



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: Resolution Authorizing Application to the Missouri Division of Tourism's Marketing Platform Development Program for welcome and wayfinding signage.

Executive Summary

The Convention & Visitors Bureau (CVB) is requesting authorization to submit a grant application to the Missouri Division of Tourism for the Welcome and Wayfinding portion of the Marketing Platform Development (MPD) Program.

Discussion

The Missouri Division of Tourism is now accepting applications for a new component of its Marketing Platform Development Program. This initiative provides funding specifically for "welcome" and wayfinding signage. Applications are open to Destination Marketing Organizations (DMOs) and municipalities only.

The program offers a maximum funding level of \$35,000, requiring a 50/50 cash match. Allowable expenses include research or studies related to signage placement, design and conceptualization, engineering, material purchase, fabrication, and installation. All development or installation work must take place between July 1, 2024, and June 30, 2025. Applications are due to the Missouri Division of Tourism by December 31, 2024. Please note that all required matching funds are included in the FY2025 CVB operating budget.

Fiscal Impact

Short-Term Impact: Up to \$35,000 if awarded.

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: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the legislation.