



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: March 20, 2023

Re: Authorizing a sponsorship agreement with the Columbia Art League for tourism development funding for the 2023 Art in the Park

Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development funds for the 2023 Art in the Park.

Discussion

Kelsey Hammond, Columbia Art League Executive Director, presented a Tourism Development application requesting \$15,000 for the 2023 Art in the Park on June 3-4, 2023 at Stephens Lake Park.

This is the 65th year for Art in the Park, a regional Fine Arts & Craft Fair that supports approx. 110 artists (84 in 2022), 75% of which are from outside the Columbia area. It is estimated that over 15,000 people attended the festival in 2022. There are also food trucks, live music and entertainers that round out the festival.

Art in the Park enhances Columbia's overage image as a tourism destination and makes a contribution to the local economy. The Convention & Visitors Bureau Advisory Board reviewed the application at their February 27, 2023 meeting and voted to recommend \$10,000 of Tourism Development funds. The funds would be used to assist with regional and national advertising, music & entertainment, and creative space art installations that allows attendees and artists to share art & experiences through social media to increase attendance & awareness of the festival.

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
October 2018	R180-18: Authorizing a tourism development sponsorship agreement for \$10,000 with Columbia Art League for the Art in the Park.
October 2019	R163-19: Authorizing a tourism development sponsorship agreement for \$10,000 with Columbia Art League for the Art in the Park.
April 2021	R58-21: Authorizing a tourism development sponsorship agreement with Columbia Art League for \$10,000 for the Art in Park. (This event was later cancelled because of the pandemic and no funds were released.)
March 2022	R35-22: Authorizing a tourism development sponsorship agreement for \$15,000 with Columbia Art League for Art in the Park.

Suggested Council Action

Approval of the legislation.