



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: October 17, 2022

Re: Authorizing a tourism development sponsorship agreement with The Curators of the University of Missouri for the 2023 University Concert Series events

Executive Summary

This ordinance authorizes an agreement for the use of \$10,000 in Tourism Development Funds for the 2023 University Concert Series.

Discussion

The MU Concert Series presented a Tourism Development Signature Series application to the CVB Advisory Board on September 26 requesting \$20,000 for the 2023 concert series. The funds would be used to assist with costs of magazine and digital marketing throughout Missouri and the region.

The MU Concert Series has been a part of the performing arts community for over 95 years. Their mission is to bring in diverse performances that educate, engage and entertain Mid-Missouri. This year's series has over 20 performances at the Historic Missouri Theatre including the St. Louis Symphony, the Manhattan Transfer, STOMP and the Broadway musical Chicago.

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 discussed the application and voted to recommend \$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



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Legislative History

Date	Action
October 2017	R161-17: Approval of \$10,000 for the 2017-2018 concert series.
October 2018	R180-18: Approval of \$10,000 for the 2018-2019 concert series.
November 2019	R163-19: Approval of \$10,000 for the 2019-2020 concert series.
May 2022	B145-22: Approval of \$10,000 for the 2021-2022 concert series.

Suggested Council Action

Approval of the legislation.