



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 1, 2026

Re: Ordinance Authorizing a Tourism Development Sponsorship Agreement with The Curators of the University of Missouri for the 2026 Missouri State Senior Games and Show-Me State Summer Games

Impacted Ward: Citywide

Executive Summary

This ordinance would authorize an agreement for the use of \$20,000 in Tourism Development Funds to support the 2026 Missouri Senior Games and Show-Me State Summer Games (SMSG), a Signature Series event under the Tourism Development Program.

Discussion

The Show-Me State Games (SMSG), founded in 1984, is a nonprofit program of the Governor's Council on Physical Fitness and Health and is hosted annually by the University of Missouri. The Games promote health, wellness, and community engagement by providing competitive and recreational sports opportunities for participants of all ages and abilities.

Recognized as the largest state games program in the nation, the Show-Me State Games welcomes approximately 15,000 participants and spectators annually and features more than 40 sporting events. The event attracts athletes, families, and visitors from across Missouri and surrounding states, generating significant tourism activity through overnight stays, dining, retail spending, and use of local facilities. As one of Columbia's longstanding summer events, the Games continue to provide a measurable economic benefit to the community and contribute to Columbia's tourism industry.

The requested Tourism Development Funds will support key event-related expenses including site fees, medals/awards, advertising, and officials. The Convention and Visitors Bureau Advisory Board reviewed the application and unanimously recommends approval of \$20,000 in Tourism Development Funds to support the continued growth and economic impact of the 2026 Show-Me State Games.

Fiscal Impact

Short-Term Impact: \$20,000

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)



701 East Broadway, Columbia, Missouri 65201

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 2025	B119- 25: Ordinance Authorizing a tourism development sponsorship agreement for the 2025 Missouri State Senior Games and Show -Me STATE GAMES.
June 2024	B134-24: Ordinance Authorizing a tourism development sponsorship agreement for the 2024 Missouri State Senior Games and Show-Me STATE GAMES.
June 2023	B151-23: Ordinance Authorizing a tourism development sponsorship agreement for the use of \$20,000 in Tourism Development funds.
June 2022	B185-22: Ordinance Authorizing an agreement for the use of \$20,000 in Tourism Development funds.
May 2021	B167-21: Ordinance Authorizing an agreement for the use of \$20,000 in Tourism Development funds. Reviewed and Approved by the Airport Advisory Board

Suggested Council Action

Approval of the Legislation.