CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2021-609 - Approves the Joplin Convention & Visitor Bureau's grant funding distribution for FY22 relating to special events, festivals, and celebrations.

MEETING DATE:

September 7, 2021

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, Director of Finance-Leslie Haase, City Attorney-Peter Edwards, City Manager-Nicholas Edwards

SUMMARY REQUEST:

This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) grant distribution for FY22 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.

BACKGROUND:

The purpose of this JCVB 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, 2021 & October 31, 2022
- Events must be held within 20 miles of Joplin city limits
- Events must be open to the general public

At their June, July, and August meetings the Joplin Convention & Visitors Bureau Advisory Board reviewed the FY22 CVB Grant applications and heard from the requesting organizations. At the conclusion of the July and August meetings they determined funding allocations; where appropriate and how much. At each of these meetings the board heard from each applicant which included a 5-minute presentation and 5-minute Q&A. Board members received digital copies of all applications in advance of the meetings.

16 applications from 14 organizations, totaling $197,192 in funding requests were received. Funding for the grant 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 high/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 hours, 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 members discussed each and made final funding decisions.

FUNDING SOURCE:

CVB Grant Funding is from a dedicated portion of the CVB's annual budget.

RECOMMENDATIONS:

The Joplin Convention & Visitors Bureau Advisory Board respectfully submits the following grant funding recommendations from the FY2022 JCVB Budget:

1. Monster Games, Midwestern Built CrossFit, Summer 2022, in the amount of Twelve Thousand dollars ($12,000)
2. 2022 Conference Series Marketing, Ozark Christian College, in the amount of Fifteen Thousand dollars ($15,000)
3. MSSU Alumni, 2022 Marketing Campaign, in the amount of Three Thousand dollars ($3,000)
4. JOMO Pride, JOMO Pride, Inc., in the amount of Six Thousand Five Hundred dollars ($6,500)
5. Summer Roundup Triathlon, Rufus Racing LLC, in the amount of Six Thousand Five Hundred dollars ($6,500)
6. Joplin Memorial Run, Active Lifestyles, in the amount of Seven Thousand Five Hundred dollars ($7,500)
7. Art Con, Neosho Arts Council, in the amount of Two Thousand Five Hundred dollars ($2,500)
8. 17th Annual Four States Open, Joplin Disc Golf Club, in the amount of Eight Thousand One Hundred dollars ($8,100)
9. Emancipation "Parks Day", Emancipation Celebration Committee, in the amount of Three Thousand dollars ($3,000)
10. Carl Junction 25th Bluegrass Festival, Carl Junction Chamber of Commerce, in the amount of Two Thousand Five Hundred dollars ($2,500)

11. 2nd annual Mother Road Mayhem, from KEG Media (Fort Smith, Arkansas), in the amount of Fifteen Thousand dollars ($15,000), stipulated as $5,000 towards social media, $3,000 towards print marketing, and $4,000 towards other promotional efforts, with a "not to exceed" amount of $3,000 available for City services, such as parks fees/personnel and security.

12. Ball'N Prep Girls Basketball Tournament, from JW Sports Worldwide LLC, in the amount of Eight Thousand One Hundred dollars ($8,100), stipulated as reimbursement of referee expenses (at $225 per game).

- Two (2) applications, both from Downtown Joplin Alliance scored just below the required score of 60 points. The board directed the CVB director to work with DJA to see where specific financial support could be given from event marketing funds. These requests were for Joplin Arts Fest, and the 2022 Marketing Campaign of Empire Market and other DJA sponsored events.
- Two applications scored well below the required 60 points and were not considered for funding. They were Emancipation Celebration Committee, Emancipation Celebration Art Expo, and the Real Love = Real Change, 2nd Annual Joplin for Justice Celebration.

In total, these recommendations represent $89,700 of the $140,000 budgeted for the FY22 grant program. The balance of $50,300 will be allocated throughout the fiscal year following the same application guidelines.

Staff recommends approval of this council bill on first reading.

ATTACHMENTS:

Council Bill No. 2021-609

Grant Applicants (available in city clerk's office)