



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: November 20, 2023

Re: Authorizing a tourism development sponsorship agreement with The Curators of the University of Missouri for the 2023 - 2024 University Concert Series events

Executive Summary

This ordinance authorizes an agreement for \$17,500 in Tourism Development Funds for the 2023 - 2024 University Concert Series.

Discussion

The MU Concert Series has been a part of the performing arts community for over 95 years. Their mission is to bring in diverse performances that educate, engage and entertain Mid-Missouri. This year's series includes 20 performances at the historic Missouri Theatre and Jesse Auditorium as well as outreach and education activities throughout the community.

This year will be the 116th series and feature several internationally renowned artists including the Vienna Boys Choir, Danu, Mandy Gonzalez and the Sofia Orchestra from Bulgaria, as well as Broadway's Tony-Award winning musical *Hairspray*.

The MU Concert Series presented a Tourism Development Signature Series application to the CVB Advisory Board on October 30, 2023 requesting funds for the 2023 - 2024 concert series. The funds would be used to assist with the cost of magazine and digital marketing throughout Missouri and the region. The CVB Board discussed the application and voted to recommend \$17,500 in tourism development funds.

Fiscal Impact

Short-Term Impact: \$17,500

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

Legislative History



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Date	Action
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.