CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2026-600. This Council Bill authorizes the City of Joplin, Missouri, to enter into a Ground Lease Agreement with Liberty Enterprise Group LLC, a Missouri Corporation, to use property located at 1717 W. 7th Street for the 2026 World Street Painting Festival, authorizing the City Manager to execute the same by and on behalf of the City of Joplin.

MEETING DATE:

Tuesday, January 20, 2026

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

ATTACHMENTS:

CB 2026-600 Ordinance; Ground Lease Agreement between Liberty Enterprise Group LLC; Exhibit A - Site Map

REVIEWED BY:

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

SUMMARY:

This council bill reflects a ground lease of 0.60 acres of real property located at 1717 W. 7th Street, Joplin, Missouri, for the 2026 World Street Painting Festival as part of the Route 66 Centennial celebration. The lease shall begin May 1, 2026, and end October 31, 2027. The site will feature twenty to thirty Route 66-themed 3D Street Paintings. The 2026 Festival will be held from June 2 to 6, 2026. Once the festival ends, "the gallery" of the 3D paintings will be open for public viewing daily from sunrise to sunset.

The Owner shall allow City to use the site rent-free. The City, through CVB funding, shall cover all costs to prepare the site for the festival and restore it to full use as a parking lot once the street painting gallery is completed. The seal coat is estimated to cost approximately $6,000, and the overcoat and striping, which are scheduled for completion after October 2027, are estimated to cost $16,000. (This estimate is based on the public works 2025 cost to seal and stripe the city hall parking lot at .32 per sq ft.). The contract for these costs will be presented later, following the completion of the bidding process.

BACKGROUND:

CVB/Visit Joplin and the World Street Painting Foundation of the Netherlands have partnered to celebrate the Route 66 Centennial in a unique way, through a collection of Route 66-themed 3-D street paintings by world-renowned artists.

The World Street Painting Foundation holds annual *World Street Art Festivals* in the Netherlands and Germany. Through this partnership, a version of these festivals will be held in Joplin on Route 66, the foundation's only US event.

The partnership will provide an international connection with an established audience, a community of artists, and a promotional strategy that reaches both domestic and international markets. The international appeal has become a significant draw for Route 66 during the centennial, as well as an attraction for other overlapping events with global interest in 2026, such as USA 250 and the FIFA World Cup.

> **Street Painting** is a performance art that renders artistic designs on the pavement with semi-permanent materials such as chalk or paint. **3D Art** is a three-dimensional expression of applying the dimensions of height, width, and depth.

In June 2024, an introductory street painting event featuring three U.S.-based artists was held on the grounds of Joplin's Harry M. Cornell Jr. Arts and Entertainment Complex. These initial paintings introduced the public to the art form. The works are displayed outside on the complex's west and north porches.

The 2025 World Street Painting Festival featured ten artists, eight of whom were international. Their 3D paintings are on display in Joplin's Schifferdecker Park.

In 2026, the Centennial year, 20 artists will be presented, of whom sixteen will be internationally acclaimed. The location for this gallery, featuring over twenty 3D paintings, is planned for the parking lot at 1717 W. 7th Street.

Though the art creation event spans five days, the 3D paintings will be on exhibit through October 2027, the end of the Route 66 Centennial celebration (the end of the 2027 travel season). The art in all three galleries is sealed every 3-5 months to protect it from the effects of Nature.

The funding for the World Street Painting Festival is included in the Convention and Visitors Bureau FY2026 budget.

RECOMMENDATIONS:

The CVB Staff recommends approval of this council bill on first reading.