CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2024-604. This Council Bill approves the Agreement between the World Street Painting Foundation, The Netherlands, for consulting on developing and marketing a 3D Street Painting Festival for three years (2024, 2025, 2026) with an option to add 2027 as a signature event to mark the centennial of Route 66 and increase visitation to the Joplin tourism market.

MEETING DATE:

Monday, February 5, 2024

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

ATTACHMENTS:

CB 2024-604 Ordinance; Exhibit A: Request for Proposal 2025-RFP-04: 3D Street Painting Festival Consultant; Exhibit B: Agreement between World Street Painting Foundation & COJ; and Consultant's Bid Proposal.

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 the World Street Painting Foundation to consult on developing and marketing a Joplin Route 66 Centennial signature *3D Street Painting Festival* event for three years (2024, 2025, 2026), with an option to add 2027, with the intent of increasing visitation to the Joplin tourism market.

BACKGROUND:

The Joplin Convention and Visitors Bureau, with the Joplin Celebrations Commission, Joplin Parks and Recreation, and various members of the Joplin Arts community, in conjunction with regional Route 66 partners, have an opportunity to develop a signature event to capitalize on region-wide activities that will be occurring in 2026.

Goal - create a unique, signature event as Joplin's recognition of the 2026 milestone celebration of the Route 66 centennial year.

Concept - develop an international 3D Street Painting Festival with the assistance of an established international street painting organization.

Street Painting - is a performance art rendering artistic designs on the pavement with semi-permanent materials such as chalk or paint.

3D Art - three-dimensional art is the expression of applying the dimensions of height, width, and depth.

The World Street Painting Foundation holds its annual *World Street Art Festivals* in The Netherlands and Germany. Through this agreement, a version of these annual festivals would be held in the U.S.A., namely Joplin and Route 66—their only US location.

This partnership will offer an international connection with an established audience, a community of artists, and an internal marketing team. The international appeal will be a great Route 66 draw during the centennial, plus USA 250, the FIFA World Cup, and other overlapping events with international appeal.

Event specifics:

- Joplin's World 3D Street Painting Festival series will kick off this June with an introduction event (3 artists) to help build momentum and attract sponsors for a more compelling event in 2026 (20 artists).
- The 2025 event would be slightly smaller (10 artists), allowing us to build experience and gain awareness and media exposure.
- Should a decision be made to continue the signature series past the Route 66 Centennial, 2027 may or may not need a consultant's help.
- The festival locations would be along Joplin's historic Route 66. Since the route designation in 1926, Schifferdecker Park has been a Route 66 landmark.
- In 2024, the initial (teaching) event will be on the grounds of the Harry M. Cornell Jr. Arts and Entertainment Complex.
- The 2025-2027 events will be along the dead-end roadway in the southeast corner of Schifferdecker Park.
- Seed funding would come from the CVB budget; however, sponsorships and grant funding, including in-kind contributions, would be sought for most of the budget. Consultant's fees are within the annual budget structure.
- Though the art creation event would span five days, the 3D paintings will be on exhibit for months. This will attract guests for the signature event and then continue attracting viewers for several months.
- Including international artists is a crucial factor in the event's success, providing the CVB with a highly marketable experience to attract visitors from around the globe.
- The working dates are for the event to be held during the first full week of June each year.

FUNDING SOURCE:

Funding for the initial year of the agreement is in the CVB FY 2024 budget.

RECOMMENDATIONS:

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