City of Joplin City Council Agenda Item

Requested Council Meeting Date: August 20, 2018

ITEM: Council Bill No. 2018-611. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2019 relating to special events, festivals and celebrations.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2018-611

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 FY2019 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, 2018 & October 31, 2019;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

On July 24, 2018, the Joplin Convention & Visitors Bureau Advisory Board held a meeting to review and discuss applications submitted for the FY19 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.

19 funding requests from 18 organizations totaled $212,025.25 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.

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

1. Ozark Christian College, for **2019 Conference Series** (5 conferences), scored 88.8, asked for $15,000, awarded $12,500 (Twelve Thousand Five Hundred dollars).
2. MSSU Alumni Association for **Alumni Tracking Software**, scored 87.7, asked for $3,500, awarded $3,500 (Three-Thousand Five Hundred dollars).
3. Phi Beta Sigma Fraternity (with George Washington Carver National Monument), for **Carver Legacy Event**, scored 84.1, asked for $9,700, awarded $5,800 (Five Thousand Eight Hundred dollars); specifically, for entertainment.
4. Active Lifestyle Inc., for **Joplin Memorial Run**, scored 82.0, asked for $15,000, awarded $10,000 (Ten Thousand dollars).
5. Joplin Disc Golf Club for **14th Annual Four State Open**, scored 76.6, asked for $15,000, awarded $8,000 (Eight Thousand dollars).
6. Rufus Racing, for **Summer Roundup Triathlon**, scored 75.0, asked for $15,000, awarded $7,500 (Seven Thousand Five Hundred dollars).
7. Downtown Joplin Alliance for **2019 Events Marketing Campaign**, scored 68.9, asked for $13,900, awarded $8,000 (Eight Thousand dollars).
8. ProMusica for **2019 Concert Series** (7 concerts), scored 67.3, asked for $2,330, awarded $2,000 (Two Thousand dollars).
9. Joplin Art Fest Committee for the **Joplin Arts Fest**, scored 64.6, asked for $15,000, awarded $6,000 (Six Thousand dollars).
10. Carl Junction Chamber of Commerce for the **19th Annual Carl Junction Bluegrass Festival**, scored 64.4, asked for $15,000, awarded $1,500 (One Thousand Five Hundred dollars); specifically, for digital marketing.
11. Emancipation Celebration Committee for **Emancipation Park Day Celebration**, scored 60.6, asked for $5,500, awarded $3,150 (Three Thousand One Hundred and Fifty dollars); specifically, for entertainment.
12. Joplin History and Mineral Museum, for **Museum Marketing Campaign**, scored 60.6, asked for $14,760, awarded $7,000 (Seven Thousand dollars); specifically, for digital marketing.

13. George A. Spiva Center for the Arts, for **PhotoSpiva**, scored 60.3, asked for $13,045.25, awarded $3,500 (Three Thousand Five Hundred dollars); specifically, for updating the event web site.

Additionally, the board recommends funding for three applications which scored in the mid-to-upper 50s. The recommended funding for two of these are not specifically for the event the application was written for but for the greater work the organization does in support of tourism. For these two, the reimbursable funds are earmarked for marketing at the organizations discretion over the course of the grant year.

14. Connect 2 Culture, for **Fiddler's on the Route**, scored 59.1, asked for $15,000, awarded $5,000 (Five Thousand dollars).
15. Wildcat Glades Friends Group, for, **Shoal Creek Water Festival**, scored 56.5, asked for $12,800, awarded $5,000 (Five Thousand dollars).

The Mother Road Marathon, with its long relationship with the CVB scored below the 60-point mark but the Board recognizes that some level of marketing support is important. These reimbursable funds are earmarked for marketing this event.

16. TwelveOne Race Management, **Mother Road Marathon**, scored 59.6, asked for $15,000, awarded $4,000 (Four Thousand dollars).

Two applications scored lower and not recommended for funded.

17. Central Christian Church, for **Joyful Hearts Conference**, scored 47.5, asked for $7,205, awarded $0.
18. TwelveOne Race Management, for **Amazing Grace 15K run**, scored 37.9, asked for $6,000, awarded $0.

One application was not scored at the organization's request. After the application submission deadline, they decided to move their event to even numbered years and will not have a 2019 event. They will apply next year for FY20 funding.

19. Four-State Trucks/Chrome Shop Mafia, for **Guilty by Association**, no score, asked for $15,000, awarded $0.

In total, these recommended allocations of the FY2019 JCVB Events & Attractions Grant program total $92,450.00.

RECOMMENDATION:

The JCVB Advisory Board and Staff recommend for Joplin City Council approval the funding recommendations and Grants be awarded for the sixteen (16) events and attractions described above.

ATTACHMENTS:

None.