

# **City of Columbia Tourism 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 Tourism Attraction Development Program (TADP) 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**

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

TADP 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 a TADP 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 Council Chambers, 4<sup>th</sup> floor, Daniel Boone building at 701 E. Broadway. Once applications have been reviewed by the Advisory Board, the Convention and Visitors Bureau may submit to the City Council an ordinance for the 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 the TADP, 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 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). The on-line version of the application will be available no later than September 1, 2002. The Bureau shall annually, post notification of intent to receive applications on April 1, at the Daniel Boone building, the public library and in the lobby of the Thomas G. Walton building.

Applications must be received a minimum of one hundred and twenty (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 Convention and Visitors Bureau, including one original and ten (10) copies.

An application will be considered delivered on the date it is postmarked or hand delivered to: Columbia Convention and Visitors Bureau, 300 South Providence Road, Columbia Missouri, 65203.

## **VI. Review of Applications**

Within 15 business days after the Convention and Visitors Bureau has received the application, the Bureau 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 application 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 City Council approval of funding and the Convention and Visitors Bureau's receipt of a signed contract.

## **VII. Disbursement 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 TADP application. Any deviation must be explained in a memo attached to the invoice. Any expenditures exceeding the amounts listed in the TADP 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 TDAP 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 completed, 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 TADP funds.

#### **IX. Recognition of TADP and City of Columbia as 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 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 materials 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 City of Columbia logo, along with guidelines for proper logo usage are available for download at: <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 TADP 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.