City of Joplin City Council Agenda Item

Requested Council Meeting Date: September 7, 2015

ITEM: Council Bill No. 2015-620. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2016 relating to special events, festivals and celebrations.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2015-620.

DEPARTMENT HEAD:	Patrick W. Tuttle	DATE:
INTERIM 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 FY2016 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, and submitted as recommendation from the JCVB Advisory Board.

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;
- Event or promotion must be held between Nov 1, 2015 & Oct 31, 2016;
- Event or promotion must be held within 20 miles of Joplin city limits;
- Event or promotion must be open to the general public.

On July 15, 2015, the Joplin Convention & Visitors Bureau (JCVB) Advisory Board held a meeting to review and discuss applications submitted for the FY16 Events & Attractions Grant offered through the JCVB. Following the review, the Board listened to presentations from each applicant that included a 5-minute presentation and 5-minute question and answer period.

Funding requests from the fourteen (14) applications totaled $150,610.63. Grant funds available for this program are capped at $110,000. To reach their funding recommendations, the advisory board took into consideration several factors through a detailed scoring criteria.

Applications were 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 application received 60 points did not automatically mean it would receive funding.

Following the scoring and ranking the Advisory Board discussed each application and made final funding decisions. For the coming fiscal year, they were able to fund every application at least a portion of their request. In a July 29, 2015, Memo to Council, the Joplin Convention & Visitors Bureau Advisory Board submitted the following funding recommendations:

1) Historic Murphysburg Preservation, Inc., **MURPHYSBURG HISTORIC HOME DISTRICT, FY2016**
   REQUESTED = $6,843, RECOMMENDED = $6,843
   Print and social media support to promote Joplin's first neighborhood to be placed on the National Historical Registry.
   - **Walking & Driving Tours Brochure, $1,000**
   - **Web Site Development, $2,750**
   - **Marketing (Social Media), $1,200**
   - **Marketing (Print), $1,893**

2) Carver Birthplace Association, **CARVER BIRTHPLACE PROMOTIONS, FY2016**
   REQUESTED = $12,000, RECOMMENDED = $9,000
   This is a grant to the Carver Birthplace Association to expand their reach on electronic platforms where the National Parks Service sources cannot. This web design will compliment print marketing efforts the association already manages while expanding their electronic messaging efforts and becoming mobile friendly. 64% of their annual visitors are from outside of the region.
   - **Web page design, $9,000**

3) Carver Birthplace Association, George Washington Carver National Monument, **73RD CARVER DAY, July 9, 2016**

REQUESTED = $9,712, RECOMMENDED = $5,700

This is a grant to the Carver Birthplace Association. The National Park Service cannot fund marketing efforts. The association can and has worked closely with the JCVB in the past and this project will be a joint effort in promoting the 73rd Carver Days as well as the 100th Anniversary of the founding of the National Parks Service. GWC is the only National Park in the Joplin Region and one of our highest visited destinations. 64% of their annual visitors are from outside of the region.

- **Marketing (Print), $4,700 (Digital newspaper only)**
- **Marketing (Social), $1,000**

4) Wildcat Glades Conservation & Audubon Center, **WILDCAT GLADES CONSERVATION & AUDUBON CENTER PROMOTIONS, FY2016**

REQUESTED = $2,018, RECOMMENDED = $2,018

Wildcat Glades Conservation & Audubon Center continues to be a major stop-off location for travelers along I-44. Through this grant the Center will be able to update their marketing brochures and place them in key travel information centers already supporting Joplin visitor information.

- **Printing Glades General Information Trifold, $512**
- **Printing Glades Trails Trifold, $768**
- **Graphic Design, $500**
- **Postage, $238**

5) Wildcat Glades Conservation & Audubon Center, **SHOAL CREEK WATER FESTIVAL & WILDCAT PARK CENTENNIAL, August 13, 2016**

REQUESTED = $9,935, RECOMMENDED = $5,100

The 2016 Waterfest will include a celebration marking the 100th year of Joplin's Wildcat Park. Support to the Waterfest has always been focused on those items that bring more out of town visitors to the event.

- **Prize Money, $4,100**
- **Marketing (Facebook), $1,000**

6) George A. Spiva Center for the Arts, **PHOTOSPIVA 2016, March 4 – May 1, 2016**

REQUESTED = $14,994.63, RECOMMENDED = $9,000

PhotoSpiva continues to be one of the Spiva Center for the Arts' top attended shows annually. The grant assistance is for target marketing of the event; both seeking entries as well as viewers to the exhibit.

