

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: R 124-15

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: 8/3/2015

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

Documents Included With This Agenda Item

Council memo, Resolution/Ordinance, Exhibits to Resolution/Ordinance

Supporting documentation includes: None

Executive Summary

The Convention & Visitors Bureau (CVB) Advisory Board reviewed a Tourism Development Application at their July 27, 2015 meeting from Ultramax Sports for the 2015 Epic Mud Run.

Discussion

The Epic Mud Run will be held August 15, 2015 at the Midway Expo Center. This event started in Columbia in 2011 with 600 participants and spectators. The event has now expanded to over 1,900 participants and 2,000 spectators.

The Epic Mud Run is a full day event featuring a three-mile muddy obstacle course designed to test strength, stamina, and mental grit. There is live music, water slide, mud pit finish line and food & beverage. There is also a smaller version of the course, Epic Mud Run, Jr., designed just for kids 12 and under.

Ultramax Sports markets this event to over 200,000 participants at 75 events throughout the region and to 125,000 newsletter subscribers.

This event is held during a low occupancy time for Columbia hotels and the CVB Advisory Board voted unanimously to recommend funding of \$7,400 for race entry incentives, marketing and poster/flier printing & distribution.

Fiscal Impact

Short-Term Impact: \$7400

Long-Term Impact: None

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Not Applicable

Strategic Plan Impact: Not Applicable

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Strategic Plan Impact Not Applicable

Comprehensive Plan Impact Not Applicable

Suggested Council Action

Council approval of the legislation.

Legislative History

The Epic Mud Run received \$15,000 in FY2013 and \$9,400 in FY2014. They are eligible for Tourism Development funding for three years, with a 25% reduction each year.



Department Approved



City Manager Approved

Introduced by _____ Council Bill No. R 124-15

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 2015 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 _____, 2015.

ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor

AGREEMENT

THIS AGREEMENT is entered into this _____ day of _____, 2015, 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 2015 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 **\$7,400 (Seven Thousand Four 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 Blattell, Director of Finance