



# 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 Ragtag Film Society for the 2025 True/False Film Fest.

## Executive Summary

This resolution would authorize \$20,000 in Tourism Development Funds for the 2025 True/False Film Fest.

## Discussion

The True/False Film Fest will take place in downtown Columbia February 27 – March 2, 2025. The four day fest will feature approximately 96 screenings of 32 full-length documentaries and 25 short films with an estimated attendance of over 10,000. It will host over 150 local, national and international filmmakers, artists and musicians.

True/False Film Fest is one of the Signature Series events of Columbia. For the past 21 years, the fest has expanded its artistic focus and gained a positive international reputation as a place for people to connect, and enjoy the hospitality and creative spirit of our city. The fest brings in thousands of visitors every year and has a positive impact on the image of the city as a tourism destination.

The Convention & Visitors Bureau Advisory Board discussed the application at their November 25, 2024 meeting and voted to recommend \$20,000 in Tourism Development Funds to assist with travel related expenses for filmmakers.

## Fiscal Impact

Short-Term Impact: \$20,000

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   |
|---------------|--|
| January 2024  | R41-24: Authorizing a Tourism Development Sponsorship Agreement with Ragtag Film Society for the 2024 True/False Film Fest.  |
| February 2023 | R124-23: Authorizing a Tourism Development Sponsorship Agreement with Ragtag Film Society for the 2023 True/False Film Fest. |
| February 2022 | R18-22: Authorizing a Tourism Development Sponsorship Agreement with Ragtag Film Society for the 2022 True/False Film Fest.  |
| February 2021 | R26-21: Authorizing a Tourism Development Sponsorship Agreement with Ragtag Film Society for the 2021 True/False Film Fest.  |
| November 2020 | R163-19: Authorizing agreements for the FY20 Signature Series funding under the Tourism Development Program.                 |
| October 2019  | R180-18 – Authorizing agreements for the FY19 Signature Series funding under the Tourism Development Program.                |

## Suggested Council Action

Approval of the legislation.