



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Cultural Affairs
To: City Council
From: City Manager & Staff
Council Meeting Date: October 20, 2025
Re: Agreement with Endeavor Hotel Group dba Wyndham Executive Center for the 2026 Columbia Values Diversity Celebration.

Executive Summary

A resolution authorizing the City Manager to sign the agreement between the City of Columbia and Wyndham Executive Center for the 2026 Columbia Values Diversity Celebration event to take place in January 2026.

Discussion

The annual Columbia Values Diversity Celebration is planned to return to the Wyndham Executive Center for the event, scheduled for Wednesday, January 28, 2026 (with setup to take place on Tuesday, January 27, 2026). An agreement with Endeavor Hotel Group dba Wyndham Executive Center is needed in order to proceed with planning. Due to the size of the event, the venue is the only hotel/event space that can accommodate a breakfast celebration of over 1,000 people, thus it is not possible to obtain competition to hold this event elsewhere. The Wyndham Executive Center provides the space, room setup, food and beverages, and servers and other staff for the event.

Fiscal Impact

Short-Term Impact: Expenses for this event are paid for by revenue generated by sponsorships and ticket sales for the Celebration. Funds budgeted in FY26 budget.
Long-Term Impact: None.

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)
Primary Impact: Inclusive Community, Secondary Impact: Resilient Economy, Tertiary Impact: Organizational Excellence
[Comprehensive Plan Impacts:](#)
Primary Impact: Economic Development, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Not Applicable

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Authorize the City Manager to execute an agreement with Endeavor Hotel Group dba Wyndham Executive Center.