



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: October 21, 2019

Re: Resolution Authorizing Agreements for Tourism Development Funds

Executive Summary

Authorizing agreements for Tourism Development Funds with the American Jr. Golf Association for the AJGA Columbia Junior Championships and with the National Middle School Basketball Association for the 2020 Missouri State Middle School Basketball Championships.

Discussion

The Convention & Visitors Bureau Advisory Board reviewed two Sports Tourism Development Fund applications at their July 29, 2019 meeting. They voted unanimously to recommend funding to both.

The American Jr. Golf Association (AJGA) requested \$15,000 for the 2020 AJGA Columbia Junior Golf Championships on June 15-18, 2020 at the Club at Old Hawthorne.

This new and prestigious five-day golf tournament attracts the most elite players throughout the world, ages 12-19. The site selection is done through a competitive process and Columbia is proud to be selected as an addition to the list of AJGA tournament locations. All net profits go back to local charities.

The first year the event is expected to generate approximately 500 room nights in Columbia hotels and become an annual event. Tourism Development Funds would provide assistance for site fees, awards, event equipment and travel and lodging expenses for AJGA staff and officials.

The National Middle School Basketball Association requested \$15,000 for the 2020 Missouri State Basketball Championships on March 20-22, 2020 at the new Columbia Sports Fieldhouse and the Mizzou Rec Center.

This new basketball tournament is a three-day event estimated to bring 100 middle school teams from across the regions, boys & girls grades 3rd – 8th. The first year it is estimated to bring in approximately 1,000 hotel room night for Columbia and will become an annual event. CVB Tourism Development Funds would be used to assist with facility rental, tournament insurance, trophies & medals and event officials.



Fiscal Impact

Short-Term Impact: \$30,000

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impacts

[Strategic Plan Impacts:](#)

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|------|--------|
| n/a | n/a |

Suggested Council Action

Approval of the Legislation.