



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: November 18, 2019

Re: Resolution Authorizing Use of Sports Development Funds and Execution of Agreement

Executive Summary

This resolution would authorize use of \$10,000 in Tourism Development Funds to the Missouri Basketball Coaches Association for the Norm Stewart Classic "48 Hours of Basketball".

Discussion

The Convention & Visitors Bureau (CVB) Advisory Board reviewed a Sports Tourism Development application at their October 28, 2019 meeting for the Norm Stewart Classic "48 Hours of Basketball", which takes place December 6-8, 2019.

The Norm Stewart Classic started 11 years ago with seven basketball teams from across the state playing basketball for 24 hours straight. The 2019 event will have 47 teams (both boys and girls varsity high school teams) from across Missouri as well as surrounding states. The event has been held for many years on the campus of Columbia College. The 2019 event will be held at Mizzou Arena.

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, brings in over 600 participants along with their coaches, administrators, parents and fans to Columbia during a low occupancy time for area hotels.

The CVB Board voted to recommend \$10,000 for the Norm Stewart Classic "48 Hours of Basketball" to assist with advertising, lodging, transportation 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



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[Comprehensive Plan Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
FY2016	The Norm Stewart Classic received \$5,000 from the CVB's operating budget.
FY2017	\$10,000 in Tourism Developments funds were awarded to the Norm Stewart Classic.
FY2018	\$10,000 in Tourism Developments funds were awarded to the Norm Stewart Classic.

Suggested Council Action

Approval of the Legislation and Execution of the Agreement.