VISIT JOPLIN MO .COM | CONVENTION & VISITORS BUREAU ADVISORY BOARD

JCVB Advisory Board Meeting

Minutes

July 15, 2025

Attended: Chair: Josh Shackles, Dancy Sisco, Pete Hall, Kevin Greim, and Jeremy Sickman

Absent: Jim Cullumber and John Starchman

Staff: Patrick Tuttle, Kerstin Landwer, and Terry Cunningham

Location: Joplin City Hall, 5th Floor Study

I. **Call to Order**:

Chair Shackles called the meeting to order at 2:30 p.m.

II. **FY2026 Grant Application Review:**

Heard presentations from ten (10) FY26 CVB Grant applicants representing ten (10) organizations.

Each applicant had 5 minutes to support their grant request, followed by 5 minutes of Q&A from the Board members.

This schedule was followed.

FY2026 CVB Grant Application Review Schedule - July 15, 2025			
Time		**Organization**	**Project**
2:30	*Board Orientation – Grant Review Process*		
2:40	1	Visionary Balloonworx	Route 66 Hot Air Balloons and Kites
2:50	*#1 Board Discuss/Scoring*		
2:55	2	MO-KAN Dragway	2026 Drag Race Events
3:05	*#2 Board Discuss/Scoring*		
3:10	3	Ozark Christian College	2026 Conference Series
3:20	*#3 Board Discuss/Scoring*		
3:25	4	Branco Enterprises & Neosho Schools	Neosho Holiday Classic (Basketball)
3:35	*#4 Board Discuss/Scoring*		
3:40	5	Murphysburg	2026 Event Series
3:50	*#5 Board Discuss/Scoring*		
3:55	6	Joplin Disc Golf Club	21st Annual Four States Open
4:05	*#6 Board Discuss/Scoring*		

4:10	7	JOMO Pride, Inc.	JOMO PrideFest
4:20	*#7 Board Discuss/Scoring*		
4:25	8	Joplin Roadrunners	2026 Race Series
4:35	*#8 Board Discuss/Scoring*		
4:40	9	OPEN	OPEN
4:50	*#9 Board Discuss/Scoring*		
4:55	10	MO Liars	MO-Tell Storytellers
5:05	*#10 Board Discuss/Scoring*		
5:10	11	Silver Sage Renaissance Festival	Silver Sage Renaissance Festival
5:20	*#11 Board Discuss/Scoring*		
5:30	*Break, Funding Allocations*		
6:00	*Conclude*		

II. **Conclusion**:

Following the last presentation, the members reviewed their score sheets and, after some discussion, made funding allocations for all eligible applications.

Additionally, the board received a recommendation from staff on three applications from three organizations they reviewed. The board supported these recommendations as:

1. Neosho Arts Council, ArtCon 2026, February 7, 2026, asked for $3,000, and was awarded $3,000.
2. Newton County Tourism Council, Digital Marketing and Website Maintenance, asked for $5,000, and was awarded $3,000.
3. Joplin Trails Coalition, Maple Leaf Bike Tour, October 17, 2026, asked for $900, and was awarded $900.

The final funding allocations were $110,300 of the $140,000 budgeted. The Director will prepare a memo with the detailed recommendations for the Chair's signature, which will be forwarded to the City Council before July 31st.

Mr. Greim moved to accept, and Mr. Sickman seconded; the motion passed.

The Director will write these results as recommendations and forward them to the City Council before July 31st.

The meeting concluded at 5:58 p.m.

Josh Shackles
Chairman

Patrick Tuttle
For the Secretary

Atch: July 24, 2025, Memorandum to the Joplin City Council

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Memorandum

TO: City Council

FROM: Patrick Tuttle, Director

CC: Nick Edwards, City Manager

Holly Nagy, City Clerk

DATE: July 24, 2025

SUBJECT: CVB FY2026 Grant Recommendations

In compliance with City of Joplin code, Sec. 30-273, the CVB Advisory Board "*shall, annually, not later than July 31 of each year, recommend to the city manager and the city council appropriate, desirable expenditures for the funds generated from the tax levies under this division.*" A portion of this requirement is the allocation of funds for the FY2026 CVB Grant program presented herein.

