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

#1 FY2021

Organization:	Kiwanis Club of Joplin
Project:	**Joplin Arts Fest**
Dates:	**Sept 17 & 18, 2021**
Event location:	Mercy Park, Joplin
Projected attendance:	3,000-5,000
Estimated # of room nights:	20
Estimated # of day trippers:	2,000
Target audience:	Individuals interested in visual and perfroming arts events, Farmer's market and handcrafted items.
Market origin of attendees:	4-state region plus surrounding art markets to include KC, Fayetteville, OK City, Lawrence and Topeka.
Amount requested:	**$ 15,000.00**
Portion of budget:	26% of budget is represented by grant request
Funds requested for:	**Marketing (Digital 1), $6,000** **Marketing (Digital 2), $9,000**
Funding history:	FY20 E Grant - $7,500 FY19 E/A Grant - $6,000 FY18 E/A Grant - $3,375 FY17 CVB Funding, $2,000
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 47.1% out of 100 possible.** **Board Recommendation: $00**

#2 FY2021

Organization:	Ozark Christian College
Project:	**2021 Conference Marketing**
Dates:	**2021 Conference Series**
Event location:	Ozark Christian College
Projected attendance: see legend below	PT = 800 (74th year)(Feb 22-24, 2021) WC = 500 (65th year)(April 9-10, 2021) GW = 800 (53rd year)(Sept 24-25, 2021) TE = 800 (53rd year)(Nov 5-6, 2021) TT = 320 (10th year)(25x in 2020-2021)
Estimated # of room nights:	PT = 150 WC = 50 GW = Teens on campus TE = 250 TT = 50
Estimated # of day trippers:	PT = 300 WC = 100 GW = 123 TE = 59 TT = 160
Target audience:	PT: Pastoral leaders, church leadership, OCC Alum. WC: Women in pastoral roles GW: Youth pastors, youth & student leaders TE: Youth pastors, youth & student leaders TT: Youth pastors, youth & student leaders
Market origin of attendees:	Regional -Joplin, Tulsa, Texas, St Louis and more
Amount requested:	**$ 25,000.00**
Portion of budget:	11% of budget is represented by grant request
Funds requested for:	**Honorariums, $8,000** **Marketing (Printing), $3,000** **Marketing (Video), $2,000** **Marketing (Social), $9,000** **Mailing Postage, $3,000**
Funding history:	FY20 M Grant - $17,500 FY19 E/A Grant - $12,500 FY18 E/A Grant - $12,345
Social media program:	Facebook and Website
Type grant request:	MARKETING GRANT
JCVB Staff Notes	Preaching & Teaching Conf (PT) Women's Conference (WC) Getaway (teen event) (GW) The Event (teen event) (TE) Tuesday Tour (TT)
Special Instructions/Notes:	Scored 85.4% out of 100 possible. Board Recommendation: $12,500

#3 FY2021

Organization:	Downtown Joplin Alliance
Project:	**2021 Marketing Campaign (Empire)**
Dates:	**2021 Event Marketing**
Event location:	Downtown Joplin and Empire Market
Projected attendance:	82,150 annually
Estimated # of room nights:	400 annually
Estimated # of day trippers:	15,980 annually
Target audience:	Various based on event
Marketing reach:	Regionally, plus visitors to Joplin
Amount requested:	**$ 10,900.00**
Portion of budget:	46% of budget is represented by grant request
Funds requested for:	**Marketing & promotions of events, activities and vendors at the Empire Market, $9,500** **Outdoor improvements for curbside impression and outdoor gathering options for social distancing, $1,400**
Funding history:	FY20 M Grant - $3,000 FY19 E/A Grant - $8,000 FY18 E/A Grant - $5,302
Social media program:	Facebook and Website
Type grant request:	MARKETING GRANT
JCVB Staff Notes	8 Third Thursday Events 12 First Friday Wine Share (local networking) 52 Empire Market Themed Weekends Market Festivals Holiday Experience/Small Business Saturday Annual Downtown Sidewalk Sale
Special Instructions/Notes:	**Scored 50.3% out of 100 possible.** **Board Recommendation: $00**

