CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2020-613. This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY21 relating to special events, festivals and celebrations.

MEETING DATE:

Monday, December 7, 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:

This Council Bill approves the Joplin Convention & Visitor Bureau's (JCVB) Grant distribution for FY21 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 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, 2020 & October 31, 2021;
- Events must be held within 20 miles of Joplin city limits;
- Events must be open to the general public.

With the uncertainty of holding events in 2020 and planning for changes in 2021, the Joplin Convention & Visitors Bureau Advisory Board did not review the grant applications in July as normal, but rather allowed organizations to assess their events, adjust according to health concerns, then submit their applications over a 90-day window. The Advisory Board then meet with grant applicants over three of their monthly meetings and made the following selections and allocations at their November 17, 2020 meeting. From each applicant, the board listened to a 5-minute presentation followed by a 5-minute Q&A period. Each board member received digital copies of all applications in advance of the meeting.

Ten (10) funding applications from ten organizations totaling $168,020 in requests were received. Funding for the grant program is capped at $140,000. Typically, 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 required to receive 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.

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:

1. Ozark Christian College for marketing their 2021 Conference Series in the amount of Twelve Thousand Five Hundred dollars ($12,500).
2. Active Lifestyles' Joplin Memorial Run in the amount of Six Thousand Five Hundred dollars ($6,500).
3. Rufus Racing LLC for the Summer Roundup Triathlon in the amount of Five Thousand dollars ($5,000).
4. Elevate the Chains, for their Moving the Chains football clinic and games in the amount of Fourteen Thousand Five Hundred dollars ($14,500).
5. JOMO Pride Inc., for JOMO Pride in the amount of Four Thousand Eight Hundred and Ninety-Five dollars ($4,895).
6. Four State Trucks, for Guilty by Association in the amount of Twenty-Five Thousand dollars ($25,000).
7. Carl Junction Chamber of Commerce for the 24th annual Bluegrass Festival in the amount of Three Thousand dollars ($3,000).

In total, these recommendations represent Seventy-One Thousand Three Hundred and Ninety-Five dollars ($71,395) from the budgeted FY21 grant program. The balance of $58,605 will be allocated throughout the fiscal year following the same applicant guidelines.

Applications for Murphysburg, Downtown Joplin Alliance and Arts Fest did not meet the scoring minimums to receive funding. The JCVB AB advised the director to work with these organizations to see where additional support or other funding activity could help their programs.

These recommendations are respectfully submitted for Joplin City Council approval for the FY21 budget by the Joplin Convention & Visitors Bureau Advisory Board.

ATTACHMENTS:

Council Bill No. 2020-613

Applicant Snapshots