



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: October 21, 2019

Re: Ordinance Amending Chapter 2 of the City Code to establish the Columbia Sports Commission

Executive Summary

The Convention & Visitors Bureau (CVB) provided a report to Council May 20, 2019 proposing the establishment of the sports commission. Council voted unanimously to proceed. This ordinance will formally establish the Columbia Sports Commission.

Discussion

Sports tourism is a multi-billion dollar market with amateur sporting tournaments generating \$11.6 billion in economic impact all across the country in 2016, according to the National Association of Sports Commissions (NASC). Cities and counties are creating sports commissions to take advantage of the financial opportunity this growing industry presents. There are approximately 134 sports commissions across the United States. The state of Missouri currently has four sports commissions: St. Louis, Kansas City, Springfield and Joplin.

The Columbia Sports Commission will be established under the department of the Convention & Visitors Bureau and be composed of eleven (11) voting members as outlined in the proposed legislation. Their duties and responsibilities will include assisting the CVB with its sports sales efforts to recruit, retain and organize regional, state, and national sports events; promote amateur, club, college and professional local sporting teams; make recommendations to the CVB Board related to the support of sporting events and sporting-related projects and promotions; evaluate Columbia's current sports market and identify existing sporting events, tournament and existing facilities; identify qualifying events that will fit current facilities; provide support to new and existing events; and advise the city council on any other sports-related efforts.

Fiscal Impact

Short-Term Impact: \$15,000 (marketing)

Long-Term Impact: unknown

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

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

[Comprehensive Plan Impacts:](#)



City of Columbia

701 East Broadway, Columbia, Missouri 65201

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

Legislative History

Date	Action
11/03/2014	REP 105-14 Final Recommendations of Sports Feasibility Study http://www.como.gov/Council/Commissions/downloadfile.php?id=15724
5/20/19	Report to Council on proposed legislation for a sports commission.

Suggested Council Action

Approval of the legislation.