

**MEMORANDUM OF UNDERSTANDING**  
**In support of**  
**Columbia Restaurant Week (CRW)**

This Memorandum of Understanding ("MOU"), made and entered as of the last signatory noted below between the Missouri Restaurant Association (MRA) and the City of Columbia, Missouri, a municipal corporation (the City) hereinafter referred to collectively as "the Parties."

WHEREAS, the MRA and Columbia Convention and Visitors Bureau (CVB) produce "Columbia Restaurant Week" (hereafter "CRW") in partnership each year. CRW will be funded by sponsorships and participation fees.

WHEREAS, the Parties agree this MOU will be in force for 1 year and will be revised prior to future CRW events.

WHEREAS, it is the goal of the Parties to work together to promote and execute CRW.

WHEREAS, the CVB will hold all rights to CRW including any intellectual properties, branding, and promotion materials in trust for the good of all Columbia Restaurants.

WHEREAS, the Parties wish to formalize their arrangement and roles:

NOW THEREFORE, Parties understand and agree as follows:

- (1) CRW will take place in summer and winter each year.
- (2) The funds generated by CRW include Donations, Sponsorships, and Registrations.
- (3) Expenses incurred for CRW will not exceed revenues collected. The parties will not be responsible for any expenses that exceed revenues.
- (4) Any funds remaining after all expenses are paid will remain in reserve as seed funding for next year's event.

**Responsibilities of the Parties**

The parties agree that members of the Missouri Restaurant Association will receive discounted pricing to participate in CRW.

The parties will establish and maintain a steering committee to plan, promote, and execute CRW.

The steering committee shall include one voting member from each: Missouri Restaurant Association, City of Columbia Convention and Visitors Bureau, The District, The Columbia Hospitality Association, and the event title sponsor.

The Steering committee will collectively develop a budget based on projected revenues and expenses and submit it to the Parties.

The CRW steering committee will be responsible for promotion of CRW, advertising, community outreach and meeting coordination for all CRW events and activities.

The Missouri Restaurant Association will be responsible for creating an online event portal for restaurant revenue registrations, sponsorships, and donations which will be embedded in the CRW website.

The MRA will pay all expenses from proceeds received from event portal.

The MRA will deduct from all restaurant signup fees collected a 5% administrative fee plus any credit card processing fees associated with hosting the CRW event portal on the MRA website. There will be no deductions from sponsorship fees.

Credit card fees will be added on to any credit card transaction at the time of registration or sponsorship. No credit card fees will be charged on transactions made by check or ACH payments.

The MRA will produce a fiscal recap of all revenues, administrative costs and expenses attributed to CRW within 30 days of the conclusion of the event.

Agreed by the Parties and affirmed by the signatures below:

	05-21-2025
Missouri Restaurant Association	Date

_____	_____
City of Columbia, Missouri	Date

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Nancy Thompson, City Counselor