



# 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: June 21, 2022

Re: Authorizing tourism development sponsorship agreement with The Curators of the University of Missouri for the 2022 Missouri Senior Games and Show-Me STATE GAMES

## Executive Summary

This ordinance would authorize an agreement for the use of \$20,000 in Tourism Development funds for the 2022 Missouri Senior Games and Show-Me STATE GAMES which is scheduled for June 9-12, July 22-24 and July 29-31, 2022. The funds would be used for advertising, site fees, medals and officials.

## 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 Games started in 1984 with approximately 600 participants and has grown to be the largest state games in the nation. The Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older.

This summer will be the 38<sup>th</sup> year for the games with over 15,000 athletes participating in over 40 different sports. The SMSG provide a substantial economic impact for Columbia and generates a significant amount of overnight stays in area hotels.

The SMSG is one of the six Signature Series events within the Tourism Development Program. These events have been funded for more than five years enabling organizers to expand marketing and advertising efforts outside the Boone County market. The events enhance Columbia's overall image as a tourism destination and make a substantial contribution to the local economy.

The Convention & Visitors Bureau Advisory Board has reviewed the application and voted unanimously to approve the request of \$20,000 in tourism development funds.

## Fiscal Impact

Short-Term Impact: \$20,000

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
Nov. 2016-2019	R172-16; R161-17; R180-18; & R163-19: Authorizing agreements for Signature Series funding under the Tourism Development Program.
May 2021	B167-21: Ordinance approving \$20,000 in tourism development funds.

## Suggested Council Action

Approval of the legislation.