



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: October 15, 2018

Re: Resolution Authorizing Use of Tourism Development Funds and Authorizing the City Manager to Execute Agreement

Executive Summary

Authorizing an agreement for \$10,000 in Tourism Development Funds to the Missouri Coaches Association for the Norm Stewart Classic – 48 Hours of Basketball.

Discussion

The Convention & Visitors Bureau (CVB) Advisory Board reviewed a Tourism Development Fund application at their September 24, 2018 meeting for the Norm Stewart Classic – 48 Hours of Basketball, which takes place November 30 - December 3, 2018.

The Norm Stewart Classic started 11 years ago with seven basketball teams from across the state playing basketball for a straight 24 hours. The event has grown to two days with more than 45 elite varsity basketball teams, both boys & girls, from across Missouri as well as surrounding states. There are 24 games played approximately every two hours and all the games are live-streamed on ESPN which provides 60 hours of local, regional, and national exposure for Columbia. This event, coordinated by the Missouri Basketball Coaches Association, takes place on the campus of Columbia College and brings in over 600 kids, coaches, administrators, parents and fans to Columbia. Negotiations are currently underway to bring the event back to the Mizzou campus in 2019.

The CVB Board voted to recommend \$10,000 for the Norm Stewart Classic – 48 Hours of Basketball to assist with marketing, travel costs, and awards.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impacts

[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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
FY2017	\$10,000 in Tourism Developments funds were awarded to the Norm Stewart Classic
FY2016	The Norm Stewart Classic received \$5,000 from the CVB's operating budget.

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.