

CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2023-609 - Approves the Joplin Convention & Visitor Bureau's grant funding distribution for FY2024 related to special events, festivals, and celebrations.

MEETING DATE:

September 5, 2023

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 FY2024 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 the City of Joplin voters on November 7, 2000.

BACKGROUND:

The purpose of this JCVB grant program is to assist qualified organizations with promoting 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, 2023 & October 31, 2024
- 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 FY2024 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 before the meetings.

Nineteen (19) applications from seventeen (17) organizations, totaling \$267,614 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 considered 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 the strongest funding measurement. Each board member scored the applications individually, the hi/low scores were removed, and all were ranked by the average score received.

Scoring criteria included the ability to increase event attendance, the 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), the 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 FY2024 JCVB Budget:

1. Marketing the 2024 race season, MO-KAN Dragway, 2024 Marketing Campaign, in the amount of Six Thousand dollars (\$6,000).
2. Monster Games 2024, Midwestern Built CrossFit, July 26-28, 2024, in the amount of Fourteen Thousand dollars (\$14,000).
3. 19th Annual Four States Open, Joplin Disc Golf Club, September 27-29, 2024, in the amount of Three Thousand Five Hundred dollars (\$3,500).
4. Mother Road Mayhem truck show, Mother Road Mayhem, May 3-5, 2024, in the amount of Seven Thousand Five Hundred dollars (\$7,500).
5. Eagles Lair III, Joplin Esports Booster Club (Joplin High School), February 10-11, in the amount of Three Thousand dollars (\$3,000).
6. Eagles Lair IV, Joplin Esports Booster Club (Joplin High School), August 31-September 1, 2024, in the amount of Three Thousand dollars (\$3,000).
7. NJCAA (National Junior College Athletic Association) Men's Division 2 Golf National Championship, Twin Hills Golf and Country Club, May 19-24, 2024, in the amount of Five Thousand dollars (\$5,000).
8. American Youth Golf Association Tournament, Twin Hills Golf and Country Club, August 7-11, 2024, in the amount of Five Thousand dollars (\$5,000).
9. Marketing Campaign, Ozark Christian College, 2024 Conference Series, in the amount of Seventeen Thousand Five Hundred dollars (\$17,500).

10. Joplin Memorial Run, Active Lifestyle Events Inc., May 17-18, 2024, in the amount of Five Thousand dollars (\$5,000).
 11. Community Band Outdoor Picnic, Heartland Concert Band, June 22, 2024, in the amount of Two Thousand dollars (\$2,000).
 12. North Heights Porchfest, North Heights Neighborhood, October 4-5, 2024, in the amount of Two Thousand dollars (\$2,000).
 13. ArtCon 2024, Neosho Arts Council, February 3, 2024, in the amount of Three Thousand Five Hundred dollars (\$3,500).
 14. Historic Places Tour Booklet of Murphysburg, Historic Murphysburg Preservation, Inc., marketing project 2024, in the amount of Three Thousand dollars (\$3,000).
 15. JOMO PrideFest, JOMO Pride, Inc., September 6-8, 2024, in the amount of Eight Thousand Five Hundred dollars (\$8,500).
 16. Emancipation Celebration, Emancipation Celebration Committee, August 2-4, 2024, in the amount of Three Thousand dollars (\$3,000).
 17. Museum Promotions, Freedom of Flight Museum, Marketing Project 2024, in the amount of Three Thousand Two Hundred and Fifty dollars (\$3,250).
- With the application from the MSSU Campus Activities Board, the CAB Concert to be held on May 3, 2024, the Advisory Board directed the CVB director to work with that organization to determine a more specific means of support for the event than what was applied for.
 - The application from Dragon's Brook for their October Dragons Brook Renaissance Faire was withdrawn by the organization before the grant application reviews. The application was not scored, and the organization received no funding recommendation.

These recommendations represent \$94,750 of the \$140,000 budgeted for the FY2024 grant program. The balance of \$45,250 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. 2023-609