

# **City of Columbia**

## **Attraction Development Fund**

### **Application Guidelines**

#### **I. Authorization**

Section 26-77 of the City of Columbia Code of Ordinances, establishes a convention and tourism fund. Twenty-five percent of the taxes collected under this article are to be expended by the city only for “planning, promoting, operating and constructing tourist attractions and planning and promoting tourist events which have substantial potential to generate overnight visitation. These guidelines apply only to that portion of Section 26-77 which addresses tourism attraction development. Section 26-77 may be read, in its entirety, on the City of Columbia website at: [www.GoColumbiaMo.com](http://www.GoColumbiaMo.com)

#### **II. Intent**

The intent of the Attraction Development Fund (ADF) is to provide funding for the development and/or enhancement of attractions that increase the economic impact of tourism in Columbia and have substantial potential to generate overnight visitation.

#### **III. Funding and Time Lines**

Attraction development funding shall not constitute more than 50% of the amount of actual expenditures for a single project. No contract may exceed total, available ADF funds.

ADF applications may be submitted at anytime during the year. Applications will be reviewed on a quarterly basis at regularly scheduled meetings of the Convention and Visitors Bureau Advisory Board. If documentation is provided showing an urgent need to meet a specific deadline for construction, purchase or matching funds, the Advisory Board may consider reviewing an ADF application at its next scheduled meeting.

Meetings are held at noon on the last Monday of each month at the Thomas G. Walton Building, 300 South Providence Road. After reviewing applications, the Advisory Board will forward funding recommendations to the Columbia City Council for review. The City Council may approve, amend or reject any funding recommendation. The City Council convenes on the first and third Monday of each month, unless otherwise posted., in the Council Chambers at City Hall, 8<sup>th</sup> & Broadway. Once applications have been reviewed by the CVB Advisory Board, a recommendation is submitted to the City Council for their approval of the application’s funding. If funding is approved, a contract will be issued and arrangements made for issuance of funding payments.

#### **IV. Eligible Applicants**

To qualify for ADF, an applicant must be:

- A. A not-for-profit corporation or organization
- B. A for-profit business
- C. City, County, State or Federal Government

#### **V. Application Procedures**

The Convention and Visitors Bureau shall supply interested entities with application guidelines upon request. Applications may also be obtained at the Convention and Visitors Bureau offices at 300 South Providence Road, or on line at: [www.visitcolumbiamo.com](http://www.visitcolumbiamo.com).

Applications must be received a minimum of 120 days prior to the scheduled project initiation date in order to be considered for funding. Applications must be typed or computer generated using the current, approved format provided by the CVB, including ten (10) copies. An application will be considered delivered on the date it is postmarked or hand delivered to the CVB, 300 S. Providence Road, Columbia, MO.

## **VI. Review of Applications**

Within 15 business days after the Convention and Visitors Bureau has received the application, the CVB Executive Director shall notify the applicant whether, after a brief review, the application and attachments are complete. This notice is not, in any way, to be construed as an acknowledgment by the Convention and Visitors Bureau as to the adequacy of the substance of the application.

If the application and attachments are incomplete, the applicant will be notified of the deficiencies and will have 15 business days to remedy all deficiencies. Should the applicant fail to remedy all deficiencies within the 15 business days, the applicant shall be considered null and void and will be returned to the applicant.

If, upon review of the application, the Advisory Board determines that a recommendation should be made to the City Council for denial of funding, the applicant will be notified prior to the submission of the recommendation. The City Council has final authority to approve or deny funding. The City Council may elect to approve an application the Advisory Board has recommended be denied funding. The Council may also deny funding for an application that the Advisory Board has recommended for approval.

No project, for which funding has been requested, shall be initiated prior to the City Council approval of funding and the Convention and Visitors Bureau's receipt of a signed contract.

## **VII. Disbursements of Funds**

Funds will be dispersed as invoices for approved project expenditures are received. Expenditures listed on invoices submitted for reimbursement must correspond to expenditures listed on the ADF application. Any deviation must be explained in a memo attached to the invoice. Any expenditure exceeding the amounts listed in the ADF contract will be deducted from the invoice and subsequent payment.

Copies of original vendor invoices showing costs incurred, the check number and date of check corresponding to the invoices, shall be submitted to the Convention and Visitors Bureau with request for reimbursement.

## **VIII. Reports**

The applicant will be responsible for submitting quarterly reports beginning with the first quarter following the approval of ADF funding. The quarterly report schedule is as follows: October 1 through December 31; January 1 through March 31; April 1 through June 30 and July 1 through September 30.

Quarterly reports must be submitted even if no expenditures were incurred during the reporting period. Once the project is complete, notification should be on the next scheduled quarterly report.

