



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 4, 2018

Re: Ordinance Approving Show-Me State Games Sponsorship and Authorizing the City Manager to Execute Agreement

Executive Summary

The 34th Annual Show-Me State Games (SMSG) takes place June 8-10; July 20-22 and July 27-29, 2018. This agreement authorizes the city's sponsorship and support of the Games.

Discussion

The Show-Me STATE GAMES is known as the largest state games in the nation. Each summer, over 20,000 athletes come to Columbia to compete in over 35 different sports. Additional games are played throughout the year bringing in a total of over 55,000 athletes & spectators to Columbia. The SMSG provides a substantial economic impact and generates a significant amount of overnight stays in Columbia hotels.

In 2018, the Convention & Visitors Bureau has allocated \$16,800 cash sponsorship and Parks & Recreation has allocated \$3,500 cash and approximately \$30,000 "in-kind" for the use of park facilities and other related services in support of the 2018 Show-Me STATE GAMES.

This agreement between the City and Show-Me STATE GAMES is required prior to disbursement of funds for the annual sponsorship.

Fiscal Impact

Short-Term Impact: \$20,300, plus in-kind services

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary



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Legislative History

Date	Action
May 2017	Ordinance approving SMSG sponsorship agreement

Suggested Council Action

Approval of the legislation