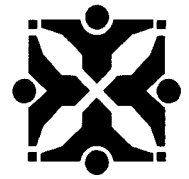


City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: R 140-14

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: August 18, 2014

Re: Resolution Authorizing Tourism Development Funds and Authorizing the City Manager to Execute Agreements

Documents Included With This Agenda Item

Council memo, Resolution/Ordinance, Exhibit to Resolution/Ordinance

Supporting documentation includes: None

Executive Summary

The Columbia Convention & Visitors Bureau (CVB) Advisory Board met on July 28th and reviewed a Tourism Development Festival & Events application for the 2014 Epic Mud Run. The request was for \$9,500 for marketing & promotions.

Discussion

Ultramax Events, LLC submitted an application requesting \$9,500 for the 2014 Epic Mud Run Festival on August 30th at Midway Exposition Center. The funds would be used specifically for marketing the event outside Boone County to target a more broad audience of participants to grow the event.

The Epic Mud Run is a 3-mile race where participants maneuver their way through muddy obstacles including a large mud slide, "army style" crawl through mud pits and ultimately end the race by sliding in to a mud pit. Additionally, the event will feature music, a mud pit dance floor, finish line swimming pools and water slides along with 3,200 tented sq. ft. for food & beverage and other retail vendors and a host of other activities. The race is started in "waves" and allows participants to compete individually or as teams. There are competitive and non-competitive divisions for ages 17 and up and two additional segments including the Jr. Mud Run with a course designed for children 12 and under and the Epic After Dark which is run under the moonlight and with headlights.

Mud Runs are one of the most sought after and popular events where groups get together to participate and have fun, some are competitive, but most are just the desire of having the experience of getting dirty and having fun with friends/family. The Epic Mud Run at Midway started in 2011 with approximately 600 participants. By 2012, the event had grown to over 3,000 participants, with 22% from outside Columbia and from 17 different states. In 2013, there were 2,070 participants with 57% outside the Columbia/Jefferson City area.

This event generated nearly 300 rooms nights in Columbia hotels during FY2013 and has the potential for continued growth and additional room night generation over the Labor Day weekend, which is a low occupancy time for Columbia hotels.

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The CVB Board voted unanimously to approve \$9,500 for the 2014 Epic Mud Run for out of marketing advertising and promotions.

Fiscal Impact

Short-Term Impact: \$9,500

Long-Term Impact: 0

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Not Applicable

Strategic Plan Impact: Economic Development

Comprehensive Plan Impact: Not Applicable

Suggested Council Action

Council motion to approve the legislation.

Legislative History

In November 1999, Columbia voters approved a 2% increase in the gross receipts tax on hotels and motels. One half of the increase is designated exclusively for marketing Columbia's tourism product. The second 1% is designated exclusively for the enhancement or development of festivals, events and attractions.


The purpose of the Tourism Development Festivals & Events Fund (TDFE) is to enhance or develop festivals and events which have potential to generate overnight visitation in Columbia hotels and motels.

The CVB Advisory Board was given authority to solicit proposals for the use of tax funds and to make recommendations on the use of the funds to the City Council. The City Council retains final approval authority for all Tourism Development requests.

The Epic Mud Run applied for and was awarded \$15,000 in FY2013.



Department Approved



City Manager Approved

Introduced by _____ Council Bill No. R 140-14

A RESOLUTION

authorizing an agreement with Ultramax Sports, LLC for festivals and events funding under the Tourism Development Program.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Manager is hereby authorized to execute an agreement with Ultramax Sports, LLC for festivals and events funding under the Tourism Development Program for the 2014 Epic Mud Run. The form and content of the agreement shall be substantially as set forth in "Exhibit A" attached hereto and made a part hereof.

ADOPTED this _____ day of _____, 2014.

ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 2014, by and between the City of Columbia, Missouri (hereinafter "City"), and Ultramax Sports, LLC, (hereinafter "Contractor").

City and Contractor agree as follows:

1. The Contractor shall provide the services outlined in its proposal for the 2014 Epic Mud Run, as submitted to the City's Convention and Visitors Bureau, a copy of which is on file in that office, at a cost to the City of **\$9,500 (Nine Thousand Five Hundred Dollars)** in connection with the performance of the services to be provided under the agreement, the Contractor agrees to comply with all civil rights laws, and further agrees not to discriminate against any individual or segment of the community on the basis of sex, race, color, age, religion, creed, national origin, veteran, disability status or sexual orientation.
2. Contractor agrees that it is responsible for all funds made available to Contractor by this Agreement and further agrees that it will reimburse to the City any funds expended in violation of city, state, or federal law or in violation of this agreement.
3. Contractor agrees that it will make no changes in the approved Project until the changes are approved in writing by the City.
4. Contractor agrees that it is subject to audit and review on request by the City. If contractor has a financial audit prepared, that report shall be furnished to the City's Convention and Visitors Bureau.
5. Contractor agrees that all funds received from the City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the Convention & Visitors Bureau's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the program described in Contractor's proposal shall be kept and open to City inspection during regular business hours.
6. Contractor agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than 90 days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Contractor does not provide financial documentation, they may not be eligible for future funding.
7. Contractor agrees that the Convention and Visitors Bureau and the City will be recognized as outlined in the Contractor's proposal.

IN WITNESS THEREOF, the parties hereto have caused this instrument to be executed by their duly authorized officers the day and year first above written.

CITY OF COLUMBIA, MISSOURI

By: _____
Mike Matthes, City Manager

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

Nancy Thompson, City Counselor

Agency

By: _____

IRS-EIN: _____

ATTEST:

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor. 229-4820-509-49.90

John Blattel, Director of Finance