#4 FY2021

Organization:	Historic Murphysburg Preservation, Inc.
Project:	**Murphysburg 150th Celebration**
Dates:	**May to Sept 2021**
Event location:	Historic Murphysburg
Projected attendance:	2,000 annually
Estimated # of room nights:	20
Estimated # of day trippers:	1,200
Target audience:	Couples and Familes, Route 66 Travelers
Market origin of attendees:	Local, SW MO, Mid-MO, NW AR, Eastern KS & OK, Springfield. Other communities with Historic Neighborhood Tours.
Amount requested:	**$ 15,825.00**
Portion of budget:	46% of budget is represented by grant request
Funds requested for:	**Photographer, $1,000** **Marketing (Print Ads), $4,250** **Marketing (Social & Fees), $4,700** **Wayfinding Banner, $4,875** **Web Support, $1,000**
Funding history:	FY19 E/A Grant $3,000 (CVB budget) FY19 M Grant $1,000 FY18 E/A Grant $5,729 FY17 E/A Grant $8,335 FY16 E/A Grant $6,375
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 36.0% out of 100 possible.** **Board Recommendation: $00**

#5 FY2021

Organization:	Active Lifestyle
Project:	**Joplin Memorial Run**
Dates:	**May 21 & 22, 2021**
Event location:	Joplin, Memorial Hall, MSSU and Joplin neighborhoods
Projected attendance:	2,062 runners, 545 volunteers and 4,500 spectators
Estimated # of room nights:	91 for 2018
Estimated # of day trippers:	1,326
Target audience:	Marathon running community (58% women/42% men)
Market origin of attendees:	Runners from 29 states, Canada & Germany participated in 2018, 11% came >70 mile away.
Amount requested:	**$ 15,000.00**
Portion of budget:	10.3% of budget is represented by grant request
	Design Cost, $3,500 **Finisher Items, $9,000** **Video Production, $1,500** **Marketing (Social), $4,000**
Funding history:	FY19 E/A Grant - $10,000 FY18 E/A Grant - $12,195 FY17 E/A Grant - $15,000 FY16 E/A Grant - $15,000 FY15 S.E. Grant - $14,000 FY14 S.E. Grant - $20,000 FY13 S.E. Grant - $19,500 FY12 S.E. Grant - $20,000 FY11 S.E. Grant - $10,000 (as Boomtown Run) FY10 S.E. Grant - $10,000 (as Boomtown Run) FY09 S.E. Grant - $10,567 (as Boomtown Run)
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	Walk of Silence Kid's Run 5K and Half-Marathon Distances #4 Run in Missouri
Special Instructions/Notes:	**Scored 77.5% out of 100 possible.** **Board Recommendation: $6,500**

#6 FY2021

Organization:	Rufus Racing LLC
Project:	**Summer Roundup Triathlon**
Dates:	**July 10 & 11, 2021**
Event location:	Scroggs Lake (near Jasper)
Projected attendance:	325 racers, 75 volunteers, 350 spectators
Estimated # of room nights:	40-60
Estimated # of day trippers:	380 racers and spectators
Target audience:	Swimming, Cycling and Running (Triathalon) athletes
Market origin of attendees:	CA, TX, DE, WY, GA, IL, OK, OH, KS, MO, AR, WI, IA, FL, TN, CO, NM, NY, NV, NE (11 state avg ea yr).
Amount requested:	**$ 8,015.00**
Portion of budget:	36% of budget is represented by grant request
Funds requested for:	**Creative Design, $500** **Marketing (Video), $1,000** **Text Message Service, $1,350** **Marketing (Social) $1,500** **Google Geofencing & SEO, $2,500** **Swag, $4,000** **Operation & Awards, $4,685** **Prize Money (Top 3), $1,500**
Funding history:	FY19 E/A Grant – $7,500 FY18 E/A Grant – $11,610 FY17 E/A Grant – $15,000 FY16 E/A Grant – $15,000 FY15 S.E. Grant – $8,000 FY14 S.E. Grant – $12,500 FY13 S.E. Grant - $12,625 FY12 S.E. Grant - $7,500 FY11 S.E. Grant - $7,500 FY10 C.E. Grant - $2,500
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	13th Annual
Special Instructions/Notes:	**Scored 73.7% out of 100 possible.** **Board Recommendation: $5,000**

