



Department Source: Economic Development

To: City Council

From: City Manager & Staff

Council Meeting Date: February 21, 2022

Re: Authorize a Sponsorship Agreement with the Curators of the University of Missouri.

## Executive Summary

Authorize the City Manager to execute a Sponsorship Agreement with the Curators of the University of Missouri for a five year period. In exchange for a donation totaling \$72,737.50, a section of the new airport terminal baggage claim area will have a Mizzou theme.

## Discussion

Staff requests to enter into a Sponsorship Agreement with the Curators of the University of Missouri which will dedicate an area of the new airport terminal baggage claim with several options that create a Mizzou theme. The area will include the following:

1. Wall (25' x 14") which may include mural, graphics, monitor, logo, video message or combination
2. MU themed seating with approximately 10 chairs along the wall
3. Music carousel playing the Mizzou fight song during baggage belt operation for arriving passengers

The Sponsorship agreement is for a period of five years at a cost of \$72,737.50. The terms of the agreement allow both parties to terminate this agreement. If the city terminates the agreement before five years, the sponsor will receive a pro-rated refund based on the amount of time before the agreement expires.

## Fiscal Impact

Short-Term Impact: \$72,737.50

Long-Term Impact: N/A

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Inclusive Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Tertiary

### Comprehensive Plan Impacts:

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Secondary, Tertiary Impact: Tertiary



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## Legislative History

Date	Action
	None.

## Suggested Council Action

Authorize the City Manager to execute a Sponsorship Agreement with the Curators of the University of Missouri.