



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: December 17, 2018

Re: Resolution Authorizing Use of Tourism Development Funds and Executing An Agreement

## Executive Summary

Authorizing an agreement with Columbia Swim Club for Tourism Development Sports Funds for the 2019 Tiger Invite Swim Meet.

## Discussion

The Columbia Swim Club (CSC) submitted a Sports Development Fund application requesting \$10,000 for the "Tiger Invite" competitive swim meet to be held January 25-29, 2019 at the Mizzou Student Recreation Center Aquatics facility.

This meet is open to USA Swimming registered teams, as well as NCAA teams. Over 1,200 swimmers will participate from across the region and invitations have been extended to clubs in Boston, Florida and Michigan.

Nearly all the swimmers, coaches and officials, plus an additional 1,000+ spectators (mainly family members) will travel to and stay in Columbia hotels for the entire length of the meet. This is a great opportunity to showcase Columbia as an outstanding host and secure the event in January during a low occupancy time period.

The Convention & Visitors Bureau Advisory Board reviewed the SDF application at their November 26, 2018 meeting. They voted unanimously to recommend \$10,000 in Tourism Development Funds to assist with facility rental and travel & lodging expenses for officials.

## Fiscal Impact

Short-Term Impact: \$10,000

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: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## Legislative History

Date	Action
2017 & 2018	Columbia Swim Club received \$10,000 in Tourism Development Sports Funds for the SPEEDO Sectionals Central Section Regional VII meet.
2013	Columbia Swim Club received \$7,500 in Tourism Development Funds for the Last Chance Qualifier Championships.

## Suggested Council Action

Approval of the legislation and execution of agreement.