



# 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: February 19, 2024

Re: Authorizing a tourism development sponsorship agreement with Ragtag Film Society for the 2024 True/False Film Fest.

## Executive Summary

This resolution would authorize a tourism development sponsorship agreement for the 2024 True/False Film Fest.

## Discussion

The True/False Film Fest will take place in downtown Columbia February 29 – March 3, 2024. 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 20 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 January 29, 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
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 FY20 Signature Series funding under the Tourism Development Program.
October 2019	R180-18 – Authorizing agreements for FY19 Signature Series funding under the Tourism Development Program.

## Suggested Council Action

Approval of the legislation.