

Introduced by _____ Council Bill No. R 96-13

A RESOLUTION

authorizing agreements with Midway Expo Center, Country Club of Missouri and Paulette Orr for tourism development funds.

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 Midway Expo Center for festivals and events funding under the Tourism Development Program for the 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 as fully as if set forth herein verbatim.

SECTION 2. The City Manager is hereby authorized to execute an agreement with Country Club of Missouri for sports development funding under the Tourism Development Program for the USTA MO Valley Sectional Futures Event. The form and content of the agreement shall be substantially as set forth in "Exhibit B" attached hereto and made a part hereof as fully as if set forth herein verbatim.

SECTION 3. The City Manager is hereby authorized to execute an agreement with Paulette Orr for sports development funding under the Tourism Development Program for the Above the Rim 3 on 3 Basketball Tournament. The form and content of the agreement shall be substantially as set forth in "Exhibit C" attached hereto and made a part hereof as fully as if set forth herein verbatim.

ADOPTED this _____ day of _____, 2013.

ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 2013, by and between the City of Columbia, Missouri (hereinafter "City"), and Midway Expo Center, (hereinafter "Contractor").

City and Contractor agree as follows:

1. The Contractor shall provide the services outlined in its proposal for the 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 **\$15,000 (Fifteen Thousand 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:

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 Blattell, Director of Finance

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 2013, by and between the City of Columbia, Missouri (hereinafter "City"), and Country Club of Missouri, (hereinafter "Contractor").

City and Contractor agree as follows:

1. The Contractor shall provide the services outlined in its proposal for the USTA MO Valley Sectional Futures Event, 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 **\$5,000 (Five Thousand 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.
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By: _____
Mike Matthes, City Manager

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

City Counselor

Agency

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John Blattel, Director of Finance

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 2013, by and between the City of Columbia, Missouri (hereinafter "City"), and Paulette Orr, (hereinafter "Contractor").

City and Contractor agree as follows:

1. The Contractor shall provide the services outlined in its proposal for the Above the Rim 3 on 3 Basketball Tournament, 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 **\$5,598 (Five Thousand Five Hundred Ninety Eight 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.
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CITY OF COLUMBIA, MISSOURI

By: _____
Mike Matthes, City Manager

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

City Counselor

Agency

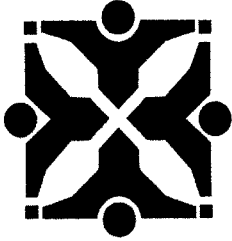
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John Blattel, Director of Finance



Source: Convention and Visitors Bureau

Agenda Item No:

To: City Council

From: City Manager and Staff

Council Meeting Date: May 20, 2013

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

EXECUTIVE SUMMARY:

The Columbia Convention & Visitors Bureau (CVB) Advisory Board reviewed and voted to recommend Tourism Development funds at their April 29 meeting. The events include the 2013 Epic Mud Run, the U.S. Tennis Association (USTA) Sectional Futures Tournament and a new event, Above the Rim 3 on 3 Basketball Tournament.

DISCUSSION:

Midway Expo Center, in partnership with Ultramax Sports, Inc. submitted an application requesting \$15,000 for the 2013 Epic Mud Run Festival on September 1, 2013. 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. The race is started in "waves" and allows participants to compete individually or as teams; including corporate team building challenge teams. There are competitive and non-competitive divisions for ages 17 and up. There is also a Jr. Mud Run with a course designed for children 12 and under.

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 want 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.

The CVB Board agreed this event 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. Tourism development funds would be used for social media advertising to a target audience of 25-49 year olds in Missouri and surrounding states. The board recommended to fully fund the application request of \$15,000.

The Columbia Country Club tennis professional, Phil Baillos, submitted a Sports Development Fund application for the 2013 USTA MO Valley Futures Event which will be held July 5-7, 2013. This tennis tournament attracts highly ranked sectional junior players, boys & girls ages 12 -18. Games will be played at various courts throughout the community including the city's Bethel and Cosmo Parks.

Columbia hosted this event last year and it was a well organized high quality event. Because this is a three day event, it will generate overnight stays in Columbia hotels during a time of lower occupancy. The board voted to recommend full funding of the application request of \$5,000. TDFE funds would be used to assist with costs of officials and awards.

Paulette Orr submitted a Sports Development Fund application for a new event, Above the Rim 3 on 3 Basketball Tournament. The event is being marketed in the Kansas City and St. Louis areas and is estimated to bring in 40 - 50 teams, or approximately 200 participants during the Fourth of July weekend. The games will be held on the outdoor basketball courts at Douglass Park. Inclement weather plans would move games to the Father Tolton Catholic High School.

The CVB Board voted to support this new event, during a low occupancy time for hotels, and recommended to fully fund the application request of \$5,589 to assist with site fees, officials, awards, postage & rental fees.

FISCAL IMPACT:

\$25,589 The funds are appropriated in the FY13 CVB budget.

VISION IMPACT:

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

SUGGESTED COUNCIL ACTIONS:

Approval of the Resolution and Execution of the Agreements.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$25,589.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$25,589.00	Duplicates/Epands an existing program?	No	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 year net costs:		Resources Required		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 #	