



# 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: December 18, 2023

Re: Resolution authorizing a tourism development sponsorship agreement with Missouri Basketball Coaches Association, Inc.

## Executive Summary

This resolution would authorize use of \$15,000 in Tourism Development funds to the Missouri Basketball Coaches Association per year for three years (2024, 2025, & 2026) for the Norm Stewart Classic, the Missouri Basketball Coaches Clinic, and the Sophie Cunningham Classic.

## Discussion

The Columbia Sports Commission reviewed a Sports Development application at their November 9, 2023 meeting for three Missouri Basketball Coaches Association events.

The Norm Stewart Classic started 15 years ago with seven basketball teams from across the state playing basketball for 48 hours straight. In 2023, the format changed to a three-day event with 48 teams (both boys and girls varsity high school teams) from across Missouri and the surrounding areas participating. The games are live-streamed on ESPN3 and ESPNU which provides three days of local, regional, and national exposure for Columbia. This event brings in over 600 participants along with their coaches, administrators, parents and fans to Columbia during a low occupancy time for area hotels.

The Missouri Basketball Coaches Clinic includes 750-1,000 high school basketball coaches. They travel to Columbia to learn coaching trends from some of the best coaching minds in the game. This two-day event will take place at Columbia College in September 2024.

The Sophie Cunningham Classic is a three-day shootout for high school girls' basketball with over 325 participants along with their coaches, administrators and parents. The event will be held at Columbia College in January 2024.

The Sports Commission voted to recommend \$15,000 per year for three years. Funding will assist with live stream production and site/facility fees. The CVB Advisory Board approved this funding recommendation at their November 27, 2023 meeting.

## Fiscal Impact

Short-Term Impact: \$15,000 per year for three years

Long-Term Impact: N/A



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## Strategic & Comprehensive Plan Impact

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

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

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

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

## Legislative History

Date	Action
FY2023	R98-21 - \$15,000 per year for three years – Sports Development
FY2022	Funds for the Norm Stewart Classic, Small College Basketball
FY2020	Showcase and the Missouri Basketball Coaches Clinic

## Suggested Council Action

Approval of the Legislation.