

**FY2025 TOURISM DEVELOPMENT FUNDING APPLICATION**  
**City of Columbia – Convention & Visitors Bureau Tourism Development Fund**  
**SPORTS DEVELOPMENT (SDF)**  
 Applications must be typed.

**Event Name:** 2025 Missouri Middle School Basketball Championship  
**Event Organizer:** National Middle School Basketball Association LLC dba State Basketball Champion  
**Event Date:** 03/07/2025 to 03/23/2025  
**Event Location:** Columbia, MO

**Amount of SDF Requesting:** \$14,000

**Total Event Cost:** \$238,000

**Describe in detail how the SDF Funds would be used:**

Facility rentals, tournament insurance, trophies & medals, event staff, referees, in-season event marketing

- Will this event be held without tourism development funding?  Yes  No  
 Is this a new event?  Yes  No  
 Have all required permits, licenses, etc. been secured?  Yes  No  
 Have you received tourism development funds before?  Yes  No  
 If Yes, how much and when? 2020 \$15k-cancelled/applied to 22; 23 \$7500; 24 \$7500

**Narrative:**

1.	<p><b>Thoroughly Describe the Event:</b>                  The youth state tournament will again bring the top basketball teams and their families from across Missouri ** See below (Page 2) for detail on what has made our state-specific events so successful.</p>
2.	<p><b>How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance?</b>                  We dedicate significant resources in hiring 20+ State Tourney Reps in Missouri to attend fall and winter State Qualifier tournaments. Our Reps promote the State tourney directly to Qualifying teams and their families. At \$20/hr and \$0.50/mile, we paid over \$36000 in 2024.</p>
3.	<p><b>How will your event increase overnight stays?</b>                  The number of event room nights will continue its growth due a continued increase in participating teams. We expect our event to generate over 1,700 room nights: 1,300 as reported by EventConnect pick-up software plus another 400+ nights from folks that inevitably book outside our blocks.</p>
4.	<p><b>How many overnight stays do you estimate the event will generate?:</b> <u>1700</u>, - (# of rooms x # of nights)                  Estimated local participants: 250                  Estimated out-of-town participants: 2000                  Estimated local friends/family/fans: 668                  Estimated out of town friends/family/fans: 5340</p>
5.	<p>Have you contacted local hotels? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                  Are you using third-party housing company? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No                  Is your event "Stay to Play"? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

6.	<p>What method will you use to track overnight stays?</p> <p>Our third-party housing company, Event Connect, offers real-time reporting for Event Owners and sponsoring Sports Commissions. Their reporting is very robust and data can be filtered on many fields.</p>
7.	<p>Will your event require security? If so, please provide a detailed security plan.</p> <p>State Basketball Championship provides its own court supervisory personnel who've been instructed on specific situational deescalation. Additional security personnel is required at Mizzou Rec. there at our expense.</p>
8.	<p>Will your event increase retail, food &amp; beverage expenditures by out of market visitors and in increase tourism overall?</p> <p>Yes, with 88% of teams requiring a 2-night stay, local business and restaurant sales will certainly increase.</p>
9.	<p>Have you secured event sponsorships? (attach any sponsorship materials)</p> <p>Not yet – but we are trying! We are very open to all kinds of sponsorship (in-kind, cash, etc). However, it is challenging getting to corporate sponsorship decision-makers</p>
10.	<p>List any other important factors or issues about this event that you feel we should know about:</p> <p>In 2024 (just our 3rd year of the event), we welcomed 200 teams, up from 157 teams in 2023. In 2025, we expect 225+ teams which has created a challenge in securing enough basketball courts, hotel rooms and referees. Thus, in 2025, we are dividing the event into two weekends: one for Girls and one for Boys. We've planned around the MSHSAA state tournaments hosted in Columbia to ensure a sufficient inventory of courts and hotel rooms.</p>

**TOTAL BUDGET FY 2025**  
 City of Columbia – Convention & Visitors Bureau Tourism Development Fund  
**SPORTS DEVELOPMENT (SDF).**

**EVENT BUDGET - R E V E N U E S**

Round to the nearest dollar

ORGANIZATION NAME: National Middle School Basketball Association LLC dba State Basketball Championship

EVENT NAME: 2025 Missouri Middle School Basketball Championship

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising, Donations (list in-kind below*)	\$	\$	\$
2. Government Support** – City, County, Schools, etc. (this includes Tourism Development Funds)			
A. CVB Sports Development Sponsorship	14,000		14,000
B.			
C.			
3. Program Fees	78,000		78,000
A. Admission/Tickets	157,000		157,000
B. Sales of items	6,000		6,000
C. Other (describe)			
4. Other (be specific)			
A. Hotel Rebates	14,000		14,000
B.			
<b>TOTAL REVENUE</b>	<b>\$ 269,000</b>	<b>\$ 0</b>	<b>\$ 269,000</b>

*In-kind Good or Service Anticipated	Source of donation	Estimated value
		\$
		\$
		\$
		\$
		\$

**Name of Government Program	Source of donation	Estimated value
CVB Sports Development Sponsorship	City of Columbia CVB	\$ 14,000
		\$
		\$

**SPORTS DEVELOPMENT (SDF)  
EVENT BUDGET - EXPENDITURES**

Round to the nearest dollar

ORGANIZATION NAME: National Middle School Basketball Association LLC dba State Basketball Championship

EVENT NAME: 2025 Missouri Middle School Basketball Championship

EXPENDITURES (Itemize items in excess of \$100.00)	CASH Tourism Development Funds (amount requested)	CASH Other (excluding TDF)	*IN-KIND should net to zero	TOTAL
1. Personnel				
A. Artistic	Midwest Tourney D	25,000		
B. Technical	referees + fees:	52,000		
C. Administrative		0		
D. Other	tourney staffing:	39,000		
2. Equipment Rental				
A. University of Missouri SRC rental	14,000	10,000		
B. All other gym rentals		10,000		
C.				
D.				
3. Supplies & Materials				
A. Awards		5,000		
B. Other Tournament supplies		5,000		
C.				
D.				
4. Travel		4,000		
A.				
B.				
5. Promotion and Publicity				
A. Advertising/Marketing	State Rep pay:	36,000		
- Local (in Boone County)				
- Outside Boone County	Qualifier sponsorshi	14,000		
B. Printing				
C. Postage		1,000		
D. State Rep promo materials		14,000		
6. Other (be specific)				
A. Liability and Cancellation Insuranc		3,000		
B. Merchant fees + software		6,000		
<b>TOTAL EXPENDITURES</b>	14,000	224,000	0	238,000
<b>TOTAL REVENUES (from page 7)</b>	14,000	255,000	0	269,000

\*In-kind should net to zero

**SIGNATURE/DISCLAIMER**

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We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding Sports Development Fund expenditures as required.

*Bill Reinking*

10/07/2024

**Applicant Authorized Signature**

**Date**

**Print Name:** Bill Reinking

**Title:** President

**Email:** Bill Reinking

**Name of Primary Contact & Email (if different than above):** n/a

**Legal name of Organization:** National Middle School Basketball Association LLC dba State Basketball Championship

**Address:** National Middle School Basketball Association LLC dba State Basketball Championship

**Phone:** 573-303-9343 ext 6

**Email:** bill@statebasketballchampionship.com

**Web Site:** www.statebasketballchampionship.com

**Federal ID Number (required):** 46-1360816

**This organization is:** Independently Chartered

Private

Non-Profit

Other (please describe)