City of Joplin City Council Agenda Item

Requested Council Meeting Date: August 7, 2017

ITEM: Council Bill No. 2017-606. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2018 relating to special events, festivals and celebrations.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2017-606

DEPARTMENT HEAD:	Patrick W. Tuttle	DATE:
CITY MANAGER:	Sam Anselm	DATE:
CITY ATTORNEY:	Peter C. Edwards	DATE:
FINANCE DEPARTMENT:	Leslie Haase	DATE:

INTRODUCTION:

This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2018 special events, festivals and celebrations. Funding comes from a portion of the Occupational License Tax (JCVB Hotel/Motel tax) monies collected resulting from Ordinance No. 2000-048 as authorized by City of Joplin voters on November 7, 2000.

SUMMARY:

The purpose of this Grant Program is to assist qualified organizations with the promotion of 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, 2017 & October 31, 2018;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

On July 17, 2018, the Joplin Convention & Visitors Bureau (JCVB) Advisory Board held a meeting to review and discuss applications submitted for the FY18 Events & Attractions Grant Program. Following the review, the Board listened to presentations from each of the applicants that included a 5-minute presentation and 5-minute question and answer period.

25 funding requests from 22 organizations totaled $269,302.25 were received. Annual funding available for this program is capped at $110,000.00.

In their review, the Board took into consideration many factors including, an events 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 minimum of 60-points required to be eligible for funding. Applications were scored and ranked by the total number of points received. Scoring criteria included: Ability to increase event attendance, 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 hour), 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. Just because an event received 60-points does not automatically mean it will receive funding. Following the scoring and ranking, the Advisory Board discussed each application and made final funding decisions.

Due to the record number of applications and the high dollar amount requested, 16 of the 25 applications received funding and no single applicant received full funding. The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following funding recommendations for your approval:

1. Four-State Trucks/Chrome Shop Mafia, for **Guilty by Association**, scored 97.8, asked for $15,000, awarded $14,670.
2. MSSU Alumni Association for **Alumni Tracking Software**, scored 84.0, asked for $3,500, awarded $2,940.
3. Ozark Christian College, for **2018 Conference Series**, scored 82.3, asked for $15,000, awarded $12,345.
4. Active Lifestyle Inc., for **Joplin Memorial Marathon**, scored 81.3, asked for $15,000, awarded $12,195.
5. Rufus Racing, for **Summer Roundup Triathlon**, scored 77.4, asked for $15,000, awarded $11,610.
6. Emancipation Celebration Committee for **Emancipation Park Day Celebration**, scored 76.8, asked for $4,700, awarded $3,610.
7. Joplin Disc Golf Club for **13th Annual Four State Open**, scored 74.6, asked for $14,450, awarded $10,780.
8. George A. Spiva Center for the Arts for a **Veterans Art Exhibit**, scored 72.2, asked for $7,990, awarded $5,769.
9. George Washington Carver Birthplace Association, for the **Marketing the Park's 75th Anniversary year**, scored 71.0, asked for $11,466, awarded $8,141.
10. ProMusica for **2018 Concert Series**, scored 70.4, asked for $3,375, awarded $2,376).
11. Alliance of Southwest Missouri for **Hope Conference**, scored 69.3, asked for $8,630, awarded $5,981.
12. Downtown Joplin Alliance for **2018 Events Marketing**, scored 67.6, asked for $7,500, awarded $5,070.

13. Central Christian Center for **Joyful Hearts Conference**, scored 67.4, asked for $8,500, awarded $5,729.
14. Carl Junction Chamber of Commerce for the **18th Annual Carl Junction Bluegrass Festival**, scored 65.2, asked for $5,402, awarded $3,522.
15. Joplin Art Fest Committee for the **Joplin Arts Fest**, scored 64.0, asked for $5,200, awarded $3,375.
16. Historic Murphysburg Preservation, Inc. for **Heritage Homes Tour**, scored 63.1, asked for $2,990, awarded $1,887.

RECOMMENDATION:

The JCVB Advisory Board and Staff recommend for Joplin City Council approval the funding recommendation of $100,000 and that Grants be awarded for the sixteen (16) events and attractions described above.

ATTACHMENTS:

None.