

FY2024 TOURISM DEVELOPMENT FUNDING APPLICATION
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
SPORTS DEVELOPMENT (SDF)

Applications must be typed.

Event Name: TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit
 Event Organizer: NXTPRO Sports
 Event Date: July 4-6, 2025
 Event Location: Columbia, MO (Columbia Sports Fieldhouse)

Amount of SDF Requesting: \$7,500

Total Event Cost: \$60,500

Describe in detail how the SDF Funds would be used: The funds will be used to off-set the rental of the Columbia Sports Fieldhouse.

Will this event be held without tourism development funding?	Yes	<u>No</u>
Is this a new event?	<u>Yes</u>	No
Have all required permits, licenses, etc. been secured?	<u>Yes</u>	No
Have you received tourism development funds before?	Yes	<u>No</u>
If Yes, how much and when? _____		

Narrative:

1.	<p>Thoroughly Describe the Event:</p> <p>Columbia will be an event stop of the NXTPRO PUMA Shoe Circuit. We are the largest youth basketball circuit in the US. Each team will play 5 games over the course of the 3 day event.</p>
2.	<p>How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance?</p> <p>We have a sales team that will push our teams to the event. We will use social media to promote local restaurants and tourist attractions.</p>
3.	<p>How will your event increase overnight stays?</p> <p>Of the anticipated 85-90 teams coming to Columbia... 70% will be from outside of the 85 miles radius and will each book a minimum of 4 rooms per night in Columbia.</p>

4.	<p>How many overnight stays do you estimate the event will generate?: 1,040 (# of rooms x # of nights) 65 out of town teams x 4 rooms (minimum stay-to-play requirement outside 75 miles) = 520 rooms x 2 nights (minimum stay-to-play requirement) = 1,040 room nights</p> <p># of estimated local participants: 350 # of estimated out-of-town participants: 910 # of local friends/family/fans: 700 (estimated 2 spectators per participant) # of out of town friends/family/fans: 1,820 (estimated 2 spectators per participant)</p>
5.	<p>Have you contacted local hotels? Yes or No Are you using third-party housing company? Yes or No Is your event "Stay to Play"? Yes or No</p>
6.	<p>What method will you use to track overnight stays? Post Event Report from Housing Company</p>
7.	<p>Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall? Yes. Our events offer substantial down time away from the contest. Most of our teams will shop and have dinner on Friday and Saturday night together as a team.</p>
8.	<p>Have you secured event sponsorships? (attach any sponsorship materials)</p> <p>Puma is our biggest investor. All PRO16 teams are fully funded by Puma brand. I would anticipate our Columbia event attracting a few PRO16 teams (Michael Porter Jr.'s team is PRO16). PUMA Branding will be displayed throughout the facility. Our social media team will be promoting the Puma brand all weekend. We have a national sponsorship with Peacock (NBC). All games will be streamed online nationwide. We are working on a couple other Circuit wide sponsorship deals, which I will update you on as they progress.</p>
9.	<p>List any other important factors or issues about this event that you feel we should know about: Our circuit has a massive following on social media... Our 2024 spring events reached over 1.5 million accounts. Team Porter (Michael Porter's Team) will participate in the tournament. His team will feature some of the top high school players in the region.</p>

SPORTS DEVELOPMENT (SDF)

EVENT BUDGET - REVENUES

Round to the nearest dollar

ORGANIZATION NAME: **NXTPRO Sports**

EVENT NAME: **TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit**

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations, (list in-kind below*)			
2. Government Support** (city, county, schools, etc.) (This includes tourism development funds.) A. Sports Development Fund	7,500		7,500
3. Program Fees: Spectator Admission Admissions/Tickets	\$50 per weekend pass		50,000
Sales of items			
Other			
4. Other Misc. (be specific)			
5. Team Admission Fees	\$250 per team		18,750
TOTAL REVENUE	\$	\$	\$76,250

*In-kind good or service anticipated	Source of donation	Estimated value
		\$
		\$

**Name of program	Source of donation	Estimated value
Sports Development Sponsorship (SDF)	Columbia CVB	\$7,500
		\$
		\$

EVENT BUDGET - EXPENDITURES

Round to the nearest dollar

ORGANIZATION NAME: **NXTPRO Sports**

EVENT NAME: **TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit**

EXPENDITURES (Itemize items in excess of \$100.00)	CASH Tourism Development Funds (only include the amount of your request)	CASH Other (minus tourism development fund request)	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic: NXT Staff		5,000		5,000
Technical: Officials/Medial/Score		35,000		35,000
Administrative				
2. Equipment Rental				
Facility	7,500	5,000		12,500
3. Supplies & Materials				
Awards				
4. Travel				
Staff Travel		5,000		5,000
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)				
Outside Boone County				
Printing: Banners		3,000		3,000
6. Other (be specific)				
TOTAL EXPENDITURES				60,500
TOTAL REVENUES (from page 7)				76,250

*In-kind should net to zero

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.

Scott Thompson

8/5/24

Applicant Authorized Signature

Date

Print Name: Scott Thompson

Title: VP of Marketing

Email: marketing@nxtprosports.com

Name of Primary Contact & Email: (if different than above):

Legal name of Organization: NXTPRO Sports

Name of Organization President/or Chair of Board: Matt Reynolds

Address: 8800 Tralee Rd, Lincoln, NE 68520

Phone: 210-214-2491

Email: matt@nxtprosports.com

Web Site: www.nxtprohoops.com

Federal ID Number (required): 87-1472460

This organization is:

Independently chartered Private X Non-Profit Other (please describe)