



Source: Convention and Visitors Bureau

Agenda Item No: REP 132-13

To: **City Council**  
From: **City Manager and Staff**

**Council Meeting Date:** Aug 19, 2013

Report from the Convention & Visitors Bureau Advisory Board - FY2013 Tourism Development Funds

Re:

#### **EXECUTIVE SUMMARY:**

A portion of the Columbia Lodging Tax is set aside for tourism development. Applications can be made by not-for-profit and for-profit organizations for assistance with funds to develop new, or expand existing festivals and events, that generate significant overnight visitation in Columbia hotels and have potential for future growth.

Organizations are provided the opportunity to secure Tourism Development Program funds through five different application processes: Signature Series, Festivals & Events, Sports Development, Attraction Development and, Community Sponsorships.

#### **DISCUSSION:**

In fiscal year 2013, \$417,000 was set aside in the Convention & Visitors Bureau's (CVB) budget for the Tourism Development Program. The Board received 27 applications and a total of \$232,145 was awarded.

**Signature Series:** These events are Columbia's largest and oldest festivals that have been funded through the tourism development fund for at least 5 years, many for over 10 years. These events are considered "iconic" to Columbia and add to our overall tourism product. Several of the events generated significant press coverage on a national level. \$98,850 was awarded to ten Signature Series events: Heritage Festival (\$6,700); MS150 Bike Getaway (\$8,800); Roots 'N Blues 'N BBQ Festival (\$10,000); Citizen Jane Film Festival (\$7,000); Art in the Park (\$7,500); Show Me STATE Games (\$10,000); First Night 2013 (\$6,200); Concert Series Holiday Festival (\$7,200); True/False Film Festival (\$10,000); Blind Boone Ragtime & Jazz Festival (\$6,400).

The CVB Board developed a scoring system to be able to assess each Signature Series application. Scoring is based on a 100 point system, with 100% being a maximum funding amount of \$10,000. Scoring criteria is based on five key factors: overnight stays, marketing plan, sponsorship plan, event timing and cultural image.

In FY2014, the CVB Board will continue the current scoring process for Signature Series applications as well as all Festival & Events and Sports Development applications.

**Festival & Events:** \$52,000 was awarded to four Festivals & Events applications. The Mizzou International Composer's Festival (\$7,000); Wine & Food Festival (\$15,000); Missouri Symphony Society's Hot Summer Nights (\$15,000) and the Epic Mud Run (\$15,000). This was the first year of funding for both Hot Summer Nights and the Composer's Festival. Both of these events are marketed outside of Columbia and increase awareness to attract audiences of varied ages and musical interests and add to Columbia's arts tourism product.

One major change that will take place in FY2014 is application deadlines. The CVB Board will only review Festival & Events and Sports Development applications on a quarterly basis or during November, January, April and June meetings.

**Sports Development:** \$57,798 was awarded to seven Sports Development applications including: Tiger Classic Youth Basketball Tournament (\$14,500); 2013 Missouri Special Olympics Summer Games (\$10,000); Root 'N Blues 'N BBQ Half Marathon (\$10,000); Above the Rim 3v3 Basketball (\$5,598); USTA Tennis Tournament (\$5,000); Paws in the Park (\$5,200) and the Columbia Swim Club Regional Swim Meet (\$7,500).

**Community Sponsorships:** New in 2013, was the development of Community Sponsorships. These are events or promotions targeted at residents and/or the community that don't generate a great deal of room nights, if any, but do provide a means to increase awareness of the city of Columbia as a tourism destination. Applicants are eligible for this type of sponsorship if they do not meet the guidelines of the festivals & events application process. There was \$23,500 awarded in FY2013 for five different events: Fire in the Sky (\$5,000); Family Fun Fest (\$2,500); 2013 Boone County Fair (\$5,000); Susan G. Komen Mid-MO Race for the Cure (\$5,000); MO Rivers Bluff Association (\$1,000); and the North Village Arts District Farmer's Market (\$5,000).

**FISCAL IMPACT:**

The CVB's 2014 budget includes a request to appropriate \$425,000 for the tourism development program.

**VISION IMPACT:**

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

none

**SUGGESTED COUNCIL ACTIONS:**

Informational only.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Epands an existing program?	No	<b>Vision Implementation impact</b>	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		<b>Resources Required</b>		Vision Impact?	No
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	