JOPLIN
CONVENTION & VISITORS BUREAU

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Memorandum

TO:	Members of City Council
FROM:	Patrick Tuttle, JCVB Director
CC:	San Anselm, City Manager Barb Hogelin, City Clerk
DATE:	July 24, 2017
SUBJECT:	JCVB FY18 Grant Recommendations

On July 17, 2017, at 8:00 a.m. the Joplin Convention & Visitors Bureau (JCVB) Advisory Board held a meeting to review and discuss applications submitted for the FY18 JCVB Events & Attractions Grant program, and determine funding allocations; where appropriate and how much. At this meeting the board listened to presentations from each of the applicants which included a 5-minute presentation and 5-minute Q&A. Each board member received electronic or paper copies of all applications two weeks in advance of this meeting. 10 of the 11 board members were present.

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. Each application was 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 would 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, not every applicant received funding in the coming fiscal year and no single application received full funding.

The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following funding recommendations for City Council 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.

Of the nine (9) applications which received no funding, two (2) did score in the 60-percentile range (62.6 and 60.1 respectively), but were at the bottom of the 60+ group and no funding:

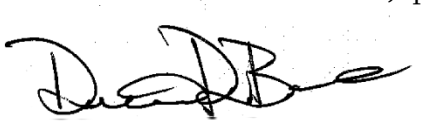
1. Freedom of Flight Museum, **Marketing Campaign**, scored 62.6, asked for $15,000, awarded $0.
2. Freedom of Flight Museum, **Aviation Gala**, scored 60.1, asked for $7,790, awarded $0.

The other seven (7) received a score below the 60-point minimum:

3. TwelveOne Race Management, **Mother Road Marathon**, not scored, asked for $15,000, awarded $0.
4. TwelveOne Race Management, **2018 Race Series**, not scored, asked for $15,000, awarded $0.
5. Joplin History and Mineral Museum, **Wi-Fi Installation**, not scored, asked for $2,287, awarded $0.
6. Joplin History and Mineral Museum, **Chautauqua, Civil War**, scored 53.5, asked for $15,000, awarded $0.
7. City of Webb City, **Cruise-a-Palooza** (Route 66), scored 53.0, asked for $12,600, awarded $0.
8. Wildcat Glades Conservation and Audubon Center, **Shoal Creek Water Festival**, scored 53.0, asked for $10,900, awarded $0.
9. George A. Spiva Center for the Arts, **PhotoSpiva**, scored 49.1, asked for $14,892, awarded $0.

Two of these seven will be addressed outside the FY18 Grant cycle. Support for the 2018 Mother Road Marathon will be determined following the 2017 event in October, and the JCVB Advisory Board directed the JCVB Director to explore the issue of Wi-Fi for the museum more thoroughly before determining where the JCVB could best assist.

These recommendations for the FY18 Events & Attractions Grant program are respectfully submitted on behalf of the Joplin Convention & Visitors Bureau Advisory Board.



Denise DuBois
Chairperson



Patrick Tuttle
Director