

July 31, 2024

Mayor Buffaloe and City Council Members  
City of Columbia  
710 E Broadway  
Columbia Mo, 65201

On behalf of the Columbia Sports Commission, this letter serves as the annual update on the activities and events that the Columbia Sports Commission oversaw and helped guide the Convention and Visitor's Bureau sports sales efforts in the sports tourism industry. The Columbia Sports Commission was established in January of 2020, to make recommendations to the CVB Advisory Board on the use of the Sports Development Funds, and advising staff on prospective sporting events that would be good fit for Columbia.

This past year, the Columbia Sports Commission worked in partnership with the Columbia College Athletics Department to help plan the 2024 National Association of Intercollegiate Athletics, this event was awarded to Columbia in 2021 and will be taking place in November. This event features the Gans Creek Recreation Area Cross Country Course, owned and operated by Columbia Parks and Recreation. This will be the first national championship event at the state of the art facility and most noteworthy event since hosting the 2022 NCAA Cross Country Midwest Regional.

The 2024 Missouri Middle School Basketball Championships was allocated \$7,500 in Sports Development Funds (SDF), which took place in March of 2024. Due to the continued success and increased attendance at the event, it will now be separated into two weekends when returning in 2025. Columbia was awarded an extension for one year of the Missouri State High School Activities Association (MSHSAA) State Football Championships, which will take place in the fall of 2024 in partnership with Mizzou Athletics. Staff successfully helped welcome the MSHSAA Show-Me Show-Down State Basketball Championships back to Columbia for the first time since 2017, recruited back to Columbia with the use of SDF in 2022. SDF Funds were approved with the Missouri Basketball Coaches Association \$15,000 each year for the 2024 through 2026 years of the Sophie Cunningham Class, State Coaches Clinic, and Norm Stewart Classic.

Tourism Development Community Sponsorship funds were used to continue to support the fifth year of the American Junior Golf Association event held at the Club at Old Hawthorne, in Columbia. Community sponsorship funds were also used to continue to support



Columbia Public Schools swimming events, Columbia Disc Golf Club's Mid America Open and the Missouri Open Senior Softball Tournament, as well as multiple 5k and half marathon races in Columbia.

The Tourism Development Program, is beneficial for staff in the recruitment of bided events to the City of Columbia and supporting sporting events in our community. On behalf of the Columbia Sports Commission, we thank you for the time, service, and support you give the sports tourism industry in Columbia.

Sincerely,

James P. Arnold  
Columbia Sports Commission Chair  
Vice President of Student Experience & Director of Athletics – Columbia College