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: May 19, 2025
Re: Ordinance Authorizing a Tourism Development Sponsorship Agreement with The Curators of the University of Missouri for the 2025 Missouri State Senior Games and Show-Me State Summer Games

Executive Summary

This ordinance would authorize an agreement for the use of $20,000 in Tourism Development Funds to support the 2025 Missouri Senior Games and Show-Me State Summer Games (SMSG), a Signature Series event under the Tourism Development Program.

Discussion

The Show-Me State Games, founded in 1984, is a non-profit initiative of the Governor's Council on Physical Fitness and Health and is hosted annually by the University of Missouri. Focused on promoting health, wellness, and community engagement, the Games provide a wide range of competitive and recreational sports opportunities for individuals age 50 and older.

The SMSG is now recognized as the largest state games in the nation, welcoming approximately 15,000 participants across more than 40 sports. This large-scale event draws thousands of athletes and their families to Columbia, resulting in significant tourism activity including overnight stays, restaurant visits, and retail spending. The event has a measurable and positive economic impact on the local economy and serves as a cornerstone of Columbia's summer tourism calendar.

The requested Tourism Development Funds will be allocated toward essential event expenses including site fees, medals, advertising, and officials. The Convention & Visitors Bureau Advisory Board has reviewed the funding application and unanimously recommends approval of $20,000 in Tourism Development Funds to support the continued success and impact of the 2025 Show-Me State Games.

Fiscal Impact

Short-Term Impact: $20,000
Long-Term Impact: n/a

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Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:
Primary Impact: Resilient Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary
Comprehensive Plan Impacts:
Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
June 2024	B134-24: Ordinance Authorizing a tourism development sponsorship agreement for the 2024 Missouri State Senior Games and Show-Me STATE GAMES.
June 2023	B151-23: Ordinance Authorizing a tourism development sponsorship agreement for the use of $20,000 in Tourism Development funds.
June 2022	B185-22: Ordinance Authorizing an agreement for the use of $20,000 in Tourism Development funds.
May 2021	B167-21: Ordinance Authorizing an agreement for the use of $20,000 in Tourism Development funds.
Nov. 2019	R163-19: Authorizing agreements for Signature Series funding under the Tourism Development Program.

Suggested Council Action

Approval of the legislation.