

FY2020 TOURISM DEVELOPMENT FUNDING APPLICATION
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
SPORTS DEVELOPMENT (SDF)

Event Name: Norm Stewart Classic “48 Hours of High School Basketball”

Event Date: December 6, 7, & 8

Event Location: Mizzou Arena - University of Missouri

Event Organizer: Missouri Basketball Coaches Association

Total Event Cost: \$146,500.00

Amount of SDF Requesting: \$10,000.00

Describe in detail how the SDF Funds would be used: Lodging, Transportation, Advertising, Gifts for Players and Coaches.

	Last Fiscal Year	Current Fiscal Year	Next Fiscal Year
Organization’s Operating Income	\$227,000.00	\$255,000.00	
Organization’s Operating Expenses	\$220,000.00	\$248,000.00	

- Will this event be held without tourism development funding? Yes No
- Is this a new event? Yes No
- Have all required permits, licenses, etc. been secured? Yes No
- Have you received tourism development funds before? Yes No
- If Yes, how much and when? **We received \$10,000 in 2017 & 2018.**

Narrative:

1.	<p>Briefly Describe the Event: “48 Hours of High School Basketball” – 47 teams, playing 24 High School Varsity Basketball games every 2 hours beginning 5:00 pm Friday, December 6 through Sunday, December 8 at 5:00pm. (See attached schedule with list of participating teams.)</p> <p>The event will be streamed on ESPN3 as well as being shown on selected over the air TV stations across the state. This year for the first time, we’ll have two games on ESPNU live on Saturday morning.</p>
2.	<p>How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance? Press Conference (Print/TV) Tip-Off Luncheon NSC Website and social Media as well as being on the CVB website. This year for the first time, NSC advertisement is being printed on the back of Pepsi delivery trucks traveling throughout the area.</p>
3.	<p>How will your event increase overnight stays? Parents, relatives of Players and Coaches along with Basketball fans that are interested in seeing multiple games; promote staying in Columbia.</p>

4.	<p>How many overnight stays do you estimate the event will generate? (# of rooms x # of nights)</p> <p>Anticipated NSC room needs: 24 Teams x 8 = 192 + 25 Media + 200 (Family/Fans) – Total = 417</p> <p># of estimated local participants: # of estimated out-of-town participants: # of local friends/family/fans: # of out of town friends/family/fans:</p>
5.	<p>Have you contacted local hotels? Yes, Holiday Inn Executive Center which will be our host hotel.</p>
6.	<p>What method will you use to track overnight stays? We'll know how many rooms we will be using and checking with our host hotel to get a number of rooms used by parents etc, we have found it difficult to determine the number of stays at other hotels.</p>
7.	<p>Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall? Yes, because of the 600 players (47 Teams), their parents and fans in attendance will be needing food and a lot needing lodging which will depend on their team's game schedule.</p>
8.	<p>Have you secured event sponsorships? We are in the sponsorship process. Norm Stewart is leading this effort as he has done in past years.</p>
9.	<p>List any other important factors or issues about this event that you feel we should know about:</p> <p>This year's Norm Stewart Classic will be the 11th Classic since being started by Gary Filbert. What is fantastic about the Classic is the "48 Hour" format, which began in 2016, this event in its present format has potential for tremendous growth in the future; we reached this conclusion due to the very positive feedback that was received during and after events from all those involved as well as from fans. As was discussed last year, we'll be playing the event at Mizzou arena for 2019. What is exciting, NSC will involve over 600 kids along with their Coaches, Administrators, Parents and Fans over a two- and half-day period to enjoy Columbia and its amenities. With this event being on ESPN3 and ESPNU along with numerous other over the air TV stations, the free publicity Columbia along with University of Missouri will be receiving, is something we can't put a price tag on. What really makes this event special is the personal involvement of Coach Stewart in planning the Classic from start to finish.</p>

TOTAL BUDGET FY 2020
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
SPORTS DEVELOPMENT (SDF)

EVENT BUDGET - R E V E N U E S

Round to the nearest dollar

ORGANIZATION NAME: **Missouri Basketball Coaches Association**

EVENT NAME: **Norm Stewart Classic “48 Hours of High School Basketball”**

REVENUES	1 CASH	2 *IN-KIND should net to zero	3 TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$125,000.00	\$13,000.00	\$125,000.00
2. Government Support** (city, county, schools, etc.) A. Convention Center and Visitors Bureau	\$10,000.00		\$10,000.00
B.			
C.			
3. Program Fees: Admissions/Tickets	\$10,500.00		\$10,500.00
Program Sales	\$500.00		\$500.00
Program Ads	\$500.00		\$500.00
4. Other Misc. (be specific)			
5.			
6.			
TOTAL REVENUE	\$146,500.00	\$13,000.00	\$146,500.00

