

# **CITY OF JOPLIN**

## **COUNCIL AGENDA ITEM**

**ITEM:**

Council Bill No. 2023-601. This Council Bill approves the Agreement between Conventions, Sports & Leisure International, LLC, a Delaware Limited Liability Company, for conducting a Tourism Venue Needs Assessment of the Joplin tourism market

**MEETING DATE:**

Tuesday, January 17, 2023

**ORIGINATING DEPARTMENT:**

Convention & Visitors Bureau

**ATTACHMENTS:**

CB 2023-601 Ordinance; Exhibit A: Request for Proposal 2022-RFP-16: Joplin Tourism Venue Needs Assessment; Exhibit B: Agreement between CSL & COJ; Bid Tabulation; CVBAB August 2020 Minutes

**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 authorizes an agreement between Conventions, Sports & Leisure International, LLC, a Delaware Limited Liability Company, for conducting a Tourism Venue Needs Assessment of the Joplin tourism market for the not to exceed price of One-Hundred and Eleven Thousand Six Hundred and Eight and 00/100 Dollars (\$111,608.00).

**BACKGROUND:**

An assessment of the impact, opportunities, and prioritized needs of the tourism venues within the Joplin regional tourism market has never been completed in the 33-year history of the City of Joplin's engagement in tourism marketing.

This project seeks to conduct a Tourism Venue Needs Assessment of the Joplin regional tourism market, focusing primarily on the existing and potential impact of all forms of Group Travel.

To positively impact growth across all revenue streams, the assessment should consider how a higher number of guests will enhance room nights within the Joplin hotel market and amplify the use of Joplin restaurants and retail businesses.

At a minimum, the assessment will answer these questions:

What does the market currently do well with the existing assets?

What versatility should be considered to expand the use of existing assets?

What additional business could the market attract with the existing assets?

What additional business could the market attract by adding a tourism venue?

What type of group travel should the market avoid?

What types of tourism venues should be developed to increase business within the market? This should be a progressive, prioritized list of projects with supporting economic reasoning.

What is the best method for funding and sustaining any new tourism venues?

What coming trends should the market consider taking advantage of?

Detail the sports and recreation impact of the market.

Short-term and long-term impacts, and factor in seasonal opportunities.

Consideration of assets such as hotels, restaurants, nightlife, retail, air and ground transportation, geographic location, trails and recreation, and sporting opportunities.

The Consultant will be expected to survey key stakeholders about how different venue concepts meet their needs. The survey should also poll stakeholders about support for various financing models including increasing the current hotel/motel tax.

Prioritization of the projects identified from the Needs Assessment should identify funding, management, and sustainability responsibilities spanning public/private partners and stakeholder involvement, and clearly define specific roles.

The final report should include 'case studies' on successful venues in markets similar to Joplin. The case study should include information about how the project received initial support, obtained funding, governance structure, and other pertinent info.

Additionally, this study is the final step of seven action steps. These came out of a dialogue started in September 2019 between the chairs of the CVB Advisory Board, the board of directors of the Joplin Sports Authority, and the Southwest Missouri Lodging Association to align better the tourism effort, and the working relationship between the three organizations. Attached is a summary of these action steps as recorded in the advisory board's August 2020 minutes following a city council work session.

The selection of this consultant was done through the RFP process. The city received three bids for this project. After initial scoring, interviews were conducted with each company to better understand their approach to reaching the best outcome of the study. The broadest look between the tourism segments of conventions, trade shows, meetings, and sports is sought without bias towards one. Interviewers included representation from the CVB, JSA, and Parks & Rec. As a result, the bid in the mid-range, Conventions, Sports & Leisure International, LLC, offered the best course of action to fully understand the current, potential, and future impacts of group travel on the Joplin tourism region.

**FUNDING SOURCE:**

This Council Bill includes amending the CVB budget for this contract.

**RECOMMENDATIONS:**

The joint committee work by select members of the Joplin Convention & Visitors Bureau Advisory Board, Joplin Sports Authority Board of Directors, Joplin Parks, and the Southwest Missouri Lodging Association recommends passing this bill on first reading.