



July 18th, 2025

Mayor Buffaloe and City Council Members
City of Columbia
710 E Broadway
Columbia MO, 65201

On behalf of the Columbia Sports Commission, this letter serves as the annual update on the activities and events that the Columbia Sports Commission oversaw and that helped guide the Convention and Visitor's Bureau sports sales efforts in the sports tourism industry. The Columbia Sports Commission was established in January 2020, to make recommendations to the CVB Advisory Board on the use of the Sports Development Funding and to advise staff on prospective sporting events that would be good fit for Columbia.

In 2024, the Columba Sports Commission worked in partnership with the Columbia College Athletics Department to execute the 2024 National Association of Intercollegiate Athletics Cross Country National Championships, an event that was awarded to Columbia in 2021. Through the use of approved Sports Development Funding, a competitive bid fee was approved to attract the event to Columbia not only in 2024, but also in 2027 and 2030. This event features the Gans Creek Recreation Area Cross Country Course, which is owned and operated by Columbia Parks and Recreation. Sports Development Funding played a key role in the submission of the bid and successful recruitment of 2025 Division I Men's and Women's NCAA Cross Country National Championships, for which planning is underway for the fall of 2025.

The 2025 Missouri Middle School Basketball Championships was allocated \$12,500 in Sports Development Funding, which took place in March 2025, marking the fourth year that this event has now been in Columbia. The Missouri State High School Activities Association (MSHSAA) Show-Down State Basketball Championships again took place in Columbia, the event was recruited back to Columbia with the use of Sports Development Funding in 2022, with this being the second year of a five year agreement with MSHSAA. The PUMA Basketball NXT PRO Hoops event that took place in Columbia this past summer would not have been possible if it were not for the approved \$7,500 to support the event. This marked the most notable travel basketball event to take place at Columbia Sports Fieldhouse since its opening. Sports Development Funding continues to support the Missouri Basketball Coaches Association and its trio of events held annually in Columbia.



Tourism Development Community Sponsorship funds were used to support a successful bid of the 2025 Professional Disc Golf Association World Amateur Championships hosted by Columbia in partnership with the CoMo Disc Golf Club. Community sponsorship funds were also used to continue to support Columbia Public Schools swimming events and the Missouri Open Senior Softball Tournament, as well as multiple 5k and half marathon races in Columbia.

The Tourism Development Program benefits the community by allowing staff to recruit and support events that require bids to choose Columbia as their destination, which translates into economic impact. On behalf of the Columbia Sports Commission, we thank you for the time, service, and support you give the sports tourism industry in Columbia.

Sincerely,

A handwritten signature in black ink, appearing to read 'James P. Arnold'.

James P. Arnold

Columbia Sports Commission Chair

Vice President of Enrollment Management, Marketing, & Athletics – Columbia College