



## Tourism Sports Development Fund FY2026 | Columbia Convention & Visitors Bureau Tourism Development Program

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Events must **begin on or after October 1, 2025**, and be **completed by September 30, 2026**, to be eligible for FY2025 funding consideration.

The Sports Development Fund (SDF) is supported by Columbia's lodging tax and administered by the Convention & Visitors Bureau (CVB) in collaboration with the Columbia Sports Commission. This fund was created to increase the economic impact of sports events by supporting the development and growth of tournaments and competitions that generate overnight hotel stays in Columbia.

All applicants must meet the eligibility requirements and follow the guidelines outlined below.

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### Application Guidelines

- **Deadline for Submission**  
Applications must be submitted **at least 120 days prior to the start of the event**.
  - **Final Revisions**  
If updates or changes to the application are necessary, a **final version must be submitted at least one week before the scheduled review meeting**. No exceptions.
  - **Applicant Presentations**  
Applicants are **encouraged, but not required**, to attend the Sports Commission meeting to present their request and answer any questions.
  - **Review Process**  
Applications will be reviewed by the **Columbia Sports Commission**, which will make funding recommendations to the **CVB Advisory Board**. Both groups meet monthly.
  - **City Council Approval**  
Final approval of funding is made by the **Columbia City Council**, which meets **twice monthly**, typically on the first and third Mondays.
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### Submission Information

Applications may be submitted by mail, hand delivery, or email to:

**Adam Ziervogel**  
Tourism Sales Manager  
Columbia Convention & Visitors Bureau  
300 South Providence Road  
Columbia, MO 65203  
**Adam.Ziervogel@CoMo.gov**

# Eligible & Ineligible Expenditures

FY2026 | Sports Development Fund (SDF)

Columbia Convention & Visitors Bureau – Tourism Development Program

## ✓ Eligible Expenditures

Tourism Development Funds awarded through the Sports Development Fund may be used for the following types of expenses, provided they are directly tied to the execution and success of the event:

1. **Bid fees, rights fees, and sanctioning fees** required to host the event.
2. **Event operations**, including expenses for certified officials, security, insurance, venue rental, licensed medical personnel, athletic trainers, and specialized equipment essential to the event.
3. **Marketing and promotional activities**, including advertising, printed materials, mailing lists, and postage (e.g., registration forms, applications).
4. **Trophies, medals, or monetary awards** presented as part of the competition.
5. **Meals and lodging** for event staff, officials, or essential volunteers.
6. **Transportation or shuttle services** for participants and attendees between hotels, off-site parking, or secondary venues and the main event site.
7. **Enhancement materials** such as displays, exhibits, or interactive elements that improve the visitor experience.

**Note:** The Columbia Sports Commission may recommend full or partial funding for any item. This list is not exhaustive. Other proposed expenditures may be considered if they align with the goals of the Tourism Development Program and demonstrate strong potential for generating overnight stays.

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## ✗ Ineligible Expenditures

The following expenses are **not eligible** for reimbursement or funding through the Sports Development Fund:

1. General **organizational overhead or operating costs** not directly related to event production.
2. **Entertainment or activities** not intended for the general public or event audience.
3. **Professional services** (e.g., legal, engineering, accounting) not specifically outlined and approved in the original application.
4. **Debt-related expenses**, including interest payments, deficit reduction, or loan repayment.
5. **Capital expenses** such as the purchase of land, permanent equipment, or building improvements—unless the Columbia Sports Commission determines the investment is critical to the success of the event and directly tied to increasing overnight visitation.

# General Guidelines

## FY2026 | Sports Development Fund Columbia Convention & Visitors Bureau – Tourism Development Program

The Sports Development Fund is designed to support events that have the potential to generate overnight hotel stays in Columbia. The following guidelines apply to all applicants:

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### Funding Limits & Duration

#### 1. Maximum Funding Amount

The maximum funding per application is **\$15,000** and **no more than 50% of the total event budget**.

*Exceptions may be made for events projected to generate more than 1,500 hotel room nights; in such cases, the funding level is at the discretion of the Columbia Sports Commission.*

#### 2. Multi-Year Funding

Events may receive funding for up to **three consecutive years**, with a new application required each year.

- **Year 2:** Maximum funding is reduced by 25%
- **Year 3:** Maximum funding is reduced by 50%

*Exceptions may apply for events that show substantial growth in attendance or participation, or the addition of a new and significant component. Increases in marketing or advertising alone do not qualify as growth.*

#### 3. Signature Series Consideration

After three years of support, events may be eligible for **“Signature Series” status**. A separate application and evaluation process are required.

