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

JCVB Advisory Board Meeting

Minutes

July 25, 2023

Attended: Chair: Jim Cullumber, Co-Chair: Mike Greninger, Sec: Josh Shackles, Pete Hall, Kevin Greim, Erin Slifka

Staff: Patrick Tuttle

Location: Joplin City Hall, 5th Floor Study

I. **Call to Order**:

Chair Cullumber called the meeting to order at 3:00 p.m.

II. **FY2024 Grant Application Review (meeting 2 of 2):**

Heard presentations from ten (10) FY24 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.

FY2024 CVB Grant Application Review #2 - July 25, 2023				
Time		**Organization**	**Project**	**Event Date(s)**
3:00	*Board Orientation – Grant Review Process*			
3:10	10	Ozark Christian College	OCC Conference Marketing 2024	2024 Conference Series
3:20	*Board Discuss/Scoring*			
3:25	11	Active Lifestyle Events Inc	Joplin Memorial Run 2024	May 17-18, 2024
3:35	*Board Discuss/Scoring*			
3:40	12	Heartland Concert Band	Community Band Outdoor Picnic 2024	June 22, 2024
3:50	*Board Discuss/Scoring*			
3:55	13	MSSU Campus Activites Board	MSSU CAB Concert	May 3, 2024
4:05	*Board Discuss/Scoring*			
4:10	14	North Heights Neighborhood	North Heights Porchfest 2024	October 4-5, 2024

4:20	*Board Discuss/Scoring*			
4:25	15	Neosho Arts Council	ArtCon 2024	February 3, 2024
4:35	*Board Discuss/Scoring*			
4:40	16	Historic Murphysburg Preservation, Inc	Tour Booklet for Murphysburg Historic Places	Marketing Project 2024
4:50	*Board Discuss/Scoring*			
4:55	17	JOMO Pride, Inc.	JOMO PrideFest 2024	September 6-8, 2024
5:10	*Board Discuss/Scoring*			
5:15	18	Emancipation Celebration Committee	Emancipation Celebration 2024	August 2-4, 2024
5:25	*Board Discuss/Scoring*			
5:30	19	Freedom of Flight Museum	Freedom of Flight Museum Marketing 2024	Marketing Project 2024
5:40	*Board Discuss/Scoring*			
5:45	*Break, Funding Allocations*			
6:15	*Conclude*			

II. **Conclusion**:

All other applicants presented and scored.

Following the last presentation, the members reviewed their score sheets from both sessions, then following some discussion, made funding allocations for all eligible applications.

The Director will put these results into letter format as recommendations and forward them to the City Council before July 31st.

The meeting concluded at 6:00 p.m.

1 Atch: Recommendations to Council.

James Cullumber
Chairman

Patrick Tuttle
For the Secretary

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Memorandum

TO: City Council

FROM: Patrick Tuttle, Director

CC: Nick Edwards, City Manager

Holly Nagy, City Clerk

DATE: July 31, 2023

SUBJECT: JCVB FY2024 Grant Recommendations

In compliance with City of Joplin code, Sec. 30-273, the JCVB 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 FY2024 JCVB Grant funds and presented herein.

At the June and July meetings of the Joplin Convention & Visitors Bureau Advisory Board, they reviewed the FY2024 CVB Grant applications and heard from the requesting organizations. At the conclusion of the July meeting, the board determined funding allocations: where appropriate and how much. At both meetings, the board heard from applicants, including a 5-minute presentation and 5-minute Q&A. Board members received digital copies of all applications before the meetings.

19 applications from 17 organizations were reviewed, totaling $276,614 in funding requests. 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 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 100 points, with a 60-point benchmark being the strongest funding measurement. Each board member individually scored the applications; the high/low scores were removed, then all were ranked by the average score received. Scoring criteria included: 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), 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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The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations from the FY2024 JCVB Budget:

1. **Dragster Events (4)**, Mo-Kan Dragway, Marketing Campaign 2024, asked for $12,000, awarded $6,000 (scored 57.3).
2. **Monster Games**, Midwestern Built CrossFit, July 26-28, 2024, asked for $18,000, awarded $14,000 (scored 72.3).
3. **19th Annual Four States Open**, Joplin Disc Golf Club, September 27-29, 2024, asked for $16,985, awarded $3,500 (scored 51.7).
4. **Mother Road Mayhem**, Mother Road Mayhem, May 3-5, 2024, asked for $25,000, awarded $7,500 (scored 78.3).
5. **Eagles Lair III**, Joplin Esports Booster Club, JHS, February 10-11, 2024, asked for $25,000, awarded $3,000 (scored 68.3)
6. **Eagles Lair IV**, Joplin Esports Booster Club, JHS, August 31-September 1, 2024, asked for $25,000, awarded $3,000 (scored 68.3)
7. **NJCCA Men's D-2 Golf National Championship**, Twin Hills Golf and Country Club, May 19-24, 2024, asked for $5,300, awarded $5,000 (scored 53.0)
8. **American Youth Golf Association Tournament**, Twin Hills Golf and Country Club, August 7-11, 2024, asked for $8,000, awarded $5,000 (scored 51.5)
9. **2024 Conference Series Marketing**, Ozark Christian College, 2024 Marketing, asked for $25,000, awarded $17,500 (scored 81.8).
10. **Joplin Memorial Run**, Active Lifestyle Events, Inc., May 17-18, 2024, asked for $15,000, awarded $5,000 (scored 67.5).
11. **Community Band Outdoor Picnic 2024**, Heartland Concert Band, June 22, 2024, asked for $7,110, awarded $2,000 (scored 54.5).
12. **North Heights Porchfest**, North Heights Neighborhood, October 4-5, 2024, asked for $5,500, awarded $2,000 (scored 55.8).
13. **Neosho ArtCom**, Neosho Arts Council, February 3, 2024, asked for $7,919, awarded $3,500 (scored 71.5).
14. **Tour Booklet Murphysburg Historic Places**, Historic Murphysburg Preservation, Inc., Marketing Project 2024, asked for $4,900, awarded $3,000 (scored 55.0).
15. **JOMO PrideFest 2024**, JOMO Pride, Inc., September 6-8, 2024, asked for $15,125, awarded $8,500 (scored 68.3).
16. **Emancipation Days"**, Emancipation Celebration Committee, August 2-4, 2024, asked for $7,525, awarded $3,000 (scored 52.5).
17. **Freedom of Flight Museum Marketing**, Freedom of Flight Museum, 2024 Marketing, asked for $3,250, awarded $3,250 (scored 60.8).

Two applications from two organizations were tabled, and no funding was awarded.

18. **MSSU CAB Concert**, MSSU Campus Activities Board, May 3, 2024, asked for $25,000, no funding was awarded (scored 54.3). The CVB Advisory Board asked the director to work with this organization to find a better fit for receiving funding.
19. **Dragons Brook Renaissance Faire**, Dragon's Brook, application was withdrawn for 2024 by the organization (not scored).

These recommendations represent $94,750 of the $140,000 budgeted for the FY2024 grant program. The balance of $45,250 will be allocated throughout the fiscal year following the same grant usage guidelines.

These recommendations will be on the formal agenda for the 5th of September City Council meeting. Copies of the applications and scoring will be in the city clerk's office should you wish to review any portion of the program.

Respectfully submitted.

Jim Cullumber
Board Chair

Patrick Tuttle
Director