



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: February 18, 2019

Re: Resolution Authorizing Use of Tourism Development Funds

## Executive Summary

Authorizing an agreement with Columbia Swim Club for Sports Development funding for the 2019 Speedo Sectionals Central Section Region VIII Meet.

## Discussion

The Columbia Swim Club (CSC) has submitted a Sports Development Fund (SDF) application requesting \$10,000 for the SPEEDO Sectionals Central Section Region VIII Meet. This event will be held March 7 – 10, 2019 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, ages) who have qualified based upon entry times.

Nearly all the swimmers and coaches from 80+ swim clubs, plus an additional 1,000-1,200 spectators (mainly family members) would travel to and stay in Columbia hotels for the entire length of the meet. Officials from throughout Region VIII attend the meet as well as officials from Indiana, Michigan, and Oklahoma. This is an outstanding 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. This meet will be put out to bid again in 2020.

The Convention & Visitors Bureau Advisory Board reviewed the SDF application at their January 28, 2019 meeting. They voted unanimously to recommend \$10,000 in Tourism Development funding 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

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## 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 & 2018	Columbia Swim Club received \$10,000 in sports development funds for the SPEEDO Sectionals Central Section Region VIII meet.
2018	Columbia Swim Club received \$10,000 in sports development funds for the Tiger Invite competitive swim meet.

### Suggested Council Action

Staff recommends adoption of the resolution.