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### Event & Applicant Eligibility

#### 4. Number of Funded Events per Organization

No more than **three events** may be funded per organization per 12-month period (beginning from the date of the first application).

Each event will be evaluated individually and scored based on how well it meets program criteria.

#### 5. Event Location

Events must take place **within ten (10) miles of the Columbia city limits**, comply with **ADA requirements**, and be **open to the general public**.

6. **Political Activity**  
Events primarily intended to promote a **political party, candidate, or platform** are **not eligible** for funding.
  7. **Advertising Restrictions**  
Funded promotions (print, radio, television, or digital) may **not advertise lodging facilities located outside of Columbia city limits.**
  8. **Ineligible Event Types**  
Conventions, meetings, or exhibitions held **in conjunction with a sporting event** are **not eligible** for funding through the SDF.
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## Data Collection & Reporting

9. **Tourism Impact Tracking**  
The CVB may collect **visitor data** through geolocation tools to assess the event's ability to attract overnight visitors or influence extended stays in Columbia.
10. **Room Night Tracking**  
Event organizers are responsible for **tracking and reporting hotel room nights generated** by the event.
11. **Post-Event Summary Report**  
A **Post-Event Summary Report** is required **within 45 days** of the event's conclusion.

Failure to submit a complete and timely report may negatively impact future funding eligibility.

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## Cancellations or Changes

12. **Event Cancellation or Substitution**  
If your original event cannot proceed for reasons beyond your control, you may request approval from the Sports Commission to **substitute a comparable event.**
- If any funds have already been spent, copies of related **invoices and payment records** must be submitted.
  - **Unused funds must be returned** to the CVB with a written explanation.

## **CHECKLIST AND GENERAL INSTRUCTIONS**

### ***Tourism Sports Development Fund***

- \_\_\_\_\_ Complete each section of the application and be thorough in describing aspects of your event. Email or call with any questions or if you need clarification. Draft applications may be reviewed by CVB staff prior to submitting your official application. **Incomplete applications will not be accepted.**
- \_\_\_\_\_ Obtain an official signature from an employee authorized to sign on behalf of the event organizer.
- \_\_\_\_\_ Submit the **original application** with all supporting documentation listed below:

#### **Proposals from Not-For-Profit Organizations:**

- \_\_\_\_\_ Charter, Articles of Incorporation, By-laws, List of current board members
- \_\_\_\_\_ IRS Determination Letter of non-profit status
- \_\_\_\_\_ Letters of commitment from co-sponsors
- \_\_\_\_\_ Copy of financial information for the event from the most recent fiscal year event was held

#### **Proposals from For-Profit Organizations:** (All of the following requirements apply to the event, NOT to the for-profit organization)

- \_\_\_\_\_ Letters of commitment from co-sponsors, if applicable
- \_\_\_\_\_ Copy of financial information for the event from most recent fiscal year event was held

NOTE: Keep copies of all invoices paid with tourism development funds. These must be submitted with your post event summary report 45 days after the event.

## FY2025 TOURISM SPORTS DEVELOPMENT APPLICATION

Applications must be typed.

Event Name: **2026 Missouri Middle School Basketball Championship**  
 Event Organizer: **National Middle School Basketball Association LLC dba State Basketball Championship**  
 Event Date: **GIRLS: 03/06/2026 to 03/08/2026; BOYS 03/20/2026 to 03/22/2026**  
 Event Location: **Columbia, MO**

Amount of Tourism Development Request: **\$12,500**

Total Event Cost: **\$235,500**

Describe in detail how the funds would be used: **All funds to be applied to facility rentals**

Will this event be held without tourism development funding?  Yes  No  
 Is this a new event?  Yes  No  
 Have all required permits, licenses, etc. been secured?  Yes  No  
 Have you received tourism development funds before?  Yes  No

If Yes, how much and when? **2020 \$15k Covid canceled; 2021 Covid canceled; 2022 \$0 used 2020 grant; 2023 \$7500; 2024 \$7500; 2025 \$12500**

