



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: September 2, 2025

Re: Authorizing the City Manager to Execute an Agreement with the National Collegiate Athletic Association for the 2027 NCAA Cross Country Midwest Regional Championships

Executive Summary

The Columbia Convention & Visitors Bureau (CVB) and the Columbia Sports Commission partnered with the University of Missouri Department of Athletics to submit a bid to host the 2027 National Collegiate Athletic Association (NCAA) Division I Men's and Women's Cross Country Midwest Regional Championships. In October 2024, it was announced that Columbia had been selected as the host city. This resolution authorizes the City Manager to execute the agreement with the NCAA for this event.

Discussion

In 2023, for only the fourth time in its history, the NCAA conducted a site selection process in which most of its championships were open for bid at the same time. The CVB and the Columbia Sports Commission partnered closely with the University of Missouri Department of Athletics to prepare and submit a bid to host the 2027 NCAA Division I Men's and Women's Cross Country Midwest Regional Championships.

In October 2024, it was officially announced that Columbia had been awarded the event. The Columbia CVB will serve as a co-host, with Mizzou Athletics recognized as the official NCAA member institution host. Event execution will be a collaborative effort with the Columbia Sports Commission and Columbia Parks & Recreation.

In November 2023, the Columbia Sports Commission approved the allocation of Sports Development Funds toward the event, with the recommendation subsequently approved by the CVB Advisory Board later that month.

This NCAA event will take place November 12, 2027, at the Gans Creek Cross Country Course. The event is expected to bring over 500 athletes and thousands of spectators to Columbia, generating significant economic impact through hotel stays, restaurant dining, and retail shopping.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: \$15,000 in FY2028 from the Tourism Development Fund



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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
05/02/2022	R61-22: Authorizing an agreement with the National Collegiate Athletic Association (NCAA) for the 2022-23 Division I Cross Country Midwest Regional Championship event.

Suggested Council Action

Approval of the legislation and execution of the agreement.