



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: August 2, 2021

Re: Resolution granting approval for City Manager to work with the University of Missouri, the Downtown CID and business community to encourage and provide community engagement and support of the 2021 Mizzou Football Games

## Executive Summary

This resolution would grant permission for the City Manager to work with the University of Missouri Athletics Department, the Central Business District and other business entities to provide and garner community support of the upcoming Mizzou football season.

## Discussion

As the Mizzou Football season begins it is important for the city to reinvigorate community spirit and support for Mizzou Athletics and grow community engagement to enhance the game day experience for our students and visitors to Columbia.

Working with Mizzou Athletics and the Downtown CID we want to look at ways to make this happen. Examples could include erecting Mizzou flags on downtown flag or light poles, placing or painting M-I-Z-Z-O-U logos at major intersections and/or along Broadway and 8<sup>th</sup> Street and working with MoDOT to repaint Tiger Paws on exit ramps leading into Columbia.

Specific details, planning and review of budgets would need to be decided and coordinated working with the Mizzou Athletics, The District and other city departments.

## Fiscal Impact

Short-Term Impact: n/a

Long-Term Impact: n/a

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

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

### Comprehensive Plan Impacts:

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



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## Legislative History

Date	Action
N/A	

## Suggested Council Action

Approval of the Legislation.