**Narrative:**

1.	<b>Please provide a detailed description of your event, including key activities, location, and target audience.</b> The youth state tournament will again bring the top basketball teams and their families from across Missouri. For both weekends, we have secured 8 courts at the Columbia Sports Field House and for Boys weekend, we have secured another 4 courts at Mizzou Rec, with an additional 2 courts tbd.
2.	<b>What strategies will you use to market and promote the event to attract visitors from outside Boone County and boost attendance?</b> We dedicate significant resources in hiring 20+ State Tourney Reps in Missouri to attend fall and winter State Qualifier tournaments throughout the state. Our Reps promote the State tourney directly to Qualifying teams and their families. At \$20/hr and \$0.50/mile, we paid over \$28000 in 2025.
3	<b>How will your event contribute to increased overnight stays in Columbia?</b> The number of event room nights will continue its growth due a continued increase in participating teams. We expect our event to generate over 1,800 room nights: 1,400 as reported by EventConnect pick-up software plus another 400+ nights from folks that inevitably book outside our blocks.
4.	<b>Estimated overnight stays generated by the event:</b> <u>900 rooms x 2 nights = Total: 1,800</u>  Estimated attendance breakdown: <ul style="list-style-type: none"> <li>• Local participants: <u>563</u></li> <li>• Out-of-town participants: <u>1,875</u></li> <li>• Local friends/family/fans: <u>1,500</u></li> <li>• Out-of-town friends/family/fans: <u>5,000</u></li> </ul>
5.	<b>Have you coordinated with local hotels?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

	<p><b>Are you working with a third-party housing service?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>Is your event a “Stay to Play” event (i.e., hotel booking required for participation)?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
6.	<p><b>What method(s) will you use to track and verify overnight stays (e.g., hotel room block reports, surveys, booking codes)?</b></p> <p>Our third-party housing company, Event Connect, offers real-time reporting for Event Owners and sponsoring Sports Commissions. Their reporting is very robust and data can be filtered on many fields.</p>
7.	<p><b>Will your event require on-site security?</b> If yes, please provide a detailed security plan.</p> <p>State Basketball Championship provides its own court supervisory personnel who've been instructed on specific situational de-escalation. Additional security personnel is required at Mizzou Rec. which is paid for by State Basketball Championship.</p>
8.	<p><b>Will your event generate increased spending at local businesses such as restaurants, retail stores, and attractions by out-of-town visitors? Please describe.</b></p> <p>Yes, with 76% of teams requiring a 2-night stay, local business and restaurant sales will certainly increase.</p>
9.	<p><b>Have you secured sponsorships for the event?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>If yes, please attach your sponsorship materials or a summary of your sponsorship plan.</p> <p>Not yet – but we are trying! We are very open to all kinds of sponsorship (in-kind, cash, etc). However, it is challenging getting to corporate sponsorship decision-makers.</p>
10.	<p><b>Is there any additional information you believe is important for us to consider when evaluating this application?</b></p> <p>In 2025 (just our 4th year of the event), we welcomed 204 teams. In 2026, we expect 225+ teams which has created a challenge in securing enough basketball courts, hotel rooms and referees. Thus, in 2026, we are again dividing the event into two weekends: one for Girls and one for Boys. We've planned around the MSHSAA state tournaments hosted in Columbia to ensure a sufficient inventory of courts and hotel rooms.</p>

**TOTAL BUDGET FY 2026**  
**Tourism Sports Development Fund**

**REVENUES**

**ORGANIZATION NAME: National Middle School Basketball Association LLC dba State Basketball Championship**

**EVENT NAME: 2026 Missouri Middle School Basketball Championship**

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising, Donations <b>(list in-kind below*)</b>	\$	\$	\$
2. Government Support** – City, County, Schools, etc. <b>(this includes Tourism Development Funds)</b>			
A. <b>CVB Sports Development Sponsorship (requested)</b>	12,500		12,500
B.			
C.			
3. Program Fees	72,000		72,000
A. Admission/Tickets	154,000		154,000
B. Sales of items	13,000		13,000
C. Other (describe)			
4. Other (be specific)			
A. Hotel Rebates	13,500		13,500
B.			
<b>TOTAL REVENUE</b>	<b>\$265,000</b>	<b>\$</b>	<b>\$265,000</b>

*In-kind Good or Service Anticipated	Source of donation	Estimated value
		\$
		\$
		\$
		\$
		\$

**Name of Government Program	Source of donation	Estimated value
<b>CVB Sports Development Sponsorship</b>	<b>City of Columbia CVB</b>	\$12,500
		\$
		\$

