



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: April 1, 2024

Re: Report on the Juneteenth Grant Evaluation Committee

Executive Summary

The City was awarded a grant from the Missouri Division of Tourism to help support community-wide Juneteenth celebrations. A Juneteenth Grant Evaluation Committee was appointed by the Mayor & Council. The committee is responsible for reviewing applications and providing recommendations to city staff about the use of grant funds for Juneteenth celebration events.

Discussion

The Convention and Visitors Bureau, Parks and Recreation Department, and the Diversity, Equity and Inclusion Administrator began working together in 2023 to apply for Juneteenth grant funds from the Missouri Division of Tourism. In December 2023 the city was awarded \$38,280. Staff then developed an application process for the use of these funds.

At the January 16th Council meeting, the Mayor appointed the Juneteenth Grant Evaluation Committee with a member selected from each Ward. The committee was to review the grant applications and make recommendations for funding.

The committee first met on February 6th at the ARC. City staff provided an overview of the Missouri Division of Tourism State Grant, the timeline & process for applications, and brought to the committee a draft application and score sheet.

The committee discussed and provided input on the application process. City staff took the information from this meeting and developed the final application and score sheet to be used for Juneteenth Grant applicants.

A public stakeholder meeting was also held on February 6th for anyone interested in applying for grant funds. Staff provided information on the grant process and timeline, followed by Q&A.

Juneteenth applications were made available to the public on February 13th with a submission deadline of Friday, March 8th. Applications were available online at the city's website and the Convention & Visitors Bureau's website and hard copies were also made available at city hall and the Convention & Visitors Bureau office. Applications were submitted through JuneteenthGrant@como.gov.



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A workshop for interested parties was held at the CVB on February 26th. Anyone interested in applying for the grant was invited to attend to learn more about the application process, marketing & sponsorships for events, and how applications would be scored.

The city received nine (9) applications requesting a total of \$26,204. The evaluation committee met on Monday, March 11th to review and score the applications. Due to time constraints the committee was not able to complete the discussion and suggested funding of the applications. Another meeting was scheduled for Tuesday, March 19th to finalize the scoring process and recommend funding.

On March 19th the committee met and reviewed the average score of each application and the scoring ranges and funding levels. The committee voted to recommend \$ 23,704 in grant funding to nine (9) applications.

Staff has suggested that all applicants receiving grant funds attend one of two workshops scheduled in April. The workshops will provide more in-depth information on the requirements of receiving grant funds; including the city agreement, eligible expenditures, marketing and mandatory post-event reports.

To ensure the Columbia community has information about all Juneteenth events, City staff will work collaboratively with Juneteenth event planners to gather information and create a marketing campaign for traditional and digital media. Events do not have to be funded by the Juneteenth Grant to be included in promotions. A landing page for all events will be built on the Convention and Visitors Bureau website and will be continuously updated as new events are planned.

In addition to information on the website, the City will work with event planners to place events on local community calendars, create social media posts, build visual assets and promote happenings throughout the month of June to the entire community to increase awareness and attendance at events.

Since this was the first year for this grant application process a survey as well as a public input meeting will be held to obtain feedback from applicants as well as other interested parties.

The Juneteenth Grant Evaluation Committee will disband now that their work has been completed.

This process has highlighted a need for the City to evaluate and improve engagement with members of the African American community on cultural events and activities. As a result, we will continue City-wide collaboration with discussions to be held between the City of Columbia and members of the African American community to determine next steps.



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Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Inclusive and Equitable Community, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|----------|---|
| 12.18.23 | Authorizing a grant agreement with the Missouri Department of Economic Development; amending the FY2024 Annual Budget by appropriating funds. |

Suggested Council Action

For information only.