



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: July 15, 2019

Re: Resolution Authorizing Use of Tourism Development Funds

Executive Summary

Authorizing an agreement with Columbia Swim Club for Tourism Development Funds for the Missouri Valley Long Course Championships.

Discussion

The Columbia Swim Club (CSC) has submitted a Sports Development Fund (SDF) application requesting \$10,000 for the Missouri Valley Long Course Championships on July 25-28, 2019 at the Mizzou Student Recreation Center Aquatics facility.

This meet brings in approximately 800 swimmers, both boys & girls, ages 15-18 from Kansas, Arkansas and throughout Missouri who have qualified based upon entry times. Last year this meet was held in Wichita, KS and the Columbia Swim Club was successful in winning the bid to bring the event back to the Mizzou Aquatics facility.

Nearly all the swimmers and coaches, plus an additional 1,000-1,200 spectators (mainly family members) will travel to and stay in Columbia hotels for the entire four day meet. This is a great opportunity to showcase Columbia as an outstanding host.

The Convention & Visitors Bureau Advisory Board reviewed the SDF application at their June 24, 2019 meeting. They voted unanimously to recommend \$10,000 in Tourism Development funding to assist with travel and lodging expenses for Missouri Valley officials, as well as hospitality functions at the meet for coaches, officials and Missouri Valley administrators.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: 0

Strategic & Comprehensive Plan Impacts

[Strategic Plan Impacts:](#)

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
2017, 2018 & 2019	Columbia Swim Club received \$10,000 in SDF for the SPEEDO Sectionals Central Section Region VIII meet.
2018 & 2019	Columbia Swim Club received \$10,000 in SDF for the Tiger Invite competitive swim meet.

Suggested Council Action

Approval of the Legislation.