- **Marketing (Placed Ads), $5,395.37**
- **Marketing (Print), $2,854.63**
- **Web Site Update, $750**

7) Active Lifestyle Events, **JOPLIN MEMORIAL MARATHON, May 20-21, 2016**
REQUESTED = $15,000, RECOMMENDED = $15,000
Growing to be one of Joplin's signature running events, the Joplin Memorial Run will become the Joplin Memorial Marathon in 2016. This event will also be a part of the 5th year remembrance activities.
- **Marketing (Print), $3,000**
- **Marketing (Electronic-*Facebook & Constant Contact*), $7,325**
- **Market at 6 Race Expos, $2,175**
- **Guest Speaker/Motivator, $2,500**

8) Rufus Racing, LLC, **SUMMER ROUNDUP TRIATHLON, July 10, 2016**
REQUESTED = $15,000, RECOMMENDED = $15,000
Through previous grant support the Rufus Racing Summer Roundup Triathlon has grown to become the largest open-water Triathlon between Kansas City and Dallas. This event is a positive example of the Joplin region's expanding active lifestyle.
- **Creative Design, $1160**
- **Marketing (Print), $800**
- **Marketing (Social Media), $1,825**
- **Marketing (Web Based), 1,380**
- **Marketing (Postage), $325**
- **Video Production, $1,000**
- **Web Site (Mobile), $3,000**
- **Chip Timing, $2,200**
- **Goodie Bags inserts (@ other events), $250**
- **Awards and Prizes Money, $3,060**

9) Joplin Trails Coalition, **2016 CYCLING EVENTS, ROUTE 66 TOUR, JUNE 4, 2016 & MAPLE LEAF TOUR, OCT 8, 2016**
REQUESTED = $2,500, RECOMMENDED = $2,500
Two bicycling events cover the regional market with 100 mile rides. This support is for a perpetual marketing effort that will not only promote the upcoming event, but also one in the second half of the year. The marketing plan will grow the interest in the events as well as announcing another cycling event in the Joplin region.
- **Duel Marketing for both events**
- **Flyer Design, $300**
- **Printing (Flyer & Save the Dates Cards), $600**
- **Active.com marketing, $500**
- **Social Media (3 mos prior to event, $200 per event), $400**
- **Photo Shoot for Cycling Images, $300**
- **Route Safety Supplies, $250 (grow infrastructure inventory)**
- **Postage, $150**

10) Joplin History & Mineral Museum, **JOPLIN FOUNDING FATHERS DAY, June 10-11, 2016**

REQUESTED = $10,223, RECOMMENDED = $5,000

A new event to bring Joplin's Founding Fathers to life through the Chautauqua performance style. To be held around Father's Day 2016, this inaugural event will bring Joplin's history to life through personal stories of 1 or 2 historical figures.

- **Chautauqua Performers, $5,000**

11) Central Christian Center, **JOYFUL HEARTS CONFERENCE, July 15-16, 2016**

REQUESTED = $11,675, RECOMMENDED = $6,379

Christian Women's conference moving into its 3rd year. Grant funding is to expand the marketing reach of the conference to grown attendance.

- **Marketing (Print), $1,675**
- **Marketing (Social), $1,104**
- **Web design, $3,000**
- **Creative design, $600**

12) Joplin Disc Golf Club, **11TH ANNUAL FOUR STATES OPEN, September 23-25, 2016**

REQUESTED = $10,710, RECOMMENDED = $10,710

Once solely held in McClelland Park, this event has grown and is now played on 4 regional disc golf courses. The event continues to grow in stature and participants. Through continued JCVB grant assistance, they have established a competitive prize money pool and is now a "B-tier" event, attracting nationally ranked players. In 2016 the event will mark its 11th year.

- **Marketing (Magazine), $710**
- **Marketing (Facebook), $1,500**
- **Marketing (Web Based), $1,000**
- **Prize Money, $7,500**

13) 4-State Trucks – Chrome Shop Mafia, **GUILTY BY ASSOCIATION – TRUCK SHOW AND CONVOY, September 25-26, 2016**

REQUESTED = $15,000, RECOMMENDED = $15,000

By far one of the largest private/public FREE events of the year. 4-State Trucks/Chrome Shop Mafia host this event at their location near the I-44, exit 4 interchange. During the final night, participating truckers convoy into Downtown Joplin. Each year the convoy is either near or breaks the world record for a truck convoy (230+). The convoy parks along downtown streets for a public showing of their custom features and light packages. This event is well attended by the public and appreciated by downtown merchants.

- **Marketing (Radio/TV), $3,250**
- **Marketing (Truck related Print), $1,000**
- **Performers, $10,750**

14) MSSU Alumni Association, MISSOURI SOUTHERN HOMECOMING 2016, October 3-8, 2016
REQUESTED = $15,000, RECOMMENDED = $2,750
Grant funding requested to support the marketing of the annual Homecoming activities. This event invites alumni back to Joplin to reconnect with MSSU students and programs.

- Advertising (Print), $2,750

The JCVB Advisory Board supported Staff's request for two changes for the FY16 grant year criteria. First, the marketing grant was extended to include regional attractions versus solely for events. Three attractions applied and received full or partial funding (items 1, 2 & 4 above). It is believed this will compliment and expand the JCVB's annual marketing efforts. Second, of the $120,000 annual set aside for the grant programs, in the past $100,000 was applied to the Special Event Grant and $20,000 ($5,000, 4x a year) for the quarterly-based, Community Event grant. For FY16, $110,000 was applied directly to the Event & Attraction Grant funding and $10,000 kept in reserve. This reserve with be distributed throughout the FY at the discretion of the JCVB director, with Advisory Board approval. The difference being that funding support for an event can happen more direct than requiring an applicant to wait to apply within a particular quarter. The Board will still have approval authority for issuing these funds, but at any board meeting rather than 4 specific times a year.

RECOMMENDATION:

The JCVB Advisory Board and Staff recommend approval of the recommended funded allotments and that Grants be awarded to the fourteen (14) events & attractions as described herein.