



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 17, 2021

Re: Authorizing an agreement with The Curators of the University of Missouri for Tourism

Development Funds for the 2021 Missouri State Senior Games and Show- Me STATE GAMES

Executive Summary

This resolution authorizes the use of tourism development funds for the 36th Annual Missouri State Senior Games and Show-Me STATE GAMES which is scheduled for June 10-13; July 16-18 and July 23-25, 2021.

Discussion

Dave Fox, Executive Director of the Show-Me STATE GAMES has submitted a Tourism Development application for \$20,000 for the 2021 Missouri Senior Games and Show-Me STATE GAMES. The Convention & Visitors Bureau Advisory Board has reviewed the application and have voted unanimously to approve the request. Funds will be used for medals/awards, site fees, advertising and officials.

The Show-Me STATE GAMES (SMSG) is a non-profit program of the Governor's Council on Physical Fitness and Health and is hosted by the University of Missouri. The Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older. The Games started in 1984 with approximately 600 participants and has grown to be the largest state games in the nation, with approximately 20,000 athletes participating in over 35 different sports. The SMSG provide a substantial economic impact for Columbia and generates a significant amount of overnight stays in area hotels.

SMSG has been working very closely with the Columbia/Boone County Health Department and University Incident Command to ensure a safe summer games can take place.

Fiscal Impact

Short-Term Impact: \$20,000

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: 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
November 2017	R161-17: Authorizing agreements for the FY 2018 Signatures Series funding under the Tourism Development Program.
November 2018	R180-18: Authorizing agreements for the FY 2019 Signature Series funding under the Tourism Development Program.
November 2019	R163-19: Authorizing agreement for the FY 2020 Signature Series funding under the Tourism Development Program.

Suggested Council Action

Approval of the legislation.