CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2020-608. Authorizing the acceptance of a grant from the Missouri Department of Economic Development, Show Me Strong Destination Marketing Organization (DMO), Coronavirus Aid, Relief, and Economic Security (CARES) Act.

MEETING DATE:

Monday, September 21, 2020.

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:

Visit Joplin MO (Joplin CVB) has been awarded reimbursable grant funding, not to exceed the amount of Forty-One Thousand Nine Hundred and Two and no/100 dollars ($41,902), for marketing and promoting Joplin as well as the use health and safety guidelines, in response to the COVID-19 public health emergency. Additional funding is available for equipment and supplies for assuring the consistent operations should the pandemic disruption normal operations again.

BACKGROUND:

U.S. Congress passed the Coronavirus Aid, Relief, and Economic Security ("CARES") providing more than $2 trillion in economic relief of which the Missouri Department of Economic Development made a portion of the State's percentage available to statewide DMOs (Destination Marketing Organizations). The Show Me Strong grant offers reimbursement of eligible expenses incurred for the promotion and resumption of tourism-related activities, as well as steps taken to ensure implementation of health and safety guidelines, in response to the COVID-19 public health emergency, that were not accounted for in the organization's most recently approved budget. The grant funding is for the DMO's core marketing mission to attract guests, while having a significant impact on Missouri's economy by creating incremental visitations, resulting in incremental visitor spending in the 45-tourism-related business classifications.

FUNDING SOURCE:

FY2020 budget will be amended with this council bill.

RECOMMENDATIONS:

Convention & Visitors Bureau recommends approval of this agreement and allowing the City Manager to sign.

ATTACHMENTS:

Council Bill No. 2020-608, Missouri Department of Economic Development agreement.