



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 18, 2024

Re: Authorizing a Tourism Development Sponsorship Agreement with the Columbia Art League for the 2024 Art in the Park

Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development funds for the 2024 Art in the Park.

Discussion

Kelsey Hammond, Columbia Art League Executive Director, has submitted a Tourism Development application requesting funding for the 2024 Art in the Park. This will be the 66th year for this regional Fine Arts & Craft Fair that supports approximately 110 local, regional and national artists. There will be food trucks, live music and entertainment; as well as art installations that encourage participation, photography, and conversation. Art in the Park enhances Columbia's image as an arts tourism destination and makes a contribution to the local economy.

The Convention & Visitors Bureau Advisory Board reviewed the application at their February 26, 2024 meeting and have voted to recommend \$10,000 in Tourism Development funds. The funding would be used to assist with regional and national advertising and printing costs.

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: Livable & Sustainable Communities, Secondary Impact: Secondary, Tertiary Impact: Tertiary



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Legislative History

Date	Action
March 2023	R41-23: Authorizing a Tourism Development Sponsorship Agreement for \$10,000 with the Columbia Art League for Art in the Park.
March 2022	R35-22: Authorizing a Tourism Development Sponsorship Agreement for \$15,000 with the Columbia Art League for Art in the Park.
April 2021	R58-21: Authorizing a Tourism Development Sponsorship Agreement for \$10,000 with the Columbia Art League for Art in the Park. (This event was later cancelled because of the pandemic but no funds had been released.)
October 2019	R163-19: Authorizing a Tourism Development Sponsorship Agreement for \$10,000 with the Columbia Art League for Art in the Park.
October 2018	R180-18: Authorizing a Tourism Development Sponsorship Agreement for \$10,000 with the Columbia Art League for Art in the Park.

Suggested Council Action

Approval of the Legislation.