



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: February 19, 2024

Re: Resolution Authorizing a Tourism Development Sponsorship Agreement with the National Middle School Basketball Association LLC.

Executive Summary

This resolution would authorize the use of Tourism Development Funds for the 2024 Missouri State Basketball Championships on March 15th-17th, 2024.

Discussion

National Middle School Basketball Association LLC has submitted an application for the 2024 Missouri State Basketball Championships. This three-day championship event features a competitive qualification process for teams from throughout Missouri. Participants are boys and girls grades 3rd - 8th and play will take place at the Columbia Sports Fieldhouse, Mizzou Rec Center, and other Columbia court locations.

In 2022, this event brought in 110 Teams with over 2,000 total visitors and approximately 1,000 total room nights. In 2023, this event brought in 157 teams and over 1,300 room nights. This year, 190 teams are expected to participate and bring in approximately 4,000 total visitors and generate over 1,500 room nights.

The Columbia Sports Commission reviewed the Sports Development Fund application at their January 23, 2024 meeting and has recommended \$7,500 in Tourism Development funds to assist with facility costs. The Convention and Visitor's Bureau Advisory Board voted to approve the recommended funding of \$7,500 at their January 29, 2024 meeting.

Fiscal Impact

Short-Term Impact: \$7,500

Long-Term Impact: N/A

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



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Legislative History

Date	Action
February 2023	R25-23: Authorizing a Tourism Development Sponsorship Agreement with National Middle School Basketball Association, LLC for the 2023 Missouri State Basketball Championship event.
October 2019	R151-19: Authorizing an agreement for Tourism Development Funds with National Middle School Basketball Association, LLC for the 2020 Missouri State Basketball Championships.

Suggested Council Action

Approval of the Legislation.