City of Joplin City Council Agenda Item

Requested Council Meeting Date: August 19, 2019

ITEM: Council Bill No. 2019-617. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2020 relating to special events, festivals and celebrations.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2019-617

DEPARTMENT HEAD:	Patrick W. Tuttle	DATE:
INTERIM CITY MANAGER:	Dan Pekarek	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 FY2020 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, 2019 & October 31, 2020;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

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.

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:

EVENT APPLICATIONS

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

MARKETING APPLICATIONS

10. Downtown Joplin Alliance for **2020 Event Marketing Campaign**, asked for $13,900, awarded $3,000.
11. Historic Murphysburg Preservation, Inc for **2020 Home for the Holidays**, asked for $1,000, awarded $1,000.
12. George Washington Carver National Monument, for **Marketing 2020 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 **2020 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 which were eligible for funding under the FY2019 criteria and timeframe.

1. Historic Murphysburg Preservation, Inc for **Marketing for the December 2019 Home for the Holidays**, asked for $4,500, awarded $4,500.
2. 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.

RECOMMENDATION:

The JCVB Advisory Board and Staff recommend City Council approving the funding recommendations for grant applications as described above.

ATTACHMENTS:

None.

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

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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

COUNCIL BILL NO. 2019-617 **ORDINANCE NO**.

AN ORDINANCE approving the applications of Active Lifestyle Inc., for Joplin Memorial Run; George A. Spiva Center for the Arts, for Master Level Art Instruction; Four-State Trucks/Chrome Shop Mafia, for Guilty by Association; Joplin Arts Fest Committee for the Joplin Arts Fest; Carl Junction Chamber of Commerce for the 23rd annual Carl Junction Bluegrass Festival; Joplin Disc Golf Club for 15th annual Four State Open; Rufus Racing, for 12th annual Summer Roundup Triathlon; Emancipation Celebration Committee for Emancipation Park Day Celebration; Ozark Christian College, for 2020 Conference Series; Downtown Joplin Alliance for 2020 Event Marketing Campaign; Historic Murphysburg Preservation, Inc for the 2019 and 2020 Home for the Holidays events; George Washington Carver National Monument, for Marketing 2020 Park Events; Missouri Southern State University Alumni Association for Alumni Tracking Software; Joplin History and Mineral Museum, for a 2020 Marketing Campaign and upgrade to the Bonnie and Clyde Exhibit; Wildcat Glades Friends Group, for 2020 Event Marketing; ProMusica for 2020 Concert Series; and a Joint Marketing Effort with the Carthage CVB for utilization of FY2020 Festivals and Celebrations support pursuant to Ordinance No. 2000-148, as authorized by the voters on November 7, 2000; authorizing the City Manager to execute appropriate agreements with each such organization for the utilization of such funds.

WHEREAS, the voters of the City of Joplin approved an increase in the Occupational License Tax for transient sleeping accommodations at an election held on November 7, 2000; and,

WHEREAS, pursuant to the provisions of Ordinance No. 2000-148, a portion of said funds are to be utilized for festivals or celebrations intended to attract visitors from the region to the City and other related activities in the City; and,

WHEREAS, the Convention & Visitors Bureau Advisory Board established an application procedure and reviewed the applications of numerous organizations, and, have recommended to the Council that certain festivals, celebrations, events and attractions be funded utilizing a portion of said proceeds; and,

WHEREAS, after having a Public Hearing thereon, as required by said ordinance, the Council of the City of Joplin desires to utilize a portion of the proceeds from said tax in accordance with the recommendations of the Convention & Visitors Bureau Advisory Board.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, as follows:

Section 1. That the Application of Active Lifestyle Inc., for **Joplin Memorial Run**, in the amount of Ten Thousand dollars ($10,000); George A. Spiva Center for the Arts, for **Master Level Art Instruction**, in the amount of Six Thousand dollars ($6,000); Four-State Trucks/Chrome Shop Mafia, for **Guilty by Association**, in the amount of Twenty-Five Thousand dollars ($25,000); Joplin ArtsFest Committee for the **Joplin ArtsFest**, in the amount of Seven Thousand Five Hundred dollars ($7,500); Carl Junction Chamber of Commerce for the **23rd annual Carl Junction Bluegrass Festival**, in the amount of Three Thousand dollars ($3,000); Joplin Disc Golf Club for **15th annual Four State Open**, in the amount of Eight Thousand dollars ($8,000); Rufus Racing, for **12th annual Summer Roundup Triathlon**, in the amount of Eight Thousand dollars ($8,000); Emancipation Celebration Committee for **Emancipation Park Day Celebration**, in the amount of Four Thousand Five Hundred dollars ($4,500);

Ozark Christian College, for **2020 Conference Series** in the amount of Seventeen Thousand Five Hundred dollars ($17,500); Downtown Joplin Alliance for **2020 Event Marketing Campaign**, in the amount of Three Thousand dollars ($3,000); Historic Murphysburg Preservation, Inc for **Home for the Holidays**, in the amount of One Thousand dollars ($1,000); George Washington Carver National Monument, for **Marketing Park Events** in the amount of Five Thousand dollars ($5,000); MSSU Alumni Association for **Alumni Tracking Software**, in the amount of Three Thousand Five Hundred ($3,500); Joplin History and Mineral Museum, for **2020 Marketing Campaign**, in the amount of Five Thousand dollars ($5,000); Wildcat Glades Friends Group, for 2020 Event Marketing in the amount of Three Thousand dollars ($3,000); ProMusica for **2020 Concert Series** in the amount of Two Thousand Five Hundred & Sixty dollars ($2,560), and Carthage Convention & Visitors Bureau, for a **Joint Marketing Effort with the Joplin CVB** in the amount of One Thousand dollars ($1,000), for utilization of FY2020 Festivals and Celebrations support pursuant to Ordinance No. 2000-148, as authorized by the voters on November 7, 2000, be and the same are hereby approved.

Additionally, Historic Murphysburg Preservation, Inc for **Marketing for the December 2019 Home for the Holidays** in the amount of Four Thousand Five Hundred dollars ($4,500), and Joplin History and Mineral Museum, to **improve the Museum's Bonnie & Clyde exhibit** in the amount of, up to, Three Thousand dollars ($3,000), for utilization of FY2019 Festivals and Celebrations support pursuant to Ordinance No. 2000-148, as authorized by the voters on November 7, 2000, be and the same are hereby approved.

Section 2. That the City Manager is hereby authorized and directed to execute appropriate Agreements, by and on behalf of the City of Joplin, with each said organization for the expenditure of said funds in accordance with the recommendation of the Joplin Convention & Visitors Bureau, and, in accordance with Ordinance No. 2000-148.

PASSED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, this _____ day of _____, 2019

_____
Gary L. Shaw, Mayor

ATTEST:

_____
Barbara J. Gollhofer, City Clerk

APPROVED AS TO FORM:

_____
Peter C. Edwards, City Attorney

I hereby certify that a sufficient amount is available in the CVB Fund, Accounts No. 105-4080-560-7505 to pay the grant amounts awarded.

_____
Leslie Haase, Director of Finance