



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: December 18, 2017

Re: Resolution Authorizing an Agreement for Tourism Development Funds

Executive Summary

Authorizing an agreement with Columbia Swim Club for Sports Development Tourism Funds for the 2018 Speedo Sectionals Central Section Region VIII Meet.

Discussion

The Columbia Swim Club (CSC) submitted a Sports Development Tourism Fund application requesting \$10,000 for the SPEEDO Sectionals Central Section Region VIII Meet. This event will be held March 9 – 12, 2018 at the Mizzou Student Recreation Center Aquatics facility.

This is a multi-state (Missouri, Nebraska, Arkansas, Illinois, Kansas, Oklahoma) championship-style swim meet that features over 750 swimmers for four (4) days of swimming competition. This is a prestigious swim meet for swimmers (male and female) who have qualified based upon entry times. Most swimmers competing in last year's meet went on to qualify for the Olympic Trials.

This is a great opportunity to showcase Columbia as an outstanding host and secure this swim meet as an annual event in March during a low occupancy time period. Nearly all the swimmers and coaches from 80+ swim clubs, plus an additional 1,000+ spectators (mainly family members) will travel to and stay in Columbia hotels for the entire length of the meet. Officials from throughout Region VIII attend this meet as well as officials from Indiana, Michigan, and Oklahoma.

The Convention & Visitors Bureau Advisory Board reviewed the SDF application at their November 30th meeting. They voted unanimously to recommend \$10,000 in Tourism Development Funds to assist with travel and lodging expenses for officials, as well as hospitality functions at the meet for coaches and officials.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: 0



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Comprehensive & Strategic Plan Impact

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
2017	Approval of \$10,00 for the Speedo Sectional Region VIII Meet
2013	Approval of \$7,500 for the Last Chance Qualifier Championships.
2011	Approval of \$7,500 for the Central Region VIII Spring Tournament.
2010	Approval of \$10,000 for the Central Region VIII Fall Invitational.

Suggested Council Action

Approval of the Resolution.