*In-kind good or service anticipated	Source of donation	Estimated value
Awards & Autograph Basketballs	Red Weir Sporting Goods	\$1,000.00
Luncheon Food	US Foods	\$4,000.00
Soda & Water for Hospitality Room	Pepsi	\$500.00
Hospitality Room Food	Levy Brothers	\$3,000.00
Program/Ticket Printing	MPIX	\$4,500.00

**Name of program	Source of donation	Estimated value
		\$
		\$
		\$

EVENT BUDGET continued, - EXPENDITURES
SPORTS DEVELOPMENT (SDF)

ORGANIZATION NAME: Missouri Basketball Coaches Association

EVENT NAME: Norm Stewart Classic "48 Hours of High School Basketball

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Event workers/includes MU personal Police	\$4,000.00	\$15,000.00		\$19,000.00
Insurance	\$500.00			\$500.00
Administrative/Fundraising		\$7,000.00		\$7,000.00
Luncheon Prep		\$1,400.00		\$1,400.00
2. Game Day Operations				
Media		\$70,000.00		\$70,000.00
Facility Rent	\$1,500.00			\$1,500.00
MU Production		\$1,500.00		\$1,500.00
Officials	\$4,000.00			\$4,000.00
Players/workers Pizza		\$2,500.00		\$2,500.00
Athletic Trainers		\$1,500.00		\$1,500.00
Housekeeping		\$6,000.00		\$6,000.00
EMS		\$5,000.00		\$5,000.00
3. Supplies & Materials				
Awards & Gifts			\$1,000.00	\$0
Soda & Water			\$500.00	\$0
Luncheon Food			\$4,000.00	\$0
Hospitality Food			\$3,000.00	\$0
Year Meeting Food		\$300.00		\$300.00
Apparel		\$5,500.00		\$5,500.00
4. Travel/Lodging, ETC.				
Travel		\$1,500.00		\$1,500.00
Lodging		\$13,500.00		\$13,500.00
5. Promotion and Publicity				
Printing			\$4,500.00	\$0
Postage		\$100.00		\$100.00
6. Other (be specific)				
TOTAL EXPENDITURES	\$10,000.00	\$140,800.00	\$13,000.00	\$140,800.00
TOTAL REVENUES (from page __7__)	\$10,000.00	\$146,500.00	\$13,000.00	\$146,500.00

***In-kind should net to zero**

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.



A handwritten signature in blue ink, appearing to read "Denny Hunt / MBCA", is written over a horizontal dashed line.

Applicant Authorized Signature: Denny Hunt/MBCA

Date: 10/13/19

Print Name: Denny Hunt

Title: Executive Director

Email: dennyhunt@mobca.org

Name of Primary Contact & Email: (if different than above):

Legal name of Organization: Missouri Basketball Coaches Association

Name of Organization Executive Director: Denny Hunt

Address: 2365 W. Katella St, Springfield, Mo.

Phone: 417-849-4215

Email: dennyhunt@mobca.org

Web Site: www.mobca.org

Federal ID Number: 27-3628934

This organization is: Independently chartered Private Non-Profit

Norm Stewart Classic Schedule (2019)

Friday 12/6/19

5:00 pm East Buchanan vs Clarksville Academy (TN) boys
7:00 pm Incarnate Word vs Blue Springs girls
9:00 pm Jefferson City vs Hazelwood Central girls
11:00 pm Centralia vs Mexico boys

Saturday 12/7/19

1:00 am Father Tolton vs St. Joseph's Academy girls
3:00 am Harrisburg vs Calvary Lutheran boys
5:00 am Columbia Independent vs Green Ridge boys
7:00 am Booker T. Washington (OK) vs St. Louis Christian boys ESPN U
9:00 am Father Tolton vs Mehlville boys ESPN U
12:00 pm Wentzville Liberty vs Liberty North boys
2:00 pm Rock Bridge vs Kickapoo girls
4:00 pm Hickman vs Clarksville Academy (TN) boys
6:00 pm East St. Louis vs Raymore Peculiar boys
8:00 pm Bishop Miege (KS) vs Cardinal Ritter boys
10:00 pm Battle vs Raytown South boys

Sunday 12.8/19

12:00 am Jefferson City vs Warrensburg boys
2:00 am Glendale vs East St. Louis girls
4:00 am Community R6 vs Otterville boys
6:00 am Community R6 vs Otterville girls
8:00 am Battle vs Lincoln girls
10:00 am Hickman vs School of the Osage girls
12:00 pm St. Elizabeth vs Nixa boys
2:00 pm Rock Bridge vs Webster Groves boys
4:00 pm Whitehaven (TN) vs Trinity Catholic boys