



# 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 15, 2020

Re: Authorizing an agreement with The Curators of the University of Missouri for the 2020 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 36th Annual Show-Me STATE GAMES, which will take place July 17-19, July 24-26, July 31–August 2, and August 7-9 2020. The Senior Games were scheduled for June 11-14, 2020 but were postponed to Fall 2020. Event dates are still to be determined working with public health experts and facility/venue partners.

## 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 in 1984 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.

## Fiscal Impact

Short-Term Impact: \$28,000

Long-Term Impact: N/A

## Strategic & Comprehensive Plan Impact

### [Strategic Plan Impacts:](#)

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

### [Comprehensive Plan Impacts:](#)

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



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## Legislative History

Date	Action
May 2016	B130-16: Ordinance approving the agreement for the annual SMSG sponsorship.
May 2017	B134-17: Ordinance approving the agreement for the annual SMSG sponsorship.
June 2018	B138-18: Ordinance approving the agreement for the annual SMSG sponsorship.
May 2019	B185-19: Ordinance approving the agreement for the annual SMSG sponsorship.

## Suggested Council Action

Approval of the legislation.