Introduced by	Council Bill No	<u>R 21-13</u>
A F	RESOLUTION	
enter into agreements for	ager, or the Manager's desi or Convention and Visitors ity events using tourism deve	Bureau
BE IT RESOLVED BY THE CITY COUNFOLLOWS:	ICIL OF THE CITY OF COLU	IMBIA, MISSOURI, AS
SECTION 1. Subject to the avair for this purpose, the City Manager, or the agreements for Convention and Visitor	he Manager's designee, is a	uthorized to enter into
SECTION 2. These agreements is attached to and made a part of this r		orm of Exhibit A, which
ADOPTED this day of _		, 2013.
ATTEST:		
City Clerk	Mayor and Presidir	ng Officer
APPROVED AS TO FORM:		
City Counselor		

# **AGREEMENT**

## Columbia Convention & Visitors Bureau Community Sponsorship

THIS AGRE	EEMENT is entered into	this day of	, 20, by and
	Columbia, Missouri (he		
(hereinafter "Contra	ctor"). City and Contrac	tor agree as follows:	
submitted to the City cost to the City of a provided under the a agrees not to discrim	's Convention and Visitor  S In congreement, the Contractor and individuals	rs Bureau, a copy of which nection with the perform agrees to comply with all c ual or segment of the com	Request for Sponsorship, as a is on file in that office, at a ance of the services to be civil rights laws, and further amunity on the basis of sex, sexual orientation or gender
this Agreement and		eimburse to the City any f	e available to Contractor by funds expended in violation
and none of the fun without written appr	ds shall be diverted to an eval in writing by the City on the provision of the pr	ny other use or purpose. y. Full records of all expe	rill be expended as approved No changes shall be made nditures and disbursements are subject to an audit and
4. Cont recognized as a spor		nvention and Visitors B	ureau and the City will be
	S THEREOF, the parties of officers the day and year		strument to be executed by
CITY OF COLUM	BIA, MISSOURI	CONTRACTOR	
Ву:		Ву:	
CERTIFICATION:			e of the appropriation to which, and that there is propriation sufficient to pay
		John Blattel, Direct	or of Finance



Source: Convention and Visitors Bure

Agenda Item No:

To: <u>City Council</u> From: <u>City Manager and Staff</u>

**Council Meeting Date:** 

Jan 21, 2013/

Re: Reso

Resolution Authorizing Tourism Development Funds for Community Events

#### **EXECUTIVE SUMMARY:**

The Convention & Visitors Bureau (CVB) is the destination marketing organization for Boone County. The CVB funds many events and festivals that bring visitors to Columbia and generate overnight stays in Columbia hotels. The CVB also provides support to smaller community events that don't necessarily generate overnight stays but do provide a means to increase awareness of the city of Columbia as a tourism destination.

### **DISCUSSION:**

Tourism Development Program funding has greatly enhanced the quality of Columbia's festivals, events & attractions. Many community events do not generate a great deal of overnight stays but they do bring attention to Columbia's diverse tourism product. Many events are coordinated by a volunteer, or groups of volunteers with very limited budgets. In recent years, the CVB has seen an increase in the demand for event funding, a trend that is expected to continue. Currently, the CVB receives approximately 15-20 requests for sponsorships.

The CVB Advisory Board has discussed the need to look at ways to support these community events through tourism development funding. Although they don't directly generate a great deal of hotel room nights, they are important events for hotels to recommend to their customers and they could possibly prolong a stay or prompt a return visit to Columbia at another time to experience other events or attractions.

The CVB has put in place a policy to establish fair & equitable guidelines for providing financial support to community events. All Requests for Sponsorship must be in writing outlining the tourism related aspects and the city manager may designate the CVB Director to execute agreements with event organizations who request these funds, subject to appropriation.

### **FISCAL IMPACT:**

\$25,000. The funds are appropriated in the FY13 budget.

#### **VISION IMPACT:**

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

Columbia will both sustain and creatively expand its foundation for arts and culture in our community.

## **SUGGESTED COUNCIL ACTIONS:**

Approval of the Resolution.

FISCAL and VISION NOTES:								
<b>City Fiscal Impact</b> Enter all that apply		Program Impact		Mandates				
City's current net FY cost	\$25,000.00	New Program/ Agency?	No	Federal or State mandated?	No			
Amount of funds already appropriated	\$25,000.00	Duplicates/Epands an existing program?	Yes	Vision Implementation impact				
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 yea	Estimated 2 year net costs: Resources Required		uired	Vision Impact?	Yes			
One Time	\$0.00	Requires add'I FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	1.1			
Operating/ Ongoing	\$0.00	Requires add'I facilities?	No	Secondary Vision, Strategy and/or Goal Item #				
		Requires add'l capital equipment?	No	Fiscal year implementation Task #				