



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: July 20, 2026

Re: Authorizing a Tourism Development Sponsorship Agreement with Supreme Tournaments, LLC

Impacted Ward: Citywide

Executive Summary

The resolution would execute an agreement with Supreme Tournaments LLC for \$24,576 in Tourism Development Funds for the 2027 and 2028 NXTPRO Hoops Basketball Tournament in Columbia, Missouri on April 23rd-25th, 2027 and March 31st-April 2nd, 2028 to be paid in up to \$12,288 increments each year.

Discussion

Staff submitted competitive bids to host Supreme Tournaments, LLC (doing business as NXTPRO SPORTS) basketball tournaments in 2027 and 2028. As part of the proposals, staff recommended the use of Tourism Development Funds to offset facility rental costs and strengthen Columbia's competitiveness in securing the events.

These three-day tournaments are part of the Puma-sponsored basketball prospect circuit and feature high-level competition for athletes ages 11–17. The events will be held at the Columbia Sports Fieldhouse and utilize all eight basketball courts. NXTPRO SPORTS currently operates approximately 70 tournaments annually and has reported receiving interest from more than 90 destinations, making the selection process for host communities increasingly competitive.

If approved, the 2027 and 2028 tournaments will represent the third and fourth consecutive years the events have been hosted in Columbia. The tournaments attracted 90 teams in 2025 and 76 teams in 2026. Similar participation is anticipated in future years, with more than 65 percent of participating teams traveling from outside the Columbia area and requiring overnight accommodations, generating lodging tax revenue and supporting the local hospitality and tourism industry.

At its May 14, 2026, meeting, the Columbia Sports Commission recommended authorizing the use of Tourism Development Funds in an amount not to exceed \$12,288 for each year of the two-year agreement. The Convention and Visitors Bureau Advisory Board approved the recommendation at its May 28, 2026, meeting.

Following those approvals, Columbia was awarded the bids to host the 2027 and 2028 tournaments. Supreme Tournaments, LLC has requested to enter into an agreement with the



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City to secure the events and authorize the approved Tourism Development Fund assistance.

Fiscal Impact

Short-Term Impact: Up to \$24,576

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
12/16/2024	Approval of R226-24 , authorizing a tourism development sponsorship agreement with Supreme Tournaments, LLC for the 2025 NXTPRO Hoops Basketball Tournament event.
[04/06/2026]	Approval of R63-26 , authorizing a tourism development sponsorship agreement with Supreme Tournaments, LLC for the 2026 NXTPRO Hoops Basketball Tournament event.

Suggested Council Action

Approval of the legislation.