

**Requested Council Meeting Date:** August 19, 2019

**ITEM:** Council Bill No. 2019-617. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2020 relating to special events, festivals and celebrations.

**ORIGINATING DEPARTMENT:** Convention and Visitors Bureau

**ATTACHMENTS:** Council Bill No. 2019-617

<b>DEPARTMENT HEAD:</b>	Patrick W. Tuttle	DATE:
<b>INTERIM CITY MANAGER:</b>	Dan Pekarek	DATE:
<b>CITY ATTORNEY:</b>	Peter C. Edwards	DATE:
<b>FINANCE DEPARTMENT:</b>	Leslie Haase	DATE:

**INTRODUCTION:**

This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2020 special events, festivals and celebrations. Funding comes from a portion of the Occupational License Tax (JCVB Hotel/Motel tax) monies collected resulting from Ordinance No. 2000-048 as authorized by City of Joplin voters on November 7, 2000.

**SUMMARY:**

The purpose of this Grant Program is to assist qualified organizations with the promotion of tourism activities striving to directly increase hotel/motel occupancy and create positive image building for Joplin. Qualifying applicants must meet the following criteria:

- Not-For-Profit and For-Profit organizations may apply;
- Events must be held between November 1, 2019 & October 31, 2020;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

On July 22, 2019, at 8:30 a.m. the Joplin Convention & Visitors Bureau Advisory Board held a meeting to review and discuss applications submitted for the FY2020 CVB Grant Program and to determine funding allocations; where appropriate and how much. At this meeting the board listened to presentations from applicants which included a 5-minute presentation and 5-minute Q&A. Each board member received digital copies of all applications in advance of the meeting. All board members were present for this review.

17 funding applications from 17 organizations totaling \$211,200 in requests were received. Funding for this program is capped at \$140,000. Up to \$130,000 is awarded through the initial grant process with \$10,000 kept in reserve and awarded throughout the fiscal year.

In their review, the board took into consideration many factors including, an events tourism draw, potential room nights, growth potential, previous funding and reporting standards, overall appeal and community development.

Applications are worth a total of 100 points with a minimum of 60-points benchmark for funding. Each board member individually scored the applications, the hi/low scores were removed, then all were ranked by the average score received. Scoring criteria included: Ability to increase event attendance, ability to attract new visitors to Joplin (from 70-miles+ (one-way) outside the market and retain a visitor in this area for at least 3 hour), ability to generate overnight stays, marketing efforts shown to be 40% or more on a digital platform, event scheduled during low-occupancy time of year, show projected growth based on previous year's post-event summary, and the overall composition and impression of grant application. Following the scoring and ranking of all applications, the Advisory Board discussed each application and made final funding decisions.

For the FY2020 grant cycle the Advisory Board heard from nine (9) grant applicants that specially represented "events" while the CVB staff reviewed and evaluated eight (8) applications that were "marketing" based. These "marketing" requests were presented to the board as a single package at the end of the application review.

The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations:

#### EVENT APPLICATIONS

1. Active Lifestyle Inc., for **Joplin Memorial Run**, asked for \$18,000, awarded \$10,000.
2. George A. Spiva Center for the Arts, for **Master Level Art Instruction**, asked for \$12,000, awarded \$6,000.
3. Four-State Trucks/Chrome Shop Mafia, for **Guilty by Association**, asked for \$25,000, awarded \$25,000.
4. Joplin Arts Fest Committee for the **Joplin ArtsFest**, asked for \$13,340, awarded \$7,500.
5. Carl Junction Chamber of Commerce for the **23<sup>rd</sup> annual Carl Junction Bluegrass Festival**, asked for \$11,070, awarded \$3,000.
6. Joplin Disc Golf Club for **15<sup>th</sup> annual Four State Open**, asked for \$19,450, awarded \$8,000.
7. Rufus Racing, for **12<sup>th</sup> annual Summer Roundup Triathlon**, asked for \$17,035, awarded \$8,000.
8. Emancipation Celebration Committee for **Emancipation Park Day Celebration**, asked for \$4,500, awarded \$4,500.
9. Ozark Christian College, for **2020 Conference Series** (5 conferences), asked for \$25,000, awarded \$17,500.

## MARKETING APPLICATIONS

10. Downtown Joplin Alliance for **2020 Event Marketing Campaign**, asked for \$13,900, awarded \$3,000.
11. Historic Murphysburg Preservation, Inc for **2020 Home for the Holidays**, asked for \$1,000, awarded \$1,000.
12. George Washington Carver National Monument, for **Marketing 2020 Park Events**, asked for \$15,000, awarded \$5,000.
13. MSSU Alumni Association for **Alumni Tracking Software**, asked for \$3,500, awarded \$3,500.
14. Joplin History and Mineral Museum, for **2020 Marketing Campaign**, asked for \$13,850, awarded \$5,000.
15. Wildcat Glades Friends Group, for Events Marketing, asked for \$14,995, awarded \$3,000.
16. ProMusica for **2020 Concert Series** (6 concerts), asked for \$2,560, awarded \$2,560.
17. Carthage CVB, for a **Joint Marketing Effort**, asked for \$1,000, awarded \$1,000.

In total, these recommendations represent \$113,560 of the \$140,000 budgeted for the FY2020 grant program. The balance of \$26,440 will be allocated throughout the fiscal year following the same applicant guidelines.

Additionally, at the July 22<sup>nd</sup> meeting, two (2) applications were reviewed which were eligible for funding under the FY2019 criteria and timeframe.

1. Historic Murphysburg Preservation, Inc for **Marketing for the December 2019 Home for the Holidays**, asked for \$4,500, awarded \$4,500.
2. Joplin History and Mineral Museum, for **an improved Bonnie & Clyde exhibit**, asked for \$2,550, awarded up to \$3,000.

These recommendations are respectfully submitted for Joplin City Council approval, with items 1-17 to be within the FY2020 budget, and items 18-19 added to the FY2019 Budget, by the Joplin Convention & Visitors Bureau Advisory Board.

### **RECOMMENDATION:**

The JCVB Advisory Board and Staff recommend City Council approving the funding recommendations for grant applications as described above.

### **ATTACHMENTS:**

None.