

Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417. 625.4789

VisitJoplinMO.com



Memorandum

TO: Joplin City Council

FROM: Patrick Tuttle, JCVB Director

CC: San Anselm, City Manager
Barbara Gollhofer, City Clerk

DATE: July 30, 2018

SUBJECT: JCVB FY19 Grant Recommendations

On July 24, 2018, at 8:00 a.m. the Joplin Convention & Visitors Bureau (JCVB) Advisory Board held a meeting to review and discuss applications submitted for the FY2019 JCVB Events & Attractions Grant program and to determine funding allocations; where appropriate and how much. At this meeting the board listened to presentations from each of the applicants which included a 5-minute presentation and 5-minute Q&A. Each board member received digital copies of all applications in advance of the meeting. 10 of the 11 board members were present.

19 funding applications from 18 organizations totaling \$212,025.25 in requests were received. Annual funding available for this program is capped at \$120,000. Up to \$110,000 is awarded through the grant process with \$10,000 kept in reserve and awarded in smaller increments throughout the FY.

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 benchmark for 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.

Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417. 625.4789

VisitJoplinMO.com



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

1. Ozark Christian College, for 2019 Conference Series (5 conferences), scored 88.8, asked for \$15,000, awarded \$12,500.
2. MSSU Alumni Association for Alumni Tracking Software, scored 87.7, asked for \$3,500, awarded \$3,500.
3. Phi Beta Sigma Fraternity (with George Washington Carver National Monument), for Carver Legacy Event, scored 84.1, asked for \$9,700, awarded \$5,800; specifically, for entertainment.
4. Active Lifestyle Inc., for Joplin Memorial Run, scored 82.0, asked for \$15,000, awarded \$10,000.
5. Joplin Disc Golf Club for 14th Annual Four State Open, scored 76.6, asked for \$15,000, awarded \$8,000.
6. Rufus Racing, for Summer Roundup Triathlon, scored 75.0, asked for \$15,000, awarded \$7,500.
7. Downtown Joplin Alliance for 2019 Events Marketing Campaign, scored 68.9, asked for \$13,900, awarded \$8,000.
8. ProMusica for 2019 Concert Series (7 concerts), scored 67.3, asked for \$2,330, awarded \$2,000.
9. Joplin Art Fest Committee for the Joplin Arts Fest, scored 64.6, asked for \$15,000, awarded \$6,000.
10. Carl Junction Chamber of Commerce for the 19th Annual Carl Junction Bluegrass Festival, scored 64.4, asked for \$15,000, awarded \$1,500; specifically, for digital marketing.
11. Emancipation Celebration Committee for Emancipation Park Day Celebration, scored 60.6, asked for \$5,500, awarded \$3,150; specifically, for entertainment.
12. Joplin History and Mineral Museum, for Museum Marketing Campaign, scored 60.6, asked for \$14,760, awarded \$7,000; specifically, for digital marketing.
13. George A. Spiva Center for the Arts, for PhotoSpiva, scored 60.3, asked for \$13,045.25, awarded \$3,500; specifically, for updating the event web site.

Additionally, the board recommends funding for three applications which scored in the mid-to-upper 50s. The recommended funding for two of these are not specifically for the event the application was written for but for the greater work the organization does in support of tourism. For these two, the reimbursable funds are earmarked for marketing at the organizations discretion over the course of the grant year.

14. Connect 2 Culture, application for Fiddler's on the Route, scored 59.1, asked for \$15,000, awarded \$5,000.
15. Wildcat Glades Friends Group, application for, Shoal Creek Water Festival, scored 56.5, asked for \$12,800, awarded \$5,000.

Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417.625.4789

VisitJoplinMO.com



The Mother Road Marathon, with its long relationship with the CVB scored below the 60-point mark but the Board recognizes that some level of marketing support is important. These reimbursable funds are earmarked for marketing this event.

16. TwelveOne Race Management, Mother Road Marathon, scored 59.6, asked for \$15,000, awarded \$4,000.

Two applications scored lower and not recommended for funded.

17. Central Christian Church, for Joyful Hearts Conference, scored 47.5, asked for \$7,205, awarded \$0.

18. TwelveOne Race Management, for Amazing Grace 15K run, scored 37.9, asked for \$6,000, awarded \$0.

One application was not scored at the organization's request. After the application submission deadline, they decided to move their event to even numbered years and will not have a 2019 event. They will apply next year for FY20 funding.

19. Four-State Trucks/Chrome Shop Mafia, for Guilty by Association, no score, asked for \$15,000, awarded \$0.

In total, these recommended allocations of the FY2019 JCVB Events & Attractions Grant program total \$92,450. These recommendations are respectfully submitted to the Joplin City Council for approval into the FY2019 Budget, on behalf of the Joplin Convention & Visitors Bureau Advisory Board.

A handwritten signature in black ink that reads "Mike Wilson".

Mike Wilson
Board Chair

A handwritten signature in black ink that reads "Patrick Tuttle".

Patrick Tuttle
Director