City of Joplin City Council Agenda Item

**Requested Council Meeting Date**: September 19, 2016

**ITEM**: Council Bill No. 2016-609. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY2017 relating to special events, festivals and celebrations.

**ORIGINATING DEPARTMENT**: Convention and Visitors Bureau
**ATTACHMENTS**: Council Bill No. 2016-609

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| **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 FY2017 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, 2016 & October 31, 2017;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

On July 12, 2016, the Joplin Convention & Visitors Bureau (JCVB) Advisory Board held a meeting to review and discuss applications submitted for the FY17 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.

16 funding requests from 15 organizations totaled $131,265.00. Grant funds available for this program are capped at $110,000 annually.

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. For the coming fiscal year, they were able to fund every application at least a portion of their request.

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

**1**

Active Lifestyle Inc.

**Joplin Memorial Marathon**

May 19-20, 2017

Requested = $ 15,000.00 Recommended = $ 15,000.00

**Marketing (Print), $6,000**

**Marketing (Electronic-Facebook & Constant Contact), $3,475**

**Presence at 6 Race Expos, $3,025**

**Marketing Design, $2,500**

Following their success of adding a marathon distance in 2016, the Joplin Memorial Marathon is Joplin's premier running event. In 2016, the event drew 3,155 runners, 900 volunteers and 3,000 spectators. The events included the marathon, half-marathon, 5K, kids run and Walk of Silence. Grant funding will again extend their marketing plan.

**2**

George A. Spiva Center for the Arts

**PhotoSpiva 2017**

March 11-April 30, 2017

Requested = $ 14,925.00 Recommended = $ 14,925.00

**Marketing (Placed Ads, Print & Social), $11,186**

**Marketing (Collateral Print), $2,989**

**Web Site Update, $750**

PhotoSpiva continues to be one of Spiva Center for the Arts' top attended annual programs. The grant assistance is for targeted marketing of the event; both seeking entries as well as viewers to the leading photography exhibit.

GWC Carver Birthplace Association

**74th Carver Day**

**3**

July 8, 2017

Requested = $ 5,000.00 Recommended = $ 5,000.00

**Marketing (Digital), $4,500 >70-miles out**

**Marketing (Social), $500 >70-miles out**

This is a grant to the Carver Birthplace Association (CBA). The National Park Service cannot fund marketing efforts. The CBA has worked closely with the JCVB for a number of years, jointing promoting Carver Days. GWC is the only National Park in the Joplin Region and continues to be one of our highest visited destinations. 64% of their annual visitors are from outside of the region.

Central Christian Center

**Joyful Hearts Conference**

July 21-22, 2017

**4**

Requested = $ 8,335.00 Recommended = $ 8,335.00

**Presenters, $2,750**

**Marketing (Print), $2,700**

**Marketing (Social), $1,250**

**Production, $1,635**

This grassroots Christian Women's conference will be celebrating its 4th year in 2017. The conference is the work of many local women and is based around personal faith and empowerment. The number of attendees from outside the Joplin market has grown each year. The grant funding is to enrich their marketing reach by broadening their potential market to grown attendance.

Carl Junction Chamber of Commerce

**2017 CJ Bluegrass Festival (20th)**

September 22-24, 2017

**5**

Requested = $ 5,055.00 Recommended = $ 5,055.00******

**Marketing (Social Media), $1,600**

**Marketing (Collateral Print), $955**

**Marketing (Radio), $2,500**

This is the first year the Carl Junction Blue Grass Festival has applied for a JCVB Event and Attractions Grant, though over the last two years minor funding has been provided as a Special Event. The JCVB supports this event because of the room nights it generates. With no available lodging in Carl Junction, this event creates a direct impact for the Joplin lodging market.

****** In addition to the $5,055 grant award, the JCVB Advisory Board recommends up to an additional $2,775 as a matching grant, to enable the event attract a larger-known headliner – should a sponsor can be secured for the match.

