



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 17, 2025

Re: Authorizing a sponsorship agreement with the Columbia Art League for the 2025 Art in the Park event

Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development funds for the Art in the Park festival to be held June 7 & 8 2025 at Stephens Lake Park.

Discussion

The Columbia Art League has submitted a Tourism Development application to the Convention & Visitors Bureau (CVB), requesting funding for the 2025 Art in the Park festival.

Art in the Park, a premier fine arts and crafts festival, will take place on June 7–8, 2025, at Stephens Lake Park. Held annually for over 60 years, the festival showcases approximately 110 artists from across the state and region. In addition to the art exhibition, the event features food trucks, live music, and entertainers. Last year, it attracted approximately 18,000 attendees.

The festival contributes to the local economy and reinforces Columbia's reputation as an arts tourism destination. The Convention & Visitors Bureau Advisory Board reviewed the application at its February 24, 2025, meeting and voted to recommend awarding \$10,000 in Tourism Development funds. These funds would support regional and national advertising, as well as 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: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
March 2024	R62-24: Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2024 Art in the Park event.



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March 2023	R41-23: Authorizing a tourism development sponsorship agreement with Columbia Art League for the 2023 Art in the Park event.
March 2022	R35-22: Authorizing a tourism development sponsorship agreement with Columbia Art League for Art in the Park event.
April 2021	R58-21: Authorizing a tourism development sponsorship agreement with Columbia Art League for the Art in Park. (This event was later cancelled because of the pandemic and no funds were released.)
October 2019	R163-19: Authorizing a tourism development sponsorship agreement with Columbia Art League for the Art in the Park.
October 2018	R180-18: Authorizing a tourism development sponsorship agreement with Columbia Art League for the Art in the Park.

Suggested Council Action

Approval of the legislation.