



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: July 20, 2020

Re: Authorizing an Appropriation of Tourism Development Funds for the Gans Creek Cross Country Course Project

Executive Summary

This ordinance would approve \$75,000 in tourism development funds for the Gans Creek Cross Country Course. The funds will be used to partially fund construction of an indoor building, including walkways, utilities, and landscaping for the course.

Discussion

The Convention & Visitors Bureau Advisory Board reviewed a \$75,000 request for tourism development funds from the Parks & Rec Department for the Gans Creek Cross Country Course. Tourism funds would be used to complete a 1,600 sq. ft. indoor building located adjacent to the course. The building will serve as a media center and race headquarters for events at the course. It will provide space for meetings with coaches, officials and volunteers, team and participant check-in, media interviews and be a host area for food and beverages for coaches, media, sponsors and VIPs.

Most bids for major cross country events require that the race site provide indoor space as seen in bids from MSHSAA Cross Country Championships, SEC Cross Country Championships and NCAA regional and national championships.

Gans Creek will serve as the official home course for the University of Missouri Cross Country team, and once completed will be one of the top premiere courses in the country. The Convention & Visitors Bureau and Parks & Recreation are working closely to solicit bids for regional and national tournaments which have great economic impact and enhance the city's overall image as a great sports tourism destination.

The CVB Board voted unanimously to approve the request for funds.

Fiscal Impact

Short-Term Impact: \$75,000

Long-Term Impact: unknown

Strategic & Comprehensive Plan Impact

[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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the Legislation.