



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Economic Development

To: City Council

From: City Manager & Staff

Council Meeting Date: August 21, 2023

Re: Authorize a Marketing and Sponsorship agreement with MIZZOU Sports Properties, LLC, for promotion of Columbia Regional Airport.

## Executive Summary

Authorizing an agreement with MIZZOU Sports Properties, LLC to provide marketing and sponsorship promotion of Columbia Regional Airport at specific MIZZOU sporting events.

## Discussion

Staff requests Council authorize the City Manager to execute a Marketing and Sponsorship agreement with MIZZOU Sports Properties, LLC to promote Columbia Regional Airport at select sporting events identified in Exhibit A of the agreement. The agreement is for two years expiring on June 30, 2025.

## Fiscal Impact

Short-Term Impact: The total contract for the period September 2023 through June 2025 is \$216,345, to be paid from the Airport marketing budget.

Long-Term Impact: None

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

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

### Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Economic Development, Tertiary Impact: Land Use & Growth Management

## Legislative History

Date	Action
	None

## Suggested Council Action

Authorize a Marketing and Sponsorship agreement with MIZZOU Sports Properties, LLC, for promotion of Columbia Regional Airport.