



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: May 2, 2022

Re: Authorizing an agreement with the Curators of the University of Missouri for tourism development funding for the 2022 University Concert Series

Executive Summary

This resolution would authorize an agreement for the use of \$10,000 in Tourism Development Funds for the 2022 University Concert Series.

Discussion

The University of Missouri has presented a Tourism Development Signature Series application for the 2022 University Concert Series. The funds would be used for marketing and advertising efforts targeting potential ticket buyers from all over the state of Missouri and the region.

The concert series has been a part of the performing arts community for over 80 years. Their mission is to bring in diverse performances that educate, engage and entertain Mid-Missouri. While the pandemic created major issues and show cancellations during 2020 and 2021 the series has historically generated over 15,000 ticketed audience members each year with over 25% of attendees from outside Boone County. This year's series has over 18 performances including the Broadway hits STOMP and Fiddler on the Roof.

MU Concert Series is one of the six Signature Series events within the Tourism Development Program. These events have been funded for more than five years enabling organizers to expand marketing and advertising efforts outside the Boone County market. The events enhance Columbia's overall image as a tourism destination and make a substantial contribution to the local economy.

The CVB Board has voted unanimously to approve the request of \$10,000 in tourism development funds.

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
October 2017	R161-17: Approval of \$10,000 in Tourism Development funds
October 2018	R180-18: Approval of \$10,000 in Tourism Development funds
November 2019	R163-19: Approval of \$10,000 in Tourism Development funds

Suggested Council Action

Approval of the legislation.