



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 16, 2016

Re: Resolution Authorizing Tourism Development Funds and Authorizing the City Manager to Execute Agreement

Executive Summary

Ultramax Sports will be hosting the Go Girl Marathon, May 21, 2016 at Flat Branch Park. The Convention & Visitors Bureau would support the event with \$4,000 in Tourism Sports Development Funds for race incentives and promotion.

Discussion

The Go Girl Run Series was started in 2012 by Ultramax Sports and had over 1,200 participants. Since that time it has expanded to three more cities with over 7,500 participants.

In 2016, Ultramax Sports will be expanding this series further and adding the Go Girl Marathon. This is the first marathon in the Midwest specifically to celebrate and promote women, health & fitness. Ultramax Sports partners with over 75 events around the region giving them the ability to market the event to tens of thousands of women. They play a key role in attracting attendance and participants outside Boone County.

The CVB Advisory Board reviewed a Tourism Sports Development Fund application at their April 25th meeting. The board voted unanimously to recommend \$4,000 in funding to Ultramax Sports for special race fee discounts to past race finishers that live 45 miles or more outside Columbia and for social media promotion of the event.

Fiscal Impact

Short-Term Impact: \$4,000

Long-Term Impact: \$0

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Parks, Recreation & Greenways, Tertiary Impact: Not Applicable

Strategic Plan:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable



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[Comprehensive Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Tertiary

Legislative History

Date	Action
2014	Ultramax Sports received \$9,750 for the Go Girl Run 5K-Half Marathon.
2015	Ultramax Sports received \$7,500 for the Go Girl Run 5K-Half Marathon.

Suggested Council Action

Adoption of the Resolution and Execution of Agreement.