



# 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: December 16, 2024

Re: Authorizing a Tourism Development Sponsorship Agreement with the National Middle School Basketball Association LLC.

## Executive Summary

The resolution would authorize the use of Tourism Development Funds for the 2025 Missouri State Basketball Championships on March 7-9 and 21-23, 2025.

## Discussion

National Middle School Basketball Association LLC has submitted an application for the 2025 Missouri State Basketball Championships. This six-day championship event features a competitive qualification process for teams from throughout Missouri. Grades 3-8 girls will compete March 7-9, and grades 3-8 boys will compete March 21-23. Games will take place at the Columbia Sports Fieldhouse, Mizzou Rec Center, and other Columbia facilities.

In 2022 the event brought in 110 teams. In 2023 the event brought in 157 teams. In 2024 the event brought in 200 teams. Prior to this year, the event has been held entirely in one weekend. In 2025, the organizer expects up to 250 teams, with more than 6,500 total attendees and more than 2,000 total room night spanning over two weekends in Columbia.

The Columbia Sports Commission reviewed the Sports Development Fund application at its November 12, 2024 meeting and has recommended \$12,500 in Tourism Development funds to assist with facility costs. The Convention and Visitor's Bureau Advisory Board voted to approve the recommended funding of \$12,500 at its November 25, 2024 meeting.

## Fiscal Impact

Short-Term Impact: \$12,500

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



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## Legislative History

Date	Action
February 2024	R42-24: Authorizing a Tourism Development Sponsorship agreement with the National Middle School Basketball Association LLC for the 2024 Missouri Middle School Basketball Championship event.
February 2023	R25-23: Authorizing a Tourism Development Sponsorship agreement with the National Middle School Basketball Association LLC for the 2023 Missouri Middle School Basketball Championship event.
October 2019	R151-19: Authorizing a Tourism Development Sponsorship agreement with the National Middle School Basketball Association LLC for the 2020 Missouri Middle School Basketball Championship event.

## Suggested Council Action

Approval of the Legislation.