

**FY2020<sub>1</sub> TOURISM DEVELOPMENT FUNDING APPLICATION**  
**City of Columbia – Convention & Visitors Bureau Tourism Development Fund**  
**SPORTS DEVELOPMENT (SDF)**

Applications must be typed.

**Event Name:** AJGA Stan Utley and Mid-America Youth Golf Foundation Junior Championship  
**Event Organizer:** American Junior Golf Association  
**Event Date:** July 25-29, 2021  
**Event Location:** Country Club of Missouri and The Club at Old Hawthorne

**Amount of SDF Requesting:** \$15,000

**Total Event Cost:** \$44,000

**Describe in detail how the SDF Funds would be used:** The funds will be used to help cover the costs associated with running the event. We will have the following expenses: Tournament Food/Beverage (Players and Parents Cookout, water, fruit, ice, volunteer meals for all tournament days), Junior-Am Expenses (Food, beverage, gifts, greens fees and awards for 20 teams plus juniors), Tournament Gifts & Awards (adidas clothing, imperial caps, McArthur towels plus appreciation, gifts for committee and volunteers, Trophies for champion, plus top five/three for boys/girls runners up, trophies for ties and shipping), Tournament Site Fees, Tournament Operations (Equipment and supplies, IT applications, shipping and postage, medical attendant, printing and paper), Tournament Labor (Intern wages - 65 estimated hours at Federal minimum wage plus time and one-half for O/T hours worked), Staff Lodging, Staff Travel (AJGA interns to travel via fleet vehicles with trailers, F/T staff will fly), Tournament Signage (Banners, signage systems, flags and other first-year costs) and Staff Food.

Will this event be held without tourism development funding?	<input checked="" type="checkbox"/> Yes   X No
Is this a new event?	<input checked="" type="checkbox"/> Yes   X No
Have all required permits, licenses, etc. been secured?	X Yes <input checked="" type="checkbox"/> No
Have you received tourism development funds before?	X Yes <input checked="" type="checkbox"/> No
If Yes, how much and when? \$15,000 in 2020	

**Narrative:**

1.	Thoroughly Describe the Event: <b>The event will play host to 78 players (ages 12-19) from across the world between the days of Monday-Thursday. This event will begin with a qualifying event on Sunday, July 25<sup>th</sup> that will have up to 78 different players from around the world. Approximately 10% of the qualifier field will earn their way into the main event. On Monday morning, we will host an official practice round for all tournament players. On Monday afternoon, we will host our Junior-Am fundraising event. All net proceeds will be split between the Achieving Competitive Excellence Grant program and a local charity of choice. In 2020, the event benefitted the Boys and Girls Club of Columbia. All players will be in town playing Monday, Tuesday, Wednesday and Thursday. There will not be a cut. After the event we will have a short awards ceremony. We will provide meals for players and parents throughout the week. All players will have the opportunity to interact with Missouri Golf and PGA Tour alumni, Stan Utley. This is a great opportunity for the university to showcase their facilities to AJGA players and parents who are looking to play college golf.</b>
2.	How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance? <b>Our max field will be 78 players for the event and 78 players for our qualifying event. We will have up to 156 players coming to Columbia, MO for this event. All of our fields are</b>

	filled based on the Performance Based Entry system. All of our fields have extensive waiting lists to get in. Our partners help promote our events (Golf Channel, PGA Tour, etc.). Our website is the main promotion of the event. We have over 10.4 million unique views per year on our website. Our social media numbers continue to increase with our largest following being on Instagram with over 75,000 followers.
3.	How will your event increase overnight stays? We are not a stay for play organization. However, we would anticipate at least 80% of our players will stay in a hotel in the area during the event. Our guests will be in a hotel for 4-5 days. We've had kids travel from other countries to play in our events and stay for over a week. In 2020, our fields included players from 30 states and 3 countries. The majority of the field will be filled with players from out of the area who will need to stay in hotels in order to participate.
4.	How many overnight stays do you estimate the event will generate?: 62 x 5 nights = 310  # of estimated local participants: 6 # of estimated out-of-town participants: 72 # of local friends/family/fans: 50 # of out of town friends/family/fans: 144
5.	Have you contacted local hotels? Yes or No Are you using third-party housing company? Yes or No Is your event "Stay to Play"? Yes or No, but majority of our fields travel in from out of the area and will require a place to stay.
6.	What method will you use to track overnight stays? Tournament registration before the event. We will check numbers with local hotels after the event. We setup room blocks at our host hotel to help keep track of room nights sold.
7.	Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall? Yes! This event will have a substantial impact on the local economy. We expect an overall impact of \$200,000 or more to the local community. Over the long-term we expect this event to generate over \$1 million of economic impact on the local economy.
8.	Have you secured event sponsorships? Edwards Jones has confirmed support of event in 2021.
9.	List any other important factors or issues about this event that you feel we should know about: Our players will come to town early to play additional practice rounds. This is additional revenue for the local economy. We believe this event will not only provide great economic impact to the city of Columbia, however, it is a great way to showcase the University to young kids from across the world. We look forward to getting members of the community involved with the event through various volunteer opportunities and the junior-am portion of the event where local members of the community can play with top junior golfers.

