



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 21, 2021

Re: Resolution Authorizing Use of Sports Development Funds and Execution of Agreement

Executive Summary

This resolution would authorize use of \$15,000 in Tourism Development Funds to the Missouri Basketball Coaches Association per year for three years (2021, 2022 & 2023) for the Norm Stewart Classic, Small College Basketball Showcase and the Missouri Basketball Coaches Clinic.

Discussion

The Columbia Sports Commission reviewed a Sports Tourism Development application at their May 13, 2021 meeting for three Missouri Basketball Coaches Association events.

The Norm Stewart Classic started 12 years ago with seven basketball teams from across the state playing basketball for 48 hours straight. The 2021 will be held at Mizzou Arena and will have 48 teams (both boys and girls varsity high school teams) from across Missouri as well as surrounding states. There are 24 games played approximately every two hours and all the games are live-streamed on ESPN3 and ESPNU which provides 60 hours of local, regional, and national exposure for Columbia. This event brings in over 600 participants along with their coaches, administrators, parents and fans to Columbia during a low occupancy time for area hotels.

The Small College Basketball Showcase will have 300+ high school basketball players compete at the Columbia Sports Fieldhouse. These athletes will compete in front of college basketball coaches across the country. It will take place Thursday, June 24 through 26.

The Missouri Basketball Coaches Clinic includes 750-1,000 high school basketball coaches. They travel to Columbia to learn coaching trends from some of the best coaching minds in the game. This event will take place at the University of Missouri September 16 through 17.

The Sports Commission voted to recommend \$15,000 for all three events per year for three years. Funding will assist with site/facility fees and officials. The CVB Advisory Board approved this funding recommendation at their June 7, 2021 meeting.

Fiscal Impact

Short-Term Impact: \$15,000 per year for three years

Long-Term Impact: \$45,000



Strategic & Comprehensive Plan Impacts

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
FY2016	The Norm Stewart Classic received \$5,000 from the CVB's operating budget.
FY2017	\$10,000 in Tourism Developments funds was awarded to the Norm Stewart Classic.
FY2018	\$10,000 in Tourism Developments funds was awarded to the Norm Stewart Classic.
FY2019	\$10,000 in Tourism Developments funds was awarded to the Norm Stewart Classic.

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.