

CITY OF JOPLIN

COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2022-609 - Approves the Joplin Convention & Visitor Bureau's grant funding distribution for FY2023 relating to special events, festivals, and celebrations.

MEETING DATE:

September 6, 2022

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 FY2023 special events, festivals, and celebrations. Funding comes from a portion of the Occupational License Tax (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, 2022 & October 31, 2023
- Events must be held within 20 miles of Joplin city limits
- Events must be open to the general public

At their June and July meetings the Joplin Convention & Visitors Bureau Advisory Board reviewed the FY2023 JCVB Grant applications and heard from the requesting organizations. At the conclusion of the July meeting they determined funding allocations; where appropriate and how much. At each of these meetings the board heard from each applicant which included a 5-minute presentation and 5-minute Q&A. Board members received digital copies of all applications in advance of the meetings.

Fifteen (15) applications from fourteen (14) organizations, totaling \$197,192 in funding requests were received. Funding for the grant 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 smaller amounts, by the CVB director.

In their review, the board took into consideration many factors including: an event's 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 60-point benchmark being for the strongest funding measurement. 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-hours), 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 members discussed each application and made final funding decisions.

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FUNDING SOURCE:

The CVB Grant funding comes from a dedicated portion of the JCVB annual budget. It is 100% funded from the Lodging Tax. No portion of the General Fund or any other revenue stream is used.

RECOMMENDATIONS:

The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations from the FY2023 Budget:

1. Joplin Memorial Run, Active Lifestyle Events Inc, May 2023, in the amount of Five Thousand Five Hundred dollars (\$5,500)
2. Summer Roundup Triathlon, Rufus Racing, LLC, July 8-9, 2023, in the amount of Five Thousand Six Hundred dollars (\$5,600)
3. OCC Conference Series marketing, Ozark Christian College, 2023 conference series, in the amount of Sixteen Thousand Two Hundred and Seventy-Five dollars (\$16,275)
4. Monster Games, Midwestern Built CrossFit, July 2023, in the amount of Thirteen Thousand Four Hundred and Seventy-Five dollars (\$13,475)
5. 18th Annual Four States Open, Joplin Disc Golf Club, September 22-24, 2023, in the amount of Six Thousand dollars (\$6,000)
6. Guilty by Association, 4 State Trucks, September 22-23, 2023, in the amount of Twenty-Five Thousand dollars (\$25,000)
7. Mother Road Mayhem, Keg Media, May 5-7, 2023, in the amount of Three Thousand dollars (\$3,000)
8. Juneteenth Regional Black Expo, East Town Dreams District, June 16-18, 2023, in the amount of Two Thousand dollars (\$2,000)
9. ArtCon 2023, Neosho Arts Council, February 4, 2023, in the amount of Three Thousand Four Hundred dollars (\$3,400)
10. Murphysburg Heritage Tourism, Historic Murphysburg Preservation, Inc, July 15, 2023, in the amount of Two Thousand dollars (\$2,000)
11. JOMO PrideFest, JOMO Pride, Inc., September 8-10, 2023, in the amount of Seven Thousand Five Hundred dollars (\$7,500)

12. Emancipation "Park Days" Celebration, Emancipation Celebration Committee, August 4-6, 2023, in the amount of Three Thousand dollars (\$3,000)
13. Freedom of Flight Museum promotions, Freedom of Flight Museum, 2023, in the amount of Two Thousand dollars (\$2,000)
14. Jasper Vintage and Maple Leaf Tours, Joplin Trails Coalition, May 20, and October 13, 2023, respectively, in the amount of One Thousand One Hundred and Forty-Two dollars (\$1,142)
15. North Heights Porchfest, North Heights Neighborhood, October 3, 2023, in the amount of Seven Hundred dollars (\$700)

In total, these recommendations represent \$96,592 of the \$140,000 budgeted for the FY2023 grant program. In addition to these the JCVB Advisory Board recommends Twenty-Five Thousand dollars (\$25,000) to be used by the Joplin Celebrations Commission for a Community Concert weekend to be held in July or August 2023 as part of Joplin's Sesquicentennial, bringing their recommendation total to \$121,592.

The balance of \$18,408 of this fund will be allocated throughout the fiscal year following the same application guidelines.

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

ATTACHMENTS:

Council Bill No. 2022-609

Grant Applicants (available in city clerk's office)