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 2, 2022
Re: Authorizing an agreement with The Curators of the University of Missouri for the 2022 Missouri State Senior Games and Show-Me STATE GAMES

Executive Summary

This ordinance authorizes the agreement for the city's sponsorship and support of the annual Show-Me STATE GAMES and Senior Games, which will take place June 9-12, July 22-24 and July 29-31, 2022.

Discussion

The Show-Me STATE GAMES (SMSG) is a non-profit program of the Governor's Council on Physical Fitness and Health and is hosted by the University of Missouri. The Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older. The mission of the Games is to provide all Missourians the opportunity to participate in activities of health, fitness, family and fun.

SMSG started in1984 with approximately 600 participants and has grown to be the largest state games in the nation, with approximately 20,000 athletes participating in over 35 different sports. The Games provide a substantial economic impact for Columbia and generate a significant amount of overnight stays in area hotels.

The City of Columbia's annual sponsorship consists of $24,500 allocated from the Convention & Visitors Bureau, $3,500 from Parks & Recreation as well as approximately $30,000 in-kind for park facilities and services. This agreement is required prior to the disbursement of annual sponsorship funds. The Games are also supported through the CVB's Tourism Development Program.

Fiscal Impact

Short-Term Impact: $28,000
Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:
Primary Impact: Resilient Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:
Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
May 2017	B134-17: Ordinance approving the agreement for the annual Senior Games & SMSG sponsorship
June 2018	B138-18: Ordinance approving the agreement for the annual Senior Games & SMSG sponsorship
May 2019	B185-19: Ordinance approving the agreement for the annual Senior Games & SMSG sponsorship
June 2020	B146-20: Ordinance authorizing an agreement for the annual Senior Games & SMSG sponsorship

Suggested Council Action

Approval of the legislation.