



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: December 17, 2018

Re: MU Agreement and Sponsorship of Gans Cross Country Course

Executive Summary

The Parks and Recreation Department is requesting Council approval of a 10-year agreement with the University of Missouri, allowing the department to proceed with further improvements to the Gans Creek Recreation Area Cross Country Course. The proposed renewable agreement will allow the University of Missouri to utilize the course as their home facility for practices, meets, camps and host special events, such as conference, regional and national championships. The University has raised enough funds and in-kind donations to allow for the construction of the timing tower, runner's pavilion, and an indoor facility for race officials/media (Exhibit A). The dollar amount of this effort represents \$420,000. The University will be able to utilize the course free of charge for their practices and pay 50% of the proposed fees as shown on Exhibit B for rental of the course for home meets. For large events, such as the regional and national championships, the University and the City will work together in sharing revenue and expenses needed to host these larger special events. A public hearing on the cross country course development was held and the project was approved by City Council on August 20, 2018. Following approval by City Council of this agreement, construction is expected to begin in January 2019, with a goal of being completed by the late summer or early fall.

Discussion

For almost a year, the staff from the Parks and Recreation Department and members of the University of Missouri Athletic Department have been meeting to discuss the development of a premier cross country course at the Gans Creek Recreation Area. At their August 20, 2018 meeting, Council approved the proposed cross country course with an understanding that staff would return to Council with an official agreement between the City and the University that outlined specific uses and determined which facilities the University will be able to construct.

Partnership with University of Missouri Athletics:

In addition to significant public input, the final design of the cross country course at Gans Creek Recreation Area (GCRA) has been a collaborative effort between park planning staff and the University of Missouri track and field and cross country coaches. The cross country course will serve as the home course for the Mizzou men's and women's cross country programs, with the teams practicing at the facility and hosting annual cross country meets. The GCRA cross country course is scheduled to be the host site of the 2021 SEC Championships, and it is anticipated that the course will become a future host site for the NCAA Regional and National Championships. The NCAA National Championships, held



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annually in November, will traditionally bring over 15,000 athletes, coaches and spectators to the host city.

The proposed agreement between the City and the University of Missouri is similar to the facility usage agreement between Columbia College and the City of Columbia for the use of athletic fields at Atkins Park and Antimi Sports Complex approved by the City Council on August 1, 2016.

As part of the partnership with University of Missouri Athletics, future improvements to the cross country course have been proposed to accommodate large race events; television and radio broadcasts; and collegiate athletes, coaches and training staffs. Under this agreement the University of Missouri agrees to provide the funding and labor needed to construction the following cross country course amenities:

1. A 42 foot by 78 foot athlete pavilion located at the finish line of the cross country course, which will serve as the cool down area for athletes after each race. The pavilion will provide a space for athletes to collect themselves after completing their race, meet with doctors or emergency personnel, or use dedicated restroom facilities. The pavilion will be similar in design to other larger shelters in the park system and could be used as a rental shelter during non-cross country use. The University of Missouri has secured a \$250,000 donation from MU Health Care, and this facility will be named in recognition of MU Health Care. When not used for cross country meets, this large pavilion will be available for rental by the public for traditional park shelter activities such as birthday parties, company picnics, graduations, and family reunions.
2. An elevated tall timing tower will be constructed between the finish line and athlete pavilion and serve as the timing station for all race events. The building will be elevated to provide optimum view for timing officials and provide race coordinators with the necessary electric, fiber and Wi-Fi to correctly time any race on the cross country course.
3. An approximate 1,500 square foot indoor facility located adjacent to the athlete pavilion that will serve as the race coordinator/media headquarters for cross country events. The indoor space will provide the necessary room for the race coordinator to handle all race programming and provide space for media personnel at large events, such as the MSHSAA State Championships, SEC Championships or NCAA Championships. The facility will also include permanent restrooms accessible on the exterior of the building. When not in use for cross country meets the facility will be available for the public to rent similar to the Reichmann Pavilion in Stephens Lake Park. It will be large enough to accommodate approximately 80 seated individuals.
4. As the University and City continue to fundraise for the course, future facilities may include a multi-tier awards platform and permanent grandstand seating at the finish line. The awards platform will serve as the awards presentation location for all race competitions, as well as other athletic tournaments played on adjacent sports fields.



The Champions Plaza will provide an elevated platform for the presentations, audio necessary for presenting in front of large crowds, and adequate space for awards ceremony spectators. The grandstands will be constructed at the finish line and will seat a minimum of 500 spectators. At this time, these projects are not funded, but if funds are raised, this will be constructed.

The projects will be managed by the Park Service's Division Construction Program. This includes developing construction plans, specifications, permits and construction supervision. This is similar to previous projects conducted by in-kind labor at Nifong Park (Maplewood Home restoration), Antimi Sport Complex (concession renovation) and several walkway/trail construction projects. MU is providing the funding for the materials and construction of the facilities identified in Exhibit A.

Naming Rights/Sponsorship Agreements:

In connection with the fundraising efforts for the additional amenities at the cross country course, the city anticipates one or more major donors who will request naming rights for the structure(s) to be constructed. The ordinance would authorize the City Manager to negotiate and execute a form Naming Rights/Sponsorship Agreement with any donor of cash, goods and/or services with a fair market value in excess of \$100,000 for this project. The form of the agreement is set forth as Attachment B to the ordinance. Any such agreement would be limited to a term of 10 years or the life of the structure, whichever is less.

The city retains the authority to install any additional signage or plaques acknowledging donations and work which have made construction of the improvements possible.

Fiscal Impact

Short-Term Impact: No impact to this action. City has already committed \$200,000 from the Park Sales Tax to construct the cross country course and related amenities.

Long-Term Impact: There will be revenue generated from the use of the cross country course that will offset a large portion or all of the operating costs of the course. Plus, there will be indirect sales tax generated through thousands of visitors that will stay in hotels and visit stores, restaurants and service facilities.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Inter-Governmental Cooperation, Tertiary Impact: Infrastructure

Legislative History



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Date	Action
08/20/2018	P32-18: Public hearing for the proposed construction of improvements at the Gans Creek Recreation Area to include a cross country course, starting/finish line structures, parking and ADA walkways. <a data-bbox="321 407 1516 478" href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3604220&GUID=6406E50E-B8B7-415F-BE13-E59491373818&Options=&Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3604220&GUID=6406E50E-B8B7-415F-BE13-E59491373818&Options=&Search=
08/20/2018	B193-18: Approving a revised Gans Creek Recreation Area Master Plan; authorizing construction of improvements at the Gans Creek Recreation area to include a cross country course, starting and finishing line structures, a parking lot and ADA walkways. <a data-bbox="321 720 1516 791" href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3590779&GUID=2D6EBA2C-2250-4EFD-8D51-D88218A1C1C5&Options=&Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3590779&GUID=2D6EBA2C-2250-4EFD-8D51-D88218A1C1C5&Options=&Search=
08/06/2018	R111-18: Setting a public hearing: proposed construction of improvements at the Gans Creek Recreation area to include a cross country course, starting and finishing line structures, a parking lot and ADA walkways. <a data-bbox="321 951 1516 1022" href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3590784&GUID=B7C9EC85-0305-42CF-BF9F-3CECC24E62E7&Options=&Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3590784&GUID=B7C9EC85-0305-42CF-BF9F-3CECC24E62E7&Options=&Search=

Suggested Council Action

Approve the ordinance authorizing the City Manager to execute an agreement with the University of the Missouri for improvements to and use of the Gans Creek Cross Country Course.