

# City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: R92-14

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: May 19, 2014

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

## Documents Included With This Agenda Item

Council memo, Resolution, Exhibit

Supporting documentation includes: N/A

## Executive Summary

The Convention & Visitors Bureau (CVB) Advisory Board has reviewed a Tourism Development Fund application request for \$10,000 from the Missouri Symphony Society. The funds would be used for marketing & promotions of the 2014 Hot Summer Nights Festival.

## Discussion

The Hot Summer Nights Festival is the heartland's largest classical and POPS summer music festival and showcases the Missouri Symphony Orchestra, the area's only professional, summer resident orchestra. The festival's concerts are produced in the historic Missouri Theatre with nationally-recognized guest artists.

This year Hot Summer Nights will be held June 5 - July 13, 2014. There will be 200-400 patrons, musicians and guest artists that will come to Columbia from outside the city limits and visit over a six week period, thus creating a consistent stream of revenues for local hotels, retail and food & beverage establishments. Tourism Development funds will be used to market & promote the festival more heavily outside a 120-mile radius to attract more visitors to attend and spend the night in Columbia hotels.

## Fiscal Impact

Short-Term Impact: \$10,000. Funds are included in the FY2014 Budget.

Long-Term Impact: N/A

## Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Arts and Culture

Strategic Plan Impact: Economic Development

Comprehensive Plan Impact: Livable & Sustainable Communities

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## Suggested Council Action

Council motion to approve the legislation.

## Legislative History

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.

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. In December, 1999, the City Council passed an ordinance providing for the expansion of the Convention and Visitors Bureau Advisory Board from seven members to twelve. The expanded Advisory Board was given authority to solicit proposals for the use of tax funds designated for festivals, sporting events and attractions 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 Program contracts.

The Missouri Symphony Society received \$10,000 for Hot Summer Nights in FY2013. The Convention & Visitors Advisory Board reviewed this application at their April 28th meeting and approved the request for \$10,000 by a vote of 7-5.

  
\_\_\_\_\_  
Department Approved

  
\_\_\_\_\_  
City Manager Approved

Introduced by \_\_\_\_\_ Council Bill No. R 92-14

**A RESOLUTION**

authorizing an agreement with Missouri Symphony Society 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 Missouri Symphony Society for festivals and events funding under the Tourism Development Program for the *2014 Hot Summer Nights*. 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 Missouri Symphony Society, (hereinafter "Contractor").

City and Contractor agree as follows:

1. The Contractor shall provide the services outlined in its proposal for the *2014 Hot Summer Nights*, 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 **\$10,000.00 (Ten 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:

\_\_\_\_\_  
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