#7 FY2021

Organization:	Elevate the Game
Project:	**Moving the Chains (Football clinic/games)**
Dates:	**May 28-30, 2021**
Event location:	Joplin, MSSU, Loma Linda, Downstream
Projected attendance:	2,540
Estimated # of room nights:	1,500
Estimated # of day trippers:	TBD
Target audience:	NFL Football enthusiasts
Market origin of attendees:	Nationwide
Amount requested:	**$ 47,000.00**
Portion of budget:	35% of budget is represented by grant request
Funds requested for:	**Celebrity Fees, $14,500** **Awards/Prize Money, $2.500** **Facility Rentals, $15,000** **Colligate Scouts, $5,000** **Marketing, $10,000**
Funding history:	First Time Request
Social media program:	Facebook and Web Site
Type grant request:	EVENT GRANT
JCVB Staff Notes	New event
	Scored 90.8% out of 100 possible. Board Recommendation: $14,500

#8 FY2021

Organization:	JOMO Pride, Inc.
Project:	**JOMO Pride**
Dates:	**August 28 & 29, 2021**
Event location:	Joplin
Projected attendance:	3,000+
Estimated # of room nights:	25-30
Estimated # of day trippers:	1,900
Target audience:	Regional
Marketing reach:	Missouri metro markets, plus regionally
Amount requested:	**$ 4,895.00**
Portion of budget:	51.6% of budget is represented by grant request
Funds requested for:	**Marketing/Advertising, $1,410** **Performer Fees, $1,635** **Prize Money, $175** **Equipment Rental, $1,675**
Funding history:	First Time Request
Social media program:	Facebook and Web Site
Type grant request:	EVENT/MARKETING GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored77.0% out of 100 possible.** **Board Recommendation: $4,895**

#9 FY2021

Organization:	Four State Truck
Project:	**Guilty by Association**
Dates:	**September 23-25, 2021**
Event location:	4 State Truck location Exit 4/I-44
Projected attendance:	10,000 - 13,000
Estimated # of room nights:	950
Estimated # of day trippers:	6,000
Target audience:	Truckers, truck enthusiast, local public
Market origin of attendees:	Nationwide trucking industry wide
Amount requested:	**$ 20,000.00**
Portion of budget:	<6.5% of budget is represented by grant request
Funds requested for:	**Marketing (Pint), $10,300** **Marketing (Digital), $4,000** **Marketing (Radio), $4,700** **Web Support, $2,000** **Banners Signage, $4,000**
Funding history:	FY18 E/A Grant - $14,670 FY17 E/A Grant - $0, did not apply FY16 E/A Grant - $15,000 FY15 S.E. Grant - $20,000 FY14 C.E. Grant - $4,500 FY13 C.E. Grant - $2,700
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	11th Year. Convoy ends on 26th Street between maiden Lane and Pearl Ave., major impact.
Special Instructions/Notes:	**Scored 99.2% out of 100 possible.** **Board Recommendation: $25,000**

