April. Several events are being co-planned with local jazz organizations and schools to promote jazz and elevate Columbia's national profile as a prominent, jazz-friendly city.

The CVB Board reviewed and discussed the application, unanimously voting to recommend \$10,000 in tourism development funds to assist with promotions, marketing, and a portion of artists' fees.

## Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

## Strategic & Comprehensive Plan Impact

### [Strategic Plan Impacts:](#)

Primary Impact: Organizational Excellence, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### [Comprehensive Plan Impacts:](#)

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



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## Legislative History

| Date          | Action   |
|---------------|--|
| October 2023  | R177-23: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in Tourism Development Funds. |
| November 2022 | R186-22: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in Tourism Development Funds. |
| November 2021 | R182-21: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in Tourism Development Funds. |
| November 2020 | R147-20: Authorizing an Agreement with "WE ALWAYS SWING" INC. for \$10,000 in Tourism Development Funds. |
| August 2018   | R123-18: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in Tourism Development Funds. |

## Suggested Council Action

Approval of the Legislation.