



# 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: May 16, 2016

Re: Approving Show-Me STATE GAMES Sponsorship and Authorizing the City Manager to Execute Agreement

## Executive Summary

The 2016 Show-Me STATE GAMES (SMSG) takes place June 10-12; July 22-24 and July 29-31. This agreement authorizes the city's sponsorship and support of the Games.

## Discussion

The Show-Me STATE GAMES is known as the largest state games in the nation. Each summer thousands of athletes come to Columbia to compete in over 35 different sports. The SMSG generates a significant amount of overnight stays in Columbia hotels and provides substantial economic impact for Columbia.

The Convention & Visitors Bureau has allocated a cash sponsorship of \$16,800 for the 2016 Games. Columbia Parks & Recreation has allocated \$3,500 cash and approximately \$30,000 "in-kind" for the use of park facilities and other related services in support of the 2016 Show-Me STATE GAMES.

An agreement between the City and the Show-Me STATES GAMES is required prior to disbursement of city funds for the annual sponsorship and support of the Games.

## Fiscal Impact

Short-Term Impact: \$20,300 plus in-kind services outlined above

Long-Term Impact: \$0

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Parks, Recreation & Greenways, Tertiary Impact: Not Applicable

### Strategic Plan:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable



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## Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Tertiary

### Legislative History

| Date      | Action   |
|-----------|--|
| 1985-2015 | <p>The City of Columbia has been a major sponsor of the SMSG for 31 years, since it began in 1985. The last three years SMSG has received \$20,300 cash, as well as in-kind services from the Columbia CVB and Parks &amp; Recreation.</p> <p>The Show-Me STATE GAMES also receives \$12,500 in Tourism Development funds from the CVB as one of Columbia's "Signature Series" events.</p> |

### Suggested Council Action

Approval of the ordinance and execution of agreement.