

FY2026 Attraction Development Fund Application
Columbia Convention & Visitors Bureau Tourism Development Program

Applicant Information

- **Organization Name:** Mid-Missouri Sports Park
 - **Primary Contact Person:** Paul Rorvig
 - **Email Address:** midmissourisportspark@gmail.com
 - **Phone Number:** 816-423-0928
 - **Mailing Address:** PO Box 30582, Columbia, MO 65205
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Project Information

- **Attraction Name:** Mid-Missouri Sports Park
 - **Location of Attraction:** 4180 E. Broadway, Columbia, MO 65201
 - **Project Start Date:** January 2026
 - **Estimated Completion Date:** July 2026
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Funding Details

1. **Total estimated cost of the project:** \$4,000,000
2. **Amount of funding requested from the Attraction Development Fund:** \$25,000 per year over the next 4 years.
3. **Describe how the requested funds will be used. Be specific about the expenses or components to be covered:** The requested funds will be allocated directly toward the Phase 2 expansion of the Mid-Missouri Sports Park. Specifically, the capital will help cover the following construction components for the new addition: structural materials, new hardwood playing service, and basketball/volleyball/training equipment. By adding two additional courts to our current two-court facility, we will double our capacity to host youth practices, regional tournaments, and additional community programs.

4. **Has your organization previously received funding from the Columbia Tourism Development Program? No.**

If yes, please specify the amount, the year received, and the project it supported.

Project Description

5. **Briefly describe the proposed attraction or enhancement. Include the physical location, hours of operation, and the target audience:** Phase 2 involves the construction of a 19,000+ sq. ft. expansion to the existing Mid-Missouri Sports Park. This project will add two (2) college regulation basketball courts (convertible to volleyball courts), doubling the facility's current capacity to a total of four courts. Located at 4180 E. Broadway, Columbia, MO 65201, this location is strategically positioned near major hotel clusters and the I-70 corridor, making it highly accessible for traveling teams. This location and facility will be highly attractive to youth sports organizations (AAU, USAV), regional school districts, collegiate recruiting camps, and out-of-state "travel ball" families.
6. **Provide a project timeline. Include key dates, milestones, phases of construction/ implementation, and anticipated opening date:**
- November 2025 - Steel Ordered
 - February 2026 - Construction Begins
 - June 2026 - Construction Finalized
7. **Outline your operational plan for the attraction. Include information on staffing, maintenance, sustainability, and ongoing programming or activities:** Our facility maintains high utilization through consistent local youth development while strategically scaling into a regional tournament hub that drives out-of-town visitation. **Elite Youth Development & Training:** Our baseline operations include year-round youth basketball and volleyball workout sessions, specialized skill clinics, and team practices. Currently, MMSP serves as the home base for several elite travel organizations (including EYBL-affiliated teams). These programs ensure the facility is active 7 days a week, providing the consistent revenue needed to maintain high-quality surfaces and equipment. **Tournament Scaling (The Phase 2 Growth Engine):** While we currently host small-scale local tournaments, our "Phase 2" expansion is specifically designed to unlock Regional Sanctioned Tournaments. Most tournament directors (AAU, USAV, etc.) require a minimum of 4 courts at a single site to host large-bracket qualifiers. By doubling our court capacity, we will transition from "local play" to "destination play," attracting teams from across Missouri, Iowa, Kansas, and Illinois for multi-day events that require hotel stays. **Community & Diverse Group Rentals:** We maintain an active rental calendar for a variety of community groups, including local schools, church leagues, and non-profit organizations. This "open-door" policy ensures that MMSP remains a central pillar of the Columbia community, maximizing the public benefit of the CVB's investment. **Collegiate and Interscholastic Coordination:** MMSP has a proven track record of working in coordination with

high school and collegiate athletic programs. We frequently host visiting teams for "shoot-arounds" and practices when they travel to Columbia for competitions. By adding Phase 2, we can host larger "Showcase" events and collegiate-level recruiting camps that bring hundreds of out-of-town athletes and their families to the Columbia area simultaneously.

