



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: April 19, 2021

Re: Resolution Authorizing Agreement with the American Junior Golf Association, Inc. for the use of Tourism Development Funds

Executive Summary

Authorizing agreement for Tourism Development Funds with the American Junior Golf Association, Inc. for the AJGA Stan Utley and Mid-America Youth Golf Foundation Junior Championships.

Discussion

The American Junior Golf Association, Inc. (AJGA) requested \$15,000 for the 2021 AJGA Columbia Junior Golf Championships on July 25-29, 2021 at the Club at Old Hawthorne.

This prestigious five-day golf tournament attracts the most elite youth golfers throughout the world, ages 12-18. The site selection is done through a competitive process and Columbia is proud to be selected as an addition to the list of AJGA tournament locations. All net profits go back to local charities via a legacy program.

The first year event generated more than 500 room nights in Columbia hotels and had an estimated economic impact of \$311,514. Tourism Development Funds would provide assistance for site fees, awards, event equipment and travel and lodging expenses for AJGA staff and officials. The Columbia Sports Commission and CVB Advisory Board voted to approve the application.

Fiscal Impact

Short-Term Impact: \$15,000

Long-Term Impact: N/A

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

Legislative History

Date	Action
June 2020	\$15,000 was awarded to the AJGA for the 2020 event.

Suggested Council Action

Approval of the legislation.