



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: October 7, 2019

Re: Sponsorship Agreement with MU Health Care for the Sports Fieldhouse

Executive Summary

The Parks and Recreation Department is requesting legislation to authorize a sponsorship agreement with The Curators of the University of Missouri on behalf of University of Missouri Health Care (MUHC) granting MUHC the right to have its logo and approved signage in Court 3 of the Columbia Sports Fieldhouse located in A. Perry Philips Park, and Court 3 will be named the "MU Health Care Court." MUHC will pay \$20,000 per year for five years, for a total of \$100,000 for the rights and benefits provided as a sponsor of Court 3.

Discussion

The Columbia Sports Fieldhouse development project was approved by City Council on March 19, 2018. Raising money through sponsorships was included in the funding plan for the project. MU Health Care has agreed to sponsor Court 3 and will pay \$20,000 per year for five years, for a total of \$100,000. MU Health Care will have its logo and approved signage on Court 3, and Court 3 will be named the "MU Health Care Court" and referenced such in all documents, promotional material, signage throughout the facility, verbal mentions, etc. The agreement will be in effect for five years.

Fiscal Impact

Short-Term Impact: \$20,000 in revenue for the first year of the agreement.

Long-Term Impact: \$20,000 a year in revenue for years 2-5 of the agreement.

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

[Comprehensive Plan Impacts:](#)

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
03/19/2018	B59-18: Authorizing construction of Phase I of the Sports Fieldhouse project located in A. Perry Philips Park. https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3359821&GUID=85D9A7E8-1CC7-4647-A8A6-06C83058A2FB&Options=&Search=
03/19/2018	PH8-18: Public hearing for the proposed construction of Phase I of the Sports Fieldhouse project located in A. Perry Philips Park. https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3378928&GUID=30995A01-9175-46DA-8983-3DC127D6903C&Options=&Search=

Suggested Council Action

Approve the legislation authorizing the sponsorship agreement with The Curators of the University of Missouri on behalf of University of Missouri Health Care.