8. **Explain how this project will support or expand Columbia's tourism offerings. Include how it will attract visitors, extend their stay, and increase tourism spending. Describe how you will track or measure these outcomes (e.g., visitor counts, surveys, overnight stay tracking):** A 4-court facility is the industry standard for a single-site tournament. Most regional tournaments require a minimum of 4 courts to be viable for a single-age bracket. Phase 2 allows Mid-Missouri Sports Park to host "stay-to-play" events where teams stay in Columbia for 2–3 days rather than driving in for a single game. Currently, the lack of a four-court indoor facility in the region forces Mid-Missouri teams to travel to Kansas, Iowa, and Illinois to compete in sanctioned tournaments. The Phase 2 expansion allows us to reclaim those events, keeping Missouri sports families—and their travel spending—within the Columbia economy. By hosting 16–32 team brackets, we estimate bringing in 400+ families per weekend. Using industry averages, this generates significant "ancillary spending" at nearby restaurants on Broadway and hotels throughout Columbia.

9. **Have you researched similar attractions in Missouri or elsewhere? If yes, summarize your findings and how they influenced your project design or expectations:** Research into facilities like the Fieldhouse in Springfield and Powerplex in St. Louis shows that facilities with 4 or more courts under one roof have a 3x higher likelihood of securing sanctioned regional qualifiers compared to 2-court facilities. Our primary objective is to capture regional tournament business that currently bypasses Columbia for larger facilities throughout Missouri and the Midwest. By doubling our capacity, we position Mid-Missouri Sports Park as a premier destination capable of hosting events that were previously out of our reach.

10. **List all confirmed and anticipated funding sources for the project, including in-kind contributions. If available, attach letters of commitment for pledged funds, loans, or donations.**
If any donors or funders wish to remain anonymous, indicate the amount and note that it is confidential.

Required Attachments

Please attach the following documentation to support your application:

- A detailed project budget, including how ADF and matching funds will be allocated
- For construction or renovation projects: Copies of contractor bids
- For property acquisition: A copy of the property appraisal and purchase agreement or option

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Attraction Fund 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 ADF expenditures as required.

Paul Rorvig

22 February 2026

Applicant Authorized Signature

Date

Print Name: Paul Rorvig

Title: President, Board of Directors

Phone: 816-423-0028

Email: midmissourisportspark@gmail.com

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

Legal name of Organization: Mid-Missouri Sports Park
(This must be the same name registered with the Missouri Secretary of State.)

Name of Organization President/or Chair of Board: Paul Rorvig

Address: 4180 E. Broadway, Columbia, MO 65201 (Physical)/PO Box 30582, Columbia, MO 65205 (Mailing)

Phone: 816-423-0928

Email: midmissourisportspark@gmail.com

Web Site: <https://www.midmissourisportspark.com/>

Federal ID Number (required):

This organization is: Independently chartered Private Non-Profit

Other (please describe)

r.rorvig.paul@gmail.com

<i>Category</i>	<i>Phase 2 - Budget</i>
Access Construction	\$5,000.00
Alarm System	\$10,000.00
Appraisal	\$2,500.00
Building Shell	\$1,000,000.00
Concessions/Bathrooms	\$20,000.00
Concrete	\$400,000.00
Drywall	\$50,000.00
Dumpsters	\$40,000.00
Electric	\$100,000.00
Engineering	\$10,000.00
ESS	\$100,000.00
Fire Sprinkler/Alarms	\$75,000.00
General Contracting	\$450,000.00
Glass	\$20,000.00
Gym Equipment	\$40,000.00
Gym Floor	\$140,000.00
HVAC	\$200,000.00
Insurance	\$9,000.00
Land	\$0.00
Landscaping	\$20,000.00
Masonry	\$110,000.00
Millwork	\$20,000.00
Permitting	\$10,000.00
Plumbing	\$50,000.00
Roofing	\$12,000.00
Scoreboards	\$35,000.00
Wood Framing/Blocking	\$5,000.00
Painting/Hardware Install	\$20,000.00
<i>Classroom Equipment</i>	\$10,000.00
<i>AV Equipment</i>	\$30,000.00
<i>Weight Room/Training Equipment</i>	\$59,000.00
<i>Irrigation System</i>	\$19,500.00
<i>Phase 2 Budget</i>	<i>\$3,072,847.08</i>