Failure to submit quarterly reports on a timely basis may result in a reduction of funding and/or a reduction in evaluation scoring on future requests for ADF funds.

## **IX. Recognition of ADF and City of Columbia's Project Sponsors**

Funded projects must acknowledge the City of Columbia Convention and Visitors Bureau as a sponsor of the project. All construction related projects funded through this program must include a sign displayed at the project site stating, "This project made possible, in part, by the City of Columbia's Tourism Development Program."

For the duration of the contract period, the project shall prominently acknowledge the participation of the City of Columbia Convention and Visitors Bureau in all press releases, publications and promotional material presented to the media or otherwise disseminated or published concerning the project. Failure to comply with this requirement may affect applicant's funding.

Copies of the Convention and Visitors Bureau logo, along with guidelines for proper logo usage are available for download at: [www.visitcolumbiamo.com](http://www.visitcolumbiamo.com).

**X. Eligible Projects and Activities Include:**

- A. Capital Projects: land acquisition; construction; renovation or acquisition of buildings.
- B. Permanent exhibit installations where the exhibit is part of an attraction that already meets the ADF guidelines and where the addition of the exhibit would significantly enhance the attraction's ability to draw overnight visitors.

**XI. Physical Location of Projects**

All funded projects must be either within the city limits of Columbia or no greater than one mile outside the city limits.

**XII. Matching Funds**

The applicant shall provide matching funds to the total project cost which are identified in the application budget:

1. In no case shall matching funds be less than 50% of the total project for which application has been made.
2. In no case shall matching funds be less than 75% of the total project for which application has been made if applicant is a for-profit business.
3. Matching funds may not come from funds used to match any other grants.
4. Matching funds must be irrevocably obligated to the specific project for which applicant has requested funding.

**ATTRACTION DEVELOPMENT FUND  
APPLICATION COVER PAGE**

**1. Applicant Organization:** \_\_\_\_\_

**Authorized Official:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Location of Attraction:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**2. Applicant's F.E.I.N.#** \_\_\_\_\_

**3. Project Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**4. Project Title:** \_\_\_\_\_

**5. Anticipated Initiation Date:** \_\_\_\_\_ **Completion:** \_\_\_\_\_

**6. Total Cost of Project: \$** \_\_\_\_\_ **ADF Request: \$** \_\_\_\_\_

**To the best of my knowledge and belief, data in this application is true and correct and the governing body of the applicant organization has duly authorized the document.**

\_\_\_\_\_  
**Signature of Authorized Official (Blue ink only) Title Date**

**Note: As an agency of the City of Columbia, all documents originated or received by the Convention and Visitors Bureau are open to public examination upon request.**

## ATTRACTION DEVELOPMENT FUND

*The following information is required must be answered in completing your application.*

1. Project Description - Describe the proposed project clearly and concisely. If the project to be funded is a component of an attraction rather than the entirety, please first describe the attraction and follow with a description of how the funded component will enhance it.
2. Indicate the proposed or current location of the attraction and indicate the months, days and hours of operation.
3. Provide a detailed budget for the specific project for which funding has been requested.
4. Describe how the project has substantial potential to increase overnight visitation, length of stay and tourism expenditures.
5. Describe the methods used to track the success of the project. Methods must address tracking of overnight visitation, length of stay and tourism expenditures.
6. Describe the current or proposed marketing efforts for the attraction as well as proposed plans to market the attraction outside a 50 mile radius of Columbia.
7. Provide a detailed first year proposed budget, staffing and operational plan or provide copies of current budget, personnel and operations overview. If your application is for attraction enhancement, explain how the enhancement will impact budget.
8. List all sources of current funding and corresponding amounts, including in-kind. Documentation for loans must include commitment letters from financial institutions specifying the loan amount, specified term, conditions and affirmation of loan approval.
9. List all sources of pledged funding and anticipated date of receipt. Include in-kind. Pledges over \$10,000 must include documentation of financial assets necessary to honor the pledge and a commitment letter. The City of Columbia reserves the right to audit documentation (letters of commitment, pledge forms, etc.) for all other pledges. Applicants must provide information on the methods used to document and record pledges.
10. For land and/or building acquisition, an appraisal performed by a Member of the Appraisal Institute (MAI) and a copy of the purchase option or agreement must be provided.
11. For building construction or renovation, copies of contractors' bids must be submitted on bidders' letterhead.
12. Include research on similar attractions in Missouri or other states.
13. Show how the proposed attraction or enhancement will complement existing tourism efforts, address an unfilled niche in the market or open a new visitor market.
14. Provide a list of time lines for major project milestones and/or activities including the start and end dates.