



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: May 19, 2025

Re: Authorizing an agreement with the Curators of the University of Missouri for the 2025 Missouri State Senior Games and Show-Me State Summer Games

Executive Summary

This ordinance authorizes the agreement for the city's sponsorship and support of the annual Missouri State Senior Games and the Show-Me State Summer Games on June 5-8, July 18-20 and July 25-27, 2025. The agreement is required prior to the disbursement of the city's annual sponsorship funds.

Discussion

The City of Columbia recognizes the Show-Me State Games (MSG) as a long-standing and impactful community event that significantly contributes to local tourism and economic development. MSG is a non-profit program of the Governor's Council on Physical Fitness and Health and is hosted by the University of Missouri. The Senior Games division specifically serves individuals age 50 and older, promoting wellness through competitive, athletic, and recreational activities. The overall mission of the Games is to encourage participation in activities that foster health, fitness, family engagement, and fun.

The Games bring thousands of visitors to Columbia annually, resulting in a substantial economic benefit through tourism-related spending, including lodging, dining, transportation, and retail purchases. To support the ongoing success and economic impact of the Show-Me State Games, the City of Columbia provides an annual sponsorship of \$28,000 and an in-kind support of approximately \$30,000 for the use of park facilities and city services. These contributions reflect the City's commitment to fostering community wellness, promoting tourism, and supporting high-profile events that generate direct and indirect benefits for residents and businesses.

Fiscal Impact

Short-Term Impact: \$28,000

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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



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Legislative History

Date	Action
June 2024	B112-24: Authorizing an agreement with the Curators of the University of MO for the 2024 MO State Senior Games and the Show-Me STATE GAMES
May 2023	B151-23: Authorizing an agreement with the Curators of the University of MO for the 2023 MO State Senior Games and the Show-Me STATE GAMES
April 2022	B185-22: Authorizing an agreement with the Curators of the University of MO for the 2022 MO State Senior Games and the Show-Me STATE GAMES
June 2021	B167-21: Authorizing an agreement with the Curators of the University of MO for the 2021 MO State Senior Games and the Show-Me STATE GAMES
June 2020	B146-20: Authorizing an agreement with the Curators of the University of MO for the 2020 MO State Senior Games and the Show-Me STATE GAMES
May 2019	B185-19: Authorizing an agreement with the Curators of the University of MO for the 2019 MO State Senior Games and the Show-Me STATE GAMES

Suggested Council Action

Approval of the Legislation.