

August 3, 2022

Mayor Buffaloe 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 that 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 on the community.

There are five different application categories within the Tourism Development Program: Signature Series, Festivals & Events, Sports Development, Attraction Development and Community Sponsorships. During FY2022, \$425,000 was appropriated for the program and there have been 27 applications received with a funding total amount of \$252,755.

Signature Series events include the True/False Film Fest, Roots N Blues Festival, Show-Me STATE GAMES, Art in the Park, and the We Always Swing Jazz Series. These events were awarded a total of \$91,785. These are Columbia's most established festivals that generate national press coverage and have provided a significant economic impact in the community over the years.

There was one Festivals & Events application for the Unbound Book Festival. They received \$10,000 to assist with travel costs of authors and poets. Over the last five years, this festival has expanded from two days to four days with over 50 authors and poets featured. In addition to the visiting authors, the festival continues to attract an increasing numbers of visitors from outside Boone County.

The Columbia Sports Commission reviews all sports event applications and makes recommendations for funding levels to the CVB Advisory Board. During FY22 there were five applications reviewed and a total of \$90,000 was awarded. Events included the American Jr. Golf Association Stan Utley and Mid-America Youth Golf Foundation Junior Championship, the Missouri Basketball Coaches Association Clinic, Showcase and Norm Stewart Classic. Funding also went to support the Missouri State High School Cross Country Championships, State Football Championships, State Wrestling Championships and the State Music Festival. These state-wide championship events were awarded through a competitive bid process.

300 South Providence Road Columbia, MO 65203

One Attraction Development application was received in August 2022. The Great Rivers Council - Boy Scouts of America requested \$25,000 for the new Scouting Adventure Center. The center will provide place-based learning opportunities for scouts throughout Missouri and surrounding states. There will be modular systems designed to allow a variety of activities to come to life and build skills to enhance self-confidence, motivation and self-esteem. Tourism development funds will be used for materials and equipment for the Audio/Visual & Design learning module that will include segments on animation, communication, graphic arts, moviemaking, photography and music production.

During FY2022, 12 Community Sponsorship applications were received and a total of \$35,970 was awarded. Some of these events were funded through other program categories for three years and now qualify for community sponsorships because they generate hotel room nights. Other events do not necessarily generate overnight stays, but they do have an economic impact on Columbia as a tourism destination. Some of the community sponsorship events include Columbia Swim Club Jim Devine Invitational, Missouri Open Senior Softball, Fire in the Sky, COMO Disc Golf Club Mid America Open Championships, Boone Dawdle, Harvest Hootenanny and MOSY Summer Fest. Tourism development funds are used to support event promotion, marketing and entertainment costs.

The Tourism Development Program started in 2000 and 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, all seasons sports marketing, attraction and festival development and enhancement. We thank you for time and service and for your support of Columbia's tourism and great hospitality.

Sincerely,

A handwritten signature in black ink that reads "Aric Jarvis". The signature is written in a cursive style with a large, looping initial "A".

Aric Jarvis, Chair
Convention & Visitors Advisory Board

cc: Barbara Buffaloe, City Manager
Sheela Amin, City Clerk
Amy Schneider, CVB Director
CVB Advisory Board Members