TOTAL EXPENDITURES				
TOTAL REVENUES (from page ____)				

\*In-kind should net to zero

**SIGNATURE/DISCLAIMER**

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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.

*Patrick M. Cansfield*

Applicant Authorized Signature

1/20/2021

Date

**Print Name:** Patrick Cansfield

**Title:** Regional Director, Southeast

**Email:** pcansfield@ajga.org

**Legal name of Organization:** American Junior Golf Association

**Name of Organization President/or Chair of Board:** JAMES E. NUGENT III

**Address:** 1980 Sports Club Drive

**Phone:** (678) 425-1762

**Email:** pcansfield@ajga.org

**Web Site:** www.ajga.org

**Federal ID Number (required):** 58-1433914

**This organization is:** Independently chartered  Private  Non-Profit X

Other (please describe)

	Budget	Notes
<b>Income</b>		
Corporate Sponsorship	\$50,000	Goal for Total Sponsors- Edward Jones (20k) and MAYGF (In Kind Donations est
Junior-Am Sponsors	\$0	
<b>TOTAL INCOME</b>	<b>\$50,000</b>	
<b>Expense</b>		
<b>Staff Expenses</b>		
Staff Food	\$1,904	Onsite for seven nights based on 2020 expenses
Staff Lodging	\$6,661	Estimated based on 2020 expenses
Staff Travel	\$2,000	Estimated and includes gas, rentals, parking, mileage, flights
Support Staff	\$5,075	Cost for staff onsite for the week based on 2020 events
<b>Total Staff Expenses</b>	<b>\$15,640</b>	
<b>Site Fees</b>		
Tournament	\$5,000	Tournament Site Fees- The Club at Old Hawthorne Agreement
Qualifier	\$1,500	Qualifier Site Fees- Country Club of Missouri Agreement
<b>Total Site Fees</b>	<b>\$6,500</b>	
<b>Junior-Am</b>		
Reception	\$3,000	Est \$15 per meal (Breakfast/Lunch or Lunch/Dinner). Includes staff & players
Gifts	\$1,662	Includes Hats, Shirts, Awards
Junior-Am Application	\$100	\$100 if the event has a Junior-Am
Junior-Am Site Fees	\$0	
<b>Total Junior-Am</b>	<b>\$4,762</b>	
<b>Food &amp; Beverage</b>		
Tournament Cookout	\$2,559	Estimated \$17 ++ based on 2020 prices
Product & Ice	\$780	Estimated \$10 worth of ice and drinks per player for tournament
Volunteer Lunches	\$2,250	Estimated \$15 all inclusive boxed lunches, Summer is 4 meals
<b>Total Food &amp; Beverage</b>	<b>\$5,589</b>	
<b>Awards</b>		
Qualifier & Tournament	\$782	
<b>Total Awards</b>	<b>\$782</b>	
<b>Gifts</b>		
Player Gifts	\$3,975	
Volunteer Gifts	\$1,145	
<b>Total Gifts</b>	<b>\$5,120</b>	
<b>Other Expenses</b>		
Scoreboard	\$0	If scoreboard is used, \$300. Can use other options
Laundry	\$120	Estimated \$10 per person for laundry
Activities	\$200	For staff during tournament week
Fixed Operation Costs	\$2,370	Photography, Clipping, Equipment & Supplies, Printing, Scorecards
Other Operation Costs	\$1,000	Signage (\$1000 estimate), Extra printing, Equipment Rental
Medical Attendant	\$2,000	Estimated cost of \$400 per day
<b>Total Tournament Operations</b>	<b>\$5,690</b>	
<b>TOTAL TOURNAMENT EXPENSES</b>	<b>\$44,083</b>	
<b>Gross Proceeds</b>	<b>\$5,917</b>	

### Variable Expenses