Joplin Disc Golf Club

**12th Annual Four States Open**

September 22-24, 2017

Requested = $ 11,750.00 Recommended = $ 11,750.00

6

**Marketing (Magazine), $750**

**Marketing (Facebook), $1,000**

**Marketing (Web Based), $500**

**Prize Money, $8,000**

**Reception Venue, $1,000 + Band, $500 = $1,500**

Once solely held in McClelland Park, this event has grown into a regional meet. The event continues to grow in stature and participants. Through grant assistance, they have established a competitive prize money pool and is now a solid "B-tier" event, attracting nationally ranked "A-tier" players. In 2017 the event will mark its 12th year.

MSSU Alumni Association

**MSSU Homecoming 2017 (70th)**

September 25-30, 2017

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Requested = $ 7,300.00 Recommended = $ 3,260.00

**Advertising (Print), $3,260**

~~**Postage, $4,040**~~

Grant funding requested is to support the marketing of the events associated to the annual MSSU homecoming weekend. This event brings alumni back to Joplin to reconnect with MSSU activities, students and programs. The strikethrough item was requested, but will not receive funding.

Emancipation Celebration Committee

**Emancipation "Park Day" Celebration 2017**

August 4-6, 2017

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Requested = $ 4,200.00 Recommended = $ 4,200.00

**Performers, $1,500**

**Marketing (Print) $100**

**Marketing (Postage) $100**

**Marketing (Web-based) $2,500**

Celebrating the African-American heritage of Joplin, Emancipation Park Days has been an annual event since 1927. The organizers expressed two missions for the 2016 and 2017 events – to grow their attendance and open the event to a more diverse audience. This support, for the 2017 event is to market the activities to a wider market than in previous years.

Joplin Trails Coalition

**2017 Bicycle Tours (2)**

June 3 & Oct 14, 2017

Requested = $ 2,500.00 Recommended = $ 2,500.00

**Duel Marketing for both events**

**9** **Flyer Design, $300**

**Printing (Flyer & Save the Dates Cards), $800**

**Postage, $200**

**Social Media (3 mos prior to events), $500**

**Road Safety Supplies, $200**

**Oklahoma Sports & Fitness Targeted Marketing, $500**

Two bicycling events cover the regional market with up to 100-mile rides. This support is for a marketing effort that will cross-promote the upcoming event, while announcing their next event 6 months later. The marketing plan is to grow the interest in the events as well as the cycling interest of the market.

Missouri Dental Association Foundation

**MOMOM**

June 8-10, 2017

**10**

Requested = $ 15,000.00 Recommended = $ 15,000.00 ##

**Support documentation printing, $3,500**

**Facility Rental, $10,000**

**Professional Services, $1,500**

Missouri Dental Association Foundation's MOMOM (Missouri Mission of Mercy) is a Dental Clinic which annually moves around the state and provides dental care for anyone who cannot afford such treatment, free of charge. This is the first time the program will be offered in the Joplin region. Using facilities on MSSU, dental services will be available for 12 hours each of the 2 days of the event. 120 dental specialists from across Missouri will provide a variety of dental services. Nearly 1,800 patients will be seen, many of which come from surrounding communities.

## The JCVB Advisory Board is recommending this event be fully funded but with funds from the JCVB Convention Bid Fee account and not from grant funds.

Rufus Racing

**9th Summer Roundup Triathlon**

July 9, 2017

Requested = $ 15,000.00 Recommended = $ 15,000.00

**Creative Design, $1,400**
**Marketing (Print), $2,000**
**Marketing (Social Media), $1,000**
**Marketing (Web-based), $630**
**Marketing (Postage), $650**
**Video Production, $1,500**
**Web Site (Upgrade), $200**
**Chip Timing, $3,700**
**Goodie Bags inserts (@ other events), $250**
**Family Activities (inflatables), $435**
**Awards and Prizes Money, $3,235**

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. Promoting this event to a wider audience has been directly attributed to previous grant support. In 2016, the event drew 306 participants from 10 states, to include a Para-Olympian.

