



# 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: November 20, 2023

Re: Resolution Authorizing an Agreement with "We Always Swing", Inc. for Tourism Development Funds

## Executive Summary

This resolution would authorize an agreement for \$10,000 in Tourism Development funds to assist with promotions & marketing and a portion of artist's fees of the 2024 "We Always Swing" Jazz Series.

## Discussion

The "We Always Swing" Jazz Series started in 1995 and has become one of the very few and well-respected community-based jazz organizations in the Midwest. The 2023-2024 season will include two Grammy-award winning artists Maria Schneider Orchestra and Arturo O'Farrill Quintet. In addition "Jazz Appreciation Month" will be celebrated during the month of April. Several events are being co-planned with other local jazz entities and the local schools to raise awareness of jazz in general and increase Columbia's national profile as a significant jazz-friendly city.

Jon Poses, Executive Director of "We Always Swing, Inc." presented a Tourism Development Signature Series application to the Convention & Visitors Bureau Advisory Board on October 30, 2023 requesting tourism development funds for the 2024 series. The CVB Board reviewed & discussed the application and voted unanimously to recommend \$10,000 in tourism development funds to assist with promotions & marketing as well as a portion of artist's fees.

## Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Organizational Excellence, 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
November 2022	R186-22: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in tourism development funds.
November 2021	R182-21: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in tourism development funds.
November 2020	R147-20 Authorizing an Agreement with "WE ALWAYS SWING" INC. for \$10,000 in tourism development funds.
August 2018	R123-18: Authorizing an Agreement with "WE ALWAYS SWING" Inc. for \$10,000 in tourism development funds. Briefly state purpose of agenda item.

## Suggested Council Action

Approval of the Legislation.