#10 FY2021

Organization:	CJ Chamber of Commerce
Project:	**CJ 24th Bluegrass Festival**
Dates:	**September 24-25, 2021**
Event location:	Historic Murphysburg Neighborhood & Downtown
Projected attendance:	15,000 over 3-days
Estimated # of room nights:	25-50
Estimated # of day trippers:	12,500 from outside Joplin market
Target audience:	Ages 1-101
Market origin of attendees:	Kansas City, Nevada, Ft. Scott, Pittsburg, Joplin, Springfield, Miami and Tulsa.
Amount requested:	**$ 6,385.00**
Portion of budget:	24% of budget is represented by grant request
Funds requested for:	**Marketing (Social Media), $1,500** **Marketing (Print Ads), $750** **Marketing (Broadcast), $3,300** **Marketing (Printing), $835** **Entertainment $0**
Funding history:	FY 20 Special Event Support $3,000 FY 19 Special Event Support $1,500 FY 18 Special Event Support $5,402 FY 17 Special Event Support $7,830 FY 16 Special Event Support $500 FY 15 Special Event Support $700
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 60.3% out of 100 possible.** **Board Recommendation: $3,000**

COUNCIL BILL NO. 2020-613 ORDINANCE NO.

AN ORDINANCE approving the applications of Ozark Christian College for marketing their 2021 Conference Series; Active Lifestyles' Joplin Memorial Run; Rufus Racing LLC for the Summer Roundup Triathlon; Elevate the Chains, for their Moving the Chains football clinic and games; JOMO Pride Inc., for JOMO Pride; Four State Trucks, for Guilty by Association; and Carl Junction Chamber of Commerce for the 24th Annual Bluegrass Festival for utilization of FY21 Festivals and Celebrations support pursuant to Ordinance No. 2000-148, as authorized by the voters on November 7, 2000; authorizing the City Manager to execute appropriate agreements with each such organization for the utilization of such funds.

WHEREAS, the voters of the City of Joplin approved an increase in the Occupational License Tax for transient sleeping accommodations at an election held on November 7, 2000; and,

WHEREAS, pursuant to the provisions of Ordinance No. 2000-148, a portion of said funds are to be utilized for festivals or celebrations intended to attract visitors from the region to the City and other related activities in the City; and,

WHEREAS, the Convention & Visitors Bureau Advisory Board established an application procedure and reviewed the applications of numerous organizations, and, have recommended to the Council that certain festivals, celebrations, events and attractions be funded utilizing a portion of said proceeds; and,

WHEREAS, after having a Public Hearing thereon, as required by said ordinance, the Council of the City of Joplin desires to utilize a portion of the proceeds from said tax in accordance with the recommendations of the Convention & Visitors Bureau Advisory Board.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, as follows:

Section 1. That the Application of Ozark Christian College for marketing their 2021 Conference Series in the amount of Twelve Thousand Five Hundred dollars ($12,500); Active Lifestyles' Joplin Memorial Run in the amount of Six Thousand Five Hundred dollars ($6,500); Rufus Racing LLC for the Summer Roundup Triathlon in the amount of Five Thousand dollars ($5,000); Elevate the Chains, for their Moving the Chains football clinic and games in the amount of Fourteen Thousand Five Hundred dollars ($14,500); JOMO Pride Inc., for JOMO Pride in the amount of Four Thousand Eight Hundred and Ninety-Five dollars ($4,895); Four State Trucks, for Guilty by Association in the amount of Twenty-Five Thousand dollars ($25,000); and the Carl Junction Chamber of Commerce for the 24th annual Bluegrass Festival in the amount of Three Thousand dollars ($3,000), for utilization of Fiscal Year 2021 Festivals and Celebrations support pursuant to Ordinance No. 2000-148, as authorized by the voters on November 7, 2000, be and the same are hereby approved.

Section 2. That the City Manager is hereby authorized and directed to execute appropriate Agreements, by and on behalf of the City of Joplin, with each said organization for the expenditure of said funds in accordance with the recommendation of the Joplin Convention & Visitors Bureau, and, in accordance with Ordinance No. 2000-148.

PASSED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, this _____ day of _____, 2020

_____

Ryan D. Stanley, Mayor

ATTEST:

_____

Barbara J. Gollhofer, City Clerk

APPROVED AS TO FORM:

_____

Peter C. Edwards, City Attorney

I hereby certify that a sufficient amount is available in the CVB Fund, Accounts No. 105-4080-560-7505 to pay the grant amounts awarded.

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Leslie Haase, Director of Finance