TwelveOne Race Management

**TwelveOne Race Series**

2017 Series

Requested = $ 10,000.00 Recommended = $ 5,000.00

**Marketing (Digital), $4,000**
~~**Marketing (collateral), $2,000**~~
~~**Web Build-out, $1,000**~~
**Marketing (Print), $1,000**
~~**Marketing, (Local Radio), $2,000**~~

TwelveOne Race management is new to the grant program. Largely a company which produces 5K runner events, this funding is to support their running events which have distances greater than 5K and/or are events no other organization is producing in our market. The strikethrough items were requested, but will not receive funding.

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Historic Murphysburg Preservation, Inc

**Heritage Tourism** Marketing for 2017 event**

Attraction

Requested = $ 2,250.00 Recommended = $ 2,250.00

**Brand Marketing Design for 2017 event, $1,500**

**Photography for Seasonal Stock Images, $750**

This grant funding is in support of an event that will take place in 2017. Historic Murphysburg is taking their lead from the successful Carthage Holiday Homes Tour and developing their own home tour. The Carthage event happens on even numbered years. The Joplin event will be held on the odd numbered years. This funding supports the establishment of a library of stock photos of historic homes, decorated for the 2016 season. These will be used in the 2017 marketing campaign. Additional funds are to assist with brand design.

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Joplin History and Mineral Museum

**Chautauqua Series, Thomas Hart Benton**

Fall 2017

Requested = $ 5,300.00 Recommended = $ 5,300.00

**Print Marketing & Postage, $100**

**Social Media, $200**

**Chautauqua Performers, $4,500**

**Marketing Design, $500**

Showcasing Presidents Teddy Roosevelt and Harry S. Truman, the initial Chautauqua program was a successful event. As a follow up, the organization is developing two separate evenings featuring the life and experiences of Thomas Hart Benton. One performance is planned inside City Hall with the Benton Mural as the focus and backdrop, while the second performance will be more of a staged experience of the famed Neosho native. Grant funds will assist with bringing the performer to Joplin as well as provide for regional marketing.

15

Wildcat Glades Conservation & Audubon Center

**Shoal Creek Water Festival**

August 12, 2017

Requested = $ 8,500.00 Recommended = $ 8,500.00

**Prize Money, $3,850**

**Misc Event Supplies, $1,900**

**Children's Entertainment, $750**

**Marketing (Facebook), $1,000**

**Marketing (Print Tri-fold), $1,000**

In 2017 the Wildcat Glades Conservation & Audubon Center continues their nature and water education programs through their Waterfest event. This grant support will aid in their marketing to a broader reach. Support to the Waterfest has always been focused on those items that bring more out of town visitors to the event.

**16**

Wildcat Glades Conservation & Audubon Center

**Center Rack Card**

Attraction

Requested = $ 1,150.00 Recommended = $ 1,150.00

**Printing Glades General Information Trifold, $512****

**Graphic Design, $400**

**Postage, $238 for >70 mile outside market**

**** with a Center match of $128**

Wildcat Glades Conservation & Audubon Center continues to be a major stop-off location for travelers along I-44. Through this grant the Center is afforded the opportunity to update their marketing brochures and place them in key travel information centers greater than 70-miles from Joplin.

## RECOMMENDATION:

The JCVB Advisory Board and Staff recommend for Joplin City Council approval the funding recommendation of $100,000 and that Grants be awarded for the sixteen (16) events and attractions described above.

## ATTACHMENTS:

None.

(Continuation of Green Sheet for Council Bill No. 2016-609 approving the Joplin Convention & Visitors Bureau (JCVB) Special Event & Attraction Grant distribution in FY2017 for special events, festivals and celebrations.)