



## Legislation Text

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**File #:** 3002-2022, **Version:** 1

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### BACKGROUND

This legislation authorizes the Director of the Department of Development to enter into a grant agreement with the Greater Columbus Convention and Visitors Bureau Inc., a non-profit entity, dba Experience Columbus, for the purpose of providing support to the organization in its efforts to market Columbus for sporting events, conferences, conventions, and planning activities, and to authorize an expenditure in an amount up to \$750,000.00.

Experience Columbus is an organization whose vision is to be the leading force in creating and revealing the best of the Columbus Experience to the world. The mission of Experience Columbus is to sell, market and promote the “Destination Columbus” experience to visitors. Columbus is increasingly seen as a destination city and host candidate for major national conferences and conventions. These events result in tens of thousands of visitors to Columbus and millions of dollars in direct and indirect spending, supporting a significant number of jobs and businesses in Central Ohio.

In 2023, Columbus will host the annual meetings for the Professional Management Convention Association (PCMA) and US Conference of Mayors.

PCMA is one of the world’s largest, most-respected, and most recognized network of business strategists. The organization helps members become industry leaders through education, networking, and conferences. PCMA’s 2023 annual Convening Leaders will welcome 4,500+ association, corporation, government and agency decision makers in person with an additional 1,000+ digital attendees representing over 25 countries.

The US Conference of Mayors is the official non-partisan organization with a population of 30,000 and largely represented by their elected official, over 1,400 mayors. Sixty percent (60%) of attendees bring their families to the annual conference. The primary role of the conference is advocacy, best practices, business connections, promotion, and networking. Hosting this high-profile conference will elevate Columbus’ image nationally and globally.

**Fiscal Impact:** \$250,000 will be transferred from the General Fund Citywide Account to the Department of Development General Fund Account. The remaining \$500,000 is in the Department of Development General Fund Budget, contingent on passage of Ordinance 2973-2022.

**Contract Compliance:** The vendor’s contract compliance, 006014, is active and expires on 10/5/24

To authorize the Director of the Department of Development to enter into a grant agreement with the Greater Columbus Convention and Visitors Bureau Inc., dba Experience Columbus, for the purpose of providing support to the organization’s efforts to market Columbus for sporting events, conferences and convention planning activities in an amount up to \$750,000.00; to authorize the transfer of \$250,000.00 from the General Fund Citywide Account to the Department of Development General Fund Budget; and to authorize an expenditure in an amount up to \$750,000.00 from the General Fund. (\$750,000.00)

**WHEREAS**, Experience Columbus serves as a key partner in marketing Columbus as a destination city and in attracting conferences and conventions to the City of Columbus; and

**WHEREAS**, Experience Columbus would like to continue to serves as a key partner in marketing Columbus as a destination city and in attracting conferences and conventions to the City of Columbus; and

**WHEREAS**, the City of Columbus would like to continue providing support to Experience Columbus in its efforts to market the City of Columbus; and

**WHEREAS**, in 2023, the City of Columbus will host the annual conferences for the Professional Management Convention Association and the US Conference of Mayors; and

**WHEREAS**, it has become necessary in the usual daily operation of the Department of Development to authorize the Director to enter into a grant agreement with the Greater Columbus Convention and Visitors Bureau Inc., dba Experience Columbus, for the purpose of providing support to the organization's efforts to market Columbus for sporting events, conferences and convention planning activities; **NOW, THEREFORE**,

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the transfer of \$250,000 or so much thereof as may be needed, is hereby authorized within Fund 1000 (General Fund), from Dept.-Div 45-01 (Financial Management), object class 10 (Transfer Out Operating) to Dept-Div 44-01 (Administration), object class 03 (Services) per the account codes in the attachment to this ordinance.

**SECTION 2.** That, upon passage of Ordinance 2973-2022, the expenditure of \$750,000 or so much thereof as may be needed, is hereby authorized in Fund 1000 General Fund in Object Class 03 Contractual Services per the accounting codes in the attached to this ordinance.

**SECTION 3.** That the Director of the Department of Development is hereby authorized to enter into a grant agreement with Greater Columbus Convention & Visitor's Bureau, dba Experience Columbus, in an amount up to \$750,000 for the purpose of providing support to the organization in its efforts to market Columbus for sporting events, conferences and various convention planning activities.

**SECTION 4.** That the expenditure of \$750,000 or so much thereof as may be needed is hereby authorized in Fund 1000 (General Fund), Dept. Div 44-01 (Administration), Object Class 03 (Services) per the accounting codes in the attachment to this ordinance.

**SECTION 5.** That the City Auditor is authorized to make any accounting changes to revise the funding source for all contract or contracts modifications associated with this ordinance.

**SECTION 6.** This modification is made in accordance with the relevant provisions of the City Code.

**SECTION 7.** That this ordinance shall take effect and be in force from and after the earliest period allowed by law.