

AGENDA ITEM
March 16, 2021

Subject: 2021 Tourism funding for Champion Diamonds

Department: Tourism

This ordinance will authorize payment from the Tourism Funds to the Champion Diamonds for marketing, advertising, and promotion of Baseball and Softball Tournaments and Labyrinth of Fear in the amount of \$10,000.00

BILL NO. 2021- 023

ORDINANCE NO.

A SPECIAL ORDINANCE OF THE CITY OF NEVADA, MISSOURI, AUTHORIZING PAYMENT FROM THE NEVADA TOURISM FUND TO CHAMPION DIAMONDS FOR MARKETING, ADVERTISING AND PROMOTIONS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEVADA, MISSOURI THAT:

Section 1. Champion Diamonds provides Baseball and Softball tournaments from April to July 2021. In addition, during the month of October, a haunted attraction, Labyrinth of Fear, is in its 3rd year.

Section 2. The City Manager is hereby directed to authorize and execute payment to Champion Diamonds in the amount of \$10,000.00 for marketing, advertising, and promotion of Champion Diamonds and the haunted attraction Labyrinth of Fear.

Section 3. This ordinance shall be in full force and effect from and after its adoption and approval.

PASSED, APPROVED and ADOPTED by the City Council of the City of Nevada, Missouri, this ____ day of _____, 2021.

George Knox, Mayor

(seal)
ATTEST:

Michele Bailey, City Clerk



2021
Impact Nevada Tourism Grant Application

*Amount Requested: \$7000 for Champion Diamonds
\$3000 for Labyrinth of Fear*

*Project Name: **Champion Diamonds***

Date: March 26 thru Oct 31

Est number attendees: > 20,000

Est number overnite stays: > 50 nites

Contact: Nick Pierson 417-667-4993

Brief Description: Champion Diamonds provides Baseball and Softball tournaments through the middle of July including 5 state tournaments lasting 4 days each. These funds help support the state tournaments and associated expenses to continue the receipt of these tournaments.

Est Baseball/Fastpitch Expenses for season (not total expenses)

<i>Game Balls (4/game)</i>	<i>\$ 16,500</i>
<i>Officials</i>	<i>\$ 80,000</i>
<i>T. Directors</i>	<i>\$ 25,000</i>
<i>Employees</i>	<i>\$ 25,000</i>
<i>Total:</i>	<i>\$ 146,500</i>

Grant Criteria:

This meets the grant criteria in that

- >95 % of participants come from greater than a 50 mile radius.
- Baseball Teams have track record of utilizing hotel rooms
- It enhances the community with National Recognition
- The organization requesting does provide all private funding



2021
Impact Nevada Tourism Grant Application

Project Name: *Labyrinth of Fear*

Date: *Month of October*

Est number attendees: *> 2,000*

Est number overnite stays: *> 25 nites*

Contact: *Nick Pierson 417-667-4993*

Brief Description: Labyrinth of Fear is an award winning venue that attracts from the 4 state region during a time that is low tourism season to add revenue to our economy.

Est Expenses for season (not total expenses)

Props *\$ 20,000*

Advertising *\$ 5,000*

Employees *\$ 10,000*

Total: *\$ 35,000*

Grant Criteria:

This meets the grant criteria in that

Patrons have track record of utilizing hotel rooms

It enhances the community with National Recognition

The organization requesting does provide all private funding

Submitted by

Russ Kemm
Complex Owner