

July 28, 2023

Mayor Buffaloe and City Council Members  
City of Columbia  
710 E. Broadway  
Columbia, MO 65201

***REF: Convention & Visitors Bureau Tourism Development Program Annual Update***

Dear Mayor and Council,

On behalf of the Convention & Visitors Bureau (CVB) Advisory Board, this letter serves as the annual update on the CVB's Tourism Development Program, which is funded through a portion of the Columbia Lodging Tax. Applications are submitted by for-profit and not-for-profit organizations that request funds to assist with developing and enhancing festivals, events and attractions that will generate overnight visitation in Columbia hotels and have a positive economic impact on the community.

There are five different application categories within the Tourism Development Program: Signature Series, Festivals & Events, Sports Development, Attraction Development and Community Sponsorships. During the FY2023 budget process, \$425,000 was appropriated for funding application throughout the year. To date there have been 36 applications received with a funding total amount of \$226,250.

Signature Series events received a total of \$85,000. These include the True/False Film Fest, Treeline Music Fest, MU Concert Series, Show-Me STATE GAMES, Art in the Park, and the We Always Swing Jazz Series. These are Columbia's most established festivals that generate national press coverage and have provided a significant economic impact in the community over the years.

There were two events that received Festivals & Events funding this year, the Unbound Book Festival and the Missouri State High School Music Festival. A total of \$22,500 was awarded.

300 South Providence Road Columbia, MO 65203

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The Columbia Sports Commission reviews all Tourism Sports Development applications and makes recommendations of funding levels to the CVB Advisory Board. During FY23 there were six applications reviewed and a total of \$70,000 was awarded. There is additional information in the Sports Commission report to Council.

Community Sponsorship events are those events that do not necessarily generate overnight stays, but they do have a tourism aspect and generate economic impact to Columbia. There have been 21 community sponsorship applications to date and a total of \$48,750 has been awarded. The funds are used to assist with entertainment costs, and promotions & marketing. Some of the community sponsorship events include Fire in the Sky, Harvest Hootenanny, That's What She Said, Heritage Festival, the MO Jazz Festival and Family Fun Fests.

The Tourism Development Program started in 2000 and continues to be a very beneficial asset to the Convention & Visitors Bureau as a way to continue support and promotion of Columbia's cultural & heritage tourism, all seasons sports marketing, attraction and festival development and enhancement. We thank you for time and service and for your support of Columbia's tourism and great hospitality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aric Jarvis', written over a white background.

Aric Jarvis, Chair

Convention & Visitors Advisory Board

cc: De'Carlton Seewood, City Manager  
Sheela Amin, City Clerk  
Amy Schneider, CVB Director  
CVB Advisory Board Members