

CITY OF JOPLIN COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2021-602 - Approves the Joplin Convention & Visitor Bureau's grant funding distribution for FY21 relating to special events, festivals, and celebrations.

MEETING DATE:

May 3, 2021

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, Director of Finance-Leslie Haase, City Attorney-Peter Edwards, City Manager-Nicholas Edwards

SUMMARY REQUEST:

This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) grant distribution for FY21 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.

BACKGROUND:

The purpose of this JCVB 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, 2020 & October 31, 2021
- Events must be held within 20 miles of Joplin city limits
- Events must be open to the general public

With the uncertainty of holding events in 2021, the Joplin Convention & Visitors Bureau Advisory Board did not review all grant applications during their July meeting as normal, but rather allowed organizations to assess their events, adjust according to health concerns, then submit their applications over 6-months. The Advisory Board then meet with grant applicants at the appropriate monthly meeting and made grant selections and allocations. The two grant applications herein were reviewed and selected at the January 19 and March 19, 2021 meetings, respectively. From each applicant, the board listened to a 5-minute presentation followed by a 5-minute Q&A period. Each board member received digital copies of all applications in advance of the meeting.

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 required to receive 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.

FUNDING SOURCE:

CVB Grant Funding is from a dedicated portion of the CVB's annual budget.

RECOMMENDATIONS:

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

1. Joplin Disc Golf, Four State Open, October 1-3, 2021 in the amount of Seven Thousand Five Hundred dollars (\$7,500).
2. KEG Media (of Fort Smith, Ark.), Mother Road Mayhem, July 9-11, 2021 in the amount of Fifteen Thousand dollars (\$15,000), stipulated as \$5,000 towards social media, \$3,000 towards print marketing, and \$4,000 towards other promotional efforts, with a "not to exceed" amount of \$3,000 available for City services, such as parks fees/personnel and security.

In total, these recommendations represent Twenty-Two Thousand Five Hundred dollars (\$22,500) from the budgeted FY21 grant program.

Staff recommends approval of this council bill on an emergency basis.

ATTACHMENTS:

Council Bill No. 2021-602

Grant Applicant