



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: December 16, 2024

Re: Authorizing a Tourism Development Sponsorship Agreement with The Curators of the University of Missouri for the University Concert Series

Executive Summary

This ordinance authorizes the use of Tourism Development Funds in the amount of \$10,000 for artist's fees related to the 2025 University Concert Series events.

Discussion

A cornerstone of the performing arts community for over 100 years, the MU Concert Series has consistently brought diverse performances to Mid-Missouri, to educate, engage and entertain. Due to recent organizational changes, the upcoming series will include nine performances hosted at the historic Missouri Theatre and Jesse Auditorium.

The MU Concert Series presented a Tourism Development Signature Series application to the CVB Advisory Board on November 25, 2024 requesting Tourism Development Funds for upcoming events in 2025. The board voted to approve the request for \$10,000 in Tourism Development Funds to assist with artists' fees.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, 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
November 2023	B294 - 23: Approval of \$17,500 for the 2023-2024 Concert Series.
November 2022	B311 - 22: Approval of \$10,000 for the 2022 - 2023 Concert Series
May 2022	B145 - 22: Approval of \$10,000 for the 2021 - 2022 Concert Series.
November 2019	R163 - 19: Approval of \$10,000 for the 2019 - 2020 Concert Series.
October 2018	R180 - 18: Approval of \$10,000 for the 2018 - 2019 Concert Series.

Suggested Council Action

Approval of the legislation.