City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau
To: City Council
From: City Manager & Staff
Council Meeting Date: June 21, 2022
Re: Resolution Authorizing Agreement with the American Junior Golf Association, Inc. (AJGA) for the use of Tourism Development Funds.

Executive Summary

Authorizing agreements for Tourism Development Funds with the American Junior Golf Association for the 2022 AJGA Stan Utley Mid America Youth Golf Foundation Junior Championships.

Discussion

The American Junior Golf Association, Inc. (AJGA) requested $15,000 for the 2022 AJGA Stan Utley Mid America Youth Golf Foundation Junior Championships on July 25-28, 2022 at the Club at Old Hawthorne.

This prestigious five-day golf tournament attracts the most elite youth golfers throughout the world, ages 12-18. The site selection is done through a competitive process and Columbia is proud to be selected as an addition to the list of AJGA tournament locations. All net profits go back to local charities via a legacy program. To date, this event has directly contributed $15,000 to the Boys and Girls Club of Columbia for the mentioned legacy program.

The first two years of the event have generated more than 850 total room nights in Columbia hotels and had an estimated economic impact of $518,750 combined between both years of the event. Visitors have not only come from across the United States of America, but from outside of the country. Tourism Development Funds would provide assistance for site fees, awards, event equipment and travel and lodging expenses for AJGA staff and officials. The Columbia Sports Commission (May 12th 2022 Meeting) and CVB Advisory Board (May 23rd Meeting) voted to approve the application.

Fiscal Impact

Short-Term Impact: $15,000
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
June 2020	$15,000 was awarded to the AJGA for the 2020 event.
May 2021	$15,000 was awarded to the AJGA for the 2021 event.

Suggested Council Action

Approval of the legislation.