



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: September 19, 2022

Re: Resolution Authorizing an Agreement for Tourism Development Funds with Trio Presents, LLC for the 2022 Roots & Blues Festival

Executive Summary

This resolution approves an agreement for the use of tourism development funds for the 2022 Roots & Blues Festival, October 7-9, 2022 at Stephens Lake Park.

Discussion

Trio Presents, LLC has submitted a Tourism Development Festivals & Events application for the 2022 Roots & Blues Festival. They have requested \$20,000 to be used with marketing & promotion efforts of the festival.

This will be the 15th year for the Roots & Blues Festival. The 3-day event will showcase 24 musical artists and groups with a wide-range of Americana music including R&B, country, bluegrass, soul, folk & rock artists. This year's line-up will include several high profile entertainers including Tanya Tucker, Chaka Kan, Wilco, The Steeldrivers and the 2022 multi Grammy Award winner Jon Batiste.

The Roots & Blues Festival has been funded through the Tourism Development Program for 15 years. It is one of five "signature series" events that brings in hundreds of visitors each year and has made a positive impact to the local economy. The festival has attracted the attention of travel writers and generated a significant amount of positive national press for Columbia.

The CVB Advisory Board reviewed the application at their August 29th meeting and voted unanimously to recommend approval of the funding request for \$20,000.

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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
November 2017	R161- 17: \$20,000 was awarded to Thumper Productions, LLLC for the 2018 Roots & Blues& BBQ Festival
November 2018	R180-18: \$20,000 was awarded to Thumper Productions, LLC for the 2019 Roots & Blues & BBQ Festival
November 2019	R162-19: \$20,000 was awarded to Trio Presents, LLC for the 2020 Roots & Blues& BBQ Festival
July 2021	R124-21: \$20,000 was awarded to Friends of the Festival for the 2021 Roots & Blues Festival

Suggested Council Action

Approval of the legislation.