



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: February 20, 2017

Re: Resolution Authorizing Use of Tourism Development Funds

Executive Summary

Authorizing an agreement with Columbia Swim Club for Sports Development funding for the 2017 Speedo Sectionals Central Section Region VIII Meet.

Discussion

The Columbia Swim Club (CSC) submitted a Sports Development Fund application requesting \$10,000 for the SPEEDO Sectionals Central Section Region VIII Meet. This event will be held March 9 – 12, 2017 at the Mizzou Student Recreation Center Aquatics facility.

This is a multi-state (Missouri, Nebraska, Arkansas, Illinois, Kansas, Oklahoma) championship-style swim meet that features over 750 swimmers for four (4) days of swimming competition. This is a prestigious swim meet for swimmers (male and female) who have qualified based upon entry times. Swimmers competing in last year's meet went on to qualify, in every event, for the Olympic Trials.

Nearly all the swimmers and coaches from 80+ swim clubs, plus an additional 1,000-1,200 spectators (mainly family members) would travel to and stay in Columbia hotels for the entire length of the meet. Officials from throughout Region VIII attend the meet as well as officials from Indiana, Michigan, Iowa, Ohio, Georgia and Massachusetts. This is an outstanding opportunity to showcase Columbia as a host and secure this swim meet as an annual event in March during a low occupancy time period.

The Convention & Visitors Bureau Advisory Board reviewed the SDF application at their January 30 meeting. They voted unanimously to recommend \$10,000 in Tourism Development funding to assist with travel and lodging expenses for officials, as well as hospitality functions at the meet for coaches and officials.

Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: 0



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
2013	Columbia Swim Club (CSC) received \$7,500 in Tourism Development funds for the Last Chance Qualifier
2011	Championships.
2010	CSC received \$7,500 for the Central Region VIII Tournament. CSC received \$10,000 for the Region VIII Fall Invitational.

Suggested Council Action

Approval of the Legislation.