



701 East Broadway, Columbia, Missouri 65201

## Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 1, 2026

Re: Report on Proposed Artwork Installation at the Columbia Regional Airport

Impacted Ward: Airport

### Executive Summary

This report provides an informational update regarding a proposed art installation at the Columbia Regional Airport. The Columbia Convention & Visitors Bureau, in partnership with the Jefferson City Convention & Visitors Bureau, has been working to enhance the visitor experience within the airport by improving the visual appeal of the existing visitor information wall. Staff is sharing this update with Council and welcomes any feedback.

### Discussion

The current visitor information wall includes brochure racks and visitor guides representing both Columbia and Jefferson City, Missouri. While functional, the space presents an opportunity to better reflect the character of the region and create a more welcoming first impression for travelers arriving to and departing from Columbia.

To enhance the space, the Convention and Visitors Bureaus (CVBs) propose the installation of a mural highlighting Central Missouri. The mural is intended to complement the existing information area while creating a more engaging and visually appealing environment for airport users. The installation will be designed to allow for relocation should the visitor information wall be moved in the future.

Local artist Adrienne Luther has been identified for this project. Ms. Luther has completed projects in both Columbia and Jefferson City and was previously a finalist for the existing airport mural. She has expressed strong interest in contributing to this effort and has developed concepts aligned with the project goals.

The Columbia Regional Airport Advisory Board reviewed two proposed mural concepts and has indicated support for the design being presented.

The total project cost is \$10,000 and will be shared equally between the Columbia Convention and Visitors Bureau and the Jefferson City Convention and Visitors Bureau (\$5,000 each). No additional City funding is being requested. Project completion is anticipated by Fall 2026.

Council feedback is requested, along with approval to proceed with the project.



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Fiscal Impact

Short-Term Impact: \$5,000

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
April 29, 2026	Reviewed and Approved by the Airport Advisory Board

Suggested Council Action

Council feedback is requested, along with approval to proceed with the project.