At the July 15 Joplin Convention & Visitors Bureau Advisory Board meeting, they reviewed the FY2026 CVB Grant applications and heard from the requested organizations. At the conclusion of the meeting, the board determined funding allocations, where appropriate, and how much. Thirteen applications from thirteen organizations were reviewed, totaling $176,304 in funding requests. Funding for the grant program is capped at $140,000. Traditionally, up to $130,000 can be awarded through the initial grant process, with $10,000 kept in reserve and awarded throughout the fiscal year.

At the meeting, the board heard from applicants, including a 5-minute presentation and a 5-minute Q&A. Before the meetings, board members received digital copies of all applications. The board considered many factors in its review, including an event's tourism draw, hotel room nights, growth potential, previous funding, reporting standards, overall appeal, and community development.

Applications are worth 100 points, with a minimum of 60 points being the funding benchmark. Each board member scored the applications individually, and the high/low scores were removed. All applications were ranked by the average score received.

Scoring criteria included the ability to increase event attendance, to attract new visitors to Joplin from (70 miles+ one-way) outside the market, to retain a visitor in the area (for at least 3 hours), 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, plus 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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The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations from the FY2026 CVB Budget:

1. Visionary Balloonworx, Route 66 Hot Air Balloon and Kite Festival, September 4-6, 2026, asked for $25,000, awarded $25,000 (scored 88.3).
2. MO-KAN Dragway, 2026 Drag Race Series Marketing, asked for $10,000, awarded $9,600 (scored 83.3).
3. Ozark Christian College, 2026 Conference Series Marketing, asked for $25,000, awarded $18,400 (scored 75.0).
4. Branco Enterprises & Neosho Schools, Neosho Holiday Classic (Basketball), December 29-31, 2025, asked for $25,000, awarded $11,200 (scored 62.3).
5. Murphysburg Historic District, 2026 Event Series Marketing, asked for $14,764, awarded $3,200 (scored 53.3).
6. Joplin Disc Golf Club, 21st Annual Four States Open, September 25-27, 2026, asked for $9,585, awarded $3,900 (scored 63.3).
7. JOMO Pride, Inc., JOMO PrideFest, September 4-6, 2026, asked for $17,800 and was awarded $10,300 (scored 73.3).
8. Joplin Roadrunners, 2026 Race Series Marketing, asked for $9,200, awarded $3,800 (scored 61.7).
9. MO Liars, MO-Tell Storytellers, July 10-11, 2026, asked for $6,055, awarded $3,000 (scored 64.0).
10. Silver Sage Renaissance Festival, Silver Sage Renaissance Festival, May 30-31, and June 6-7, 2026, asked for $25,000, awarded $15,000 (scored 67.3).

The board received a recommendation from staff on three applications from three organizations they reviewed. The board supported these recommendations as:

4. Neosho Arts Council, ArtCon 2026, February 7, 2026, asked for $3,000, and was awarded $3,000.
5. Newton County Tourism Council, Digital Marketing and Website Maintenance, asked for $5,000, and was awarded $3,000.
6. Joplin Trails Coalition, Maple Leaf Bike Tour, October 17, 2026, asked for $900, awarded $900.

These recommendations represent $110,300 of the $140,000 budgeted for the FY2026 grant program. The balance of $30,000 will be allocated throughout the fiscal year, following the same grant usage guidelines.

These recommendations will be on the agenda of the September 2nd City Council meeting. Copies of the applications and scoring are in the CVB, should you wish to review any portion of the program.

Respectfully submitted.

Josh Shackles
Board Chair

Patrick Tuttle
Director