



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 16, 2025

Re: Authorizing a Memorandum of Understanding with the Missouri Restaurant Association for Columbia Restaurant Week.

Executive Summary

The Convention & Visitors Bureau (CVB) is requesting authorization for the City Manager to execute a Memorandum of Understanding (MOU) with the Missouri Restaurant Association (MRA) for Columbia Restaurant Week (CRW).

Discussion

The Convention and Visitors Bureau (CVB), in partnership with the Missouri Restaurant Association (MRA), The District, The Loop, and the Columbia Hospitality Association, is working to establish a biannual citywide restaurant week. The first Columbia Restaurant Week (CRW) is scheduled to take place July 25 – August 3, 2025.

CRW will be promoted both locally and statewide as a tourism event for Columbia, with the goal of continued growth with each CRW cycle. The MRA has agreed to be the fiduciary party for this event and will process both restaurant registrations and sponsorship funds. Any remaining funds collected after expenses will be retained to use for the next CRW cycle.

In light of this partnership, a Memorandum of Understanding (MOU) has been created to establish financial processes, event parameters and steering committee members.

Fiscal Impact

Short-Term Impact: N/A

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: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
	N/A

Suggested Council Action

Approval of the Resolution