



Department Source: Economic Development

To: City Council

From: City Manager & Staff

Council Meeting Date: April 18, 2022

Re: Amending the FY2022 Annual Budget by appropriating funds relating to a Sponsorship Agreement with the Curators of the University of Missouri.

Executive Summary

Staff is requesting to appropriate funds received from the Curators of the University of Missouri relating to a Sponsorship Agreement recently approved by City Council, which will dedicate a section of the new airport terminal baggage claim area to create a "Mizzou" theme.

Discussion

On March 7, 2022, Council Bill 63-22 was passed authorizing a Sponsorship Agreement with the Curators of the University of Missouri dedicating an area of the new airport terminal baggage claim to create a "Mizzou" theme, to include the following:

1. Wall (25' x 14") which may include mural, graphics, monitor, logo, video message or combination
2. MU themed seating with approximately 10 chairs along the wall
3. Music carousel playing the Mizzou fight song during baggage belt operation for arriving passengers

The Sponsorship agreement is for a period of five years at a cost of \$72,737.50. Staff is requesting to appropriate these funds to the Airport Terminal project.

Fiscal Impact

Short-Term Impact: \$72,737.50

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
03/07/2022	B63-22 Authorizing a sponsorship agreement with The Curators of the University of Missouri to allow the installation of the "Mizzou" logo and approved signage in a section of the new airport terminal baggage claim area.

Suggested Council Action

Amend the FY2022 Annual Budget by appropriating funds relating to a Sponsorship Agreement with the Curators of the University of Missouri.