Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417.625.4789
VisitJoplinMO.com

Memorandum

TO:	Joplin City Council
FROM:	Patrick Tuttle, JCVB Director
CC:	Dan Pekarek, Interim City Manager Barbara Gollhofer, City Clerk
DATE:	July 30, 2019
SUBJECT:	JCVB FY2020 Grant Recommendations

On July 22, 2019, at 8:30 a.m. the Joplin Convention & Visitors Bureau Advisory Board held a meeting to review and discuss applications submitted for the FY2020 CVB Grant Program and to determine funding allocations; where appropriate and how much. At this meeting the board listened to presentations from applicants which included a 5-minute presentation and 5-minute Q&A. Each board member received digital copies of all applications in advance of the meeting. All board members were present for this review.

17 funding applications from 17 organizations totaling $211,200 in requests were received. Funding for this 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 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 benchmark for funding. Each board member individually scored the applications, the hi/low scores were removed, then all were ranked by the average score 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. Following the scoring and ranking of all applications, the Advisory Board discussed each application and made final funding decisions.

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For the FY2020 grant cycle the Advisory Board heard from nine (9) grant applicants that specially represented "events" while the CVB staff reviewed and evaluated eight (8) applications that were "marketing" based. These "marketing" requests were presented to the board as a single package at the end of the application review.

The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations:

EVENTS APPLICATIONS

1. Active Lifestyle Inc., for **Joplin Memorial Run**, scored 79.1, asked for $18,000, awarded $10,000.
2. George A. Spiva Center for the Arts, for **Master Level Art Instruction**, scored 74.6, asked for $12,000, awarded $6,000.
3. Four-State Trucks/Chrome Shop Mafia, for **Guilty by Association**, scored 100.0, asked for $25,000, awarded $25,000.
4. Joplin ArtFest Committee for the **Joplin ArtsFest**, scored 68.3, asked for $13,340, awarded $7,500.
5. Carl Junction Chamber of Commerce for the **23rd annual Carl Junction Bluegrass Festival**, scored 64.2, asked for $11,070, awarded $3,000.
6. Joplin Disc Golf Club for **15th annual Four State Open**, scored 76.8, asked for $19,450, awarded $8,000.
7. Rufus Racing, for **12th annual Summer Roundup Triathlon**, scored 82.6, asked for $17,035, awarded $8,000.
8. Emancipation Celebration Committee for **Emancipation Park Day Celebration**, scored 70.8, asked for $4,500, awarded $4,500.
9. Ozark Christian College, for **2020 Conference Series** (5 conferences), scored 88.2, asked for $25,000, awarded $17,500.

MARKETING APPLICATIONS

10. Downtown Joplin Alliance for **2020 Events Marketing Campaign**, asked for $13,900, awarded $3,000.

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11. Historic Murphysburg Preservation, Inc for **Home for the Holidays**, asked for $1,000, awarded $1,000.
12. George Washington Carver National Monument, for **Marketing Park Events**, asked for $15,000, awarded $5,000.
13. MSSU Alumni Association for **Alumni Tracking Software**, asked for $3,500, awarded $3,500.
14. Joplin History and Mineral Museum, for **Museum Marketing Campaign**, asked for $13,850, awarded $5,000.
15. Wildcat Glades friends Group, for Events Marketing, asked for $14,995, awarded $3,000.
16. ProMusica for **2020 Concert Series** (6 concerts), asked for $2,560, awarded $2,560.
17. Carthage CVB, for a **Joint Marketing Effort**, asked for $1,000, awarded $1,000.

In total, these recommendations represent $113,560 of the $140,000 budgeted for the FY2020 grant program. The balance of $26,440 will be allocated throughout the fiscal year following the same applicant guidelines.

Additionally, at the July 22nd meeting, two (2) applications were reviewed and discussed that were eligible for funding under the FY2019 criteria and timeframe.

18. Historic Murphysburg Preservation, Inc for **Marketing for the December 2019 Home for the Holidays**, asked for $4,500, awarded $4,500.
19. Joplin History and Mineral Museum, for **an improved Bonnie & Clyde exhibit**, asked for $2,550, awarded up to $3,000.

These recommendations are respectfully submitted for Joplin City Council approval, with items 1-17 to be within the FY2020 budget, and items 18-19 added to the FY2019 Budget, by the Joplin Convention & Visitors Bureau Advisory Board.

Mike Wilson
Board Chair

Patrick Tuttle
Director