

July 31, 2023

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 oversaw the execution of an event more than two years in the making, the 2022 National Collegiate Athletics Association Cross Country Regional Championship. This event was hosted with our partners at the University of Missouri served as the host institution for the event and our partners at Columbia Parks and Recreation providing a fantastic venue. Sports Commission members and Convention and Visitor's Bureau staff members worked together to make this event a success through the bidding, planning, and execution of the event. In January of 2020 bids were submitted for this event and for the 2025 NCAA Cross Country National Championship, which will be hosted in Columbia.

The 2023 Missouri Middle School Basketball Championships was allocated \$7,500 in Sports Development Funds (SDF), which took place in March of 2023. Agreements with the Missouri State High School Activities Association (MSHSAA) were successfully activated for the State Cross Country Championships, State Wrestling Championships, and State Football Championships using the SDF. Planning for the return of the MSHSAA Show Me Showdown State Basketball Championship has begun with community partners at Mizzou Athletics. SDF also supports the Small College Showcase, Coaches Clinic, and Norm Stewart Classic that is run by the Missouri Basketball Coaches Association.

An agreement with the American Junior Golf Association was extended for two years, using Tourism Development Community Sponsorship funds. This event will be held at the Club at Old Hawthorne in 2023 and 2024, in Columbia. Community sponsorship funds were also used to continue to support Columbia Public Schools swimming events, the Disc Golf Pro

Tour Mid America Open (ran by the Columbia Disc Golf Club), and the Missouri Open Senior Softball Tournament.

Sports Commission members provided feedback to the Parks and Recreation consultant, Ballard King and Associates, who met with community stakeholders for the feasibility study of the Northeast Regional Park Project.

The Tourism Development Program, is beneficial for staff in the recruitment of bided events to the City of Columbia. 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
Director of Athletics – Columbia College