## Tourism Sports Development Fund

### EXPENDITURES

**ORGANIZATION NAME: National Middle School Basketball Association LLC dba State Basketball Championship**

**EVENT NAME: 2026 Missouri Middle School Basketball Championship**

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds (amount requested)	CASH Other (excluding TDF)	*IN-KIND should net to zero	TOTAL
1. Personnel				
A. Artistic	Event Director Fee	\$25,000		\$25,000
B. Technical	referee fees:	\$35,000		\$35,000
C. Administrative		\$0		\$0
D. Other	tourney staffing:	\$42,000		\$42,000
2. Equipment Rental				
A. TDF \$ applied to facility rentals	\$12,500			\$12,500
B. All other facility rentals		\$39,000		\$39,000
C. Streaming Cameras + Labor		\$11,000		\$11,000
D.				
3. Supplies & Materials				
A. Awards		\$7,000		\$7,000
B. Other Tournament supplies		\$5,000		\$5,000
C.				
D.				
4. Travel				
A.				
B.				
5. Promotion and Publicity				
A. Advertising/Marketing	State Rep pay:	\$29,000		\$29,000
- Local (in Boone County)				
- Outside Boone County	Qualifier sponsorships:	\$13,000		\$13,000
B. Printing				
C. Postage				
D. State Rep promo materials		\$2,000		\$2,000
6. Other (be specific)				
A. Liability and Cancellation Insurance		\$3,000		\$3,000
B. Merchant fees + software		\$12,000		\$12,000
<b>TOTAL EXPENDITURES</b>	\$12,500	\$223,000		\$235,500
<b>TOTAL REVENUES</b> (from page 7)	\$12,500	\$252,500		\$265,000

\*In-kind should net to zero

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## E-Signature Verification Notice

By typing your name on the signature line(s) in the application, you confirm that:

1. **Applicant's Identity:** The individual typing their name on the signature line(s) in the application is authorized to submit this funding request on behalf of the event or organization named in the application. The Columbia Convention and Visitors Bureau (CVB) reserves the right to withhold or rescind funding if the identity of the applicant does not match the signer, or if the signer is found to be unauthorized.
2. **Accuracy of Information:** You certify that all information provided in the application is accurate to the best of your knowledge. Any false or misleading information may result in disqualification from funding consideration or the return of funds already disbursed.
3. **Electronic Signature Validity:** By typing your name on the signature line(s), you acknowledge that this electronic signature holds the same validity and enforceability as a handwritten signature. The Columbia CVB will use your typed name to verify your agreement to the terms and conditions of the funding application.
4. **Final Agreement:** By signing electronically, you agree to abide by the Columbia CVB's funding guidelines.

If the Columbia CVB determines that any information provided is inaccurate or that the signer is not the authorized applicant, the Columbia CVB may withdraw sponsorship or seek reimbursement of funds.

Please retain a copy of this notice for your records.

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 Sports Development Fund expenditures as required.

Bill Reinking  
Applicant Authorized Signature

10/08/2025  
Date

**Print Name: Bill Reinking**

**Title: President**

**Email: bill@statebasketballchampionship.com**

**Name of Primary Contact & Email (if different than above): n/a**

**Legal name of Organization: National Middle School Basketball Association LLC dba State Basketball Championship**  
(This must be the same name registered with the Missouri Secretary of State.)

**Address: National Billing Office; 8777 E Via de Ventura, Suite 115, Scottsdale, AZ 85258**

**Phone: 573-303-9343 ext 6**

**Email: bill@statebasketballchampionship.com**

**Web Site: www.statebasketballchampionship.com**

**Federal ID Number (required): 46-1360816**

**This organization is:**      **Independently Chartered**       **Private**       **Non-Profit**

**Other (please describe)**

# Post-Event Summary Report

## Tourism Sports Development Fund

Submit this completed report and all required documentation to the CVB no later than 45 days after the final day of your event.

Email to: [Adam.Ziervogel@CoMo.gov](mailto:Adam.Ziervogel@CoMo.gov)

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- **Event Name:**
  - **Organization Name:**
  - **Event Location:**
  - **Amount of CVB Sponsorship Received:**
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### How were the Tourism Development Funds spent?

(Provide a detailed summary of expenditures.)

### Required Documentation

- Attach copies of **checks issued, invoices, and any contracts** related to the funded services or items.
- If actual expenses are less than the approved funding, include a brief explanation of the variance and return any unused funds to the City.
- If you were unable to use the funds for an approved item or service, you must notify the CVB and submit a request to substitute a different item or service.

### Narrative Questions – Post-Event Summary

#### 1. Estimated Attendance

Provide the estimated total attendance for the event. Describe the method(s) used to calculate this estimate (e.g., ticket sales, registration data, head counts, aerial photography, etc.).

#### 2. Marketing & Promotion Summary

Summarize all advertising and promotional efforts used to market the event. Include paid placements, trade agreements, in-kind promotions, and digital or social media campaigns.

#### 3. Event Evaluation

Provide a general assessment of the event. Highlight what worked well, identify any challenges or areas for improvement, and offer any recommendations for future planning.

\_\_\_\_\_  
Authorizing Official (Print Name)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Authorizing Official Signature

\_\_\_\_\_  
Date

<b>CVB USE ONLY</b>
Date Received _____
Date of Board Vote _____
Date to Council _____