



701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: January 20, 2026

Re: Resolution Authorizing Agreement with the National Middle School Basketball

Championship LLC for the use of Tourism Development Funds

Impacted Ward: Citywide

Executive Summary

This agreement would authorize the use of Tourism Development Funds for the 2026 Missouri State Basketball Championships Columbia, Missouri on March 6th-8th and 20th-22nd, 2026.

Discussion

National Middle School Basketball Association LLC has submitted an application for the 2026 Missouri State Basketball Championships. This championship event features a competitive qualification process for teams around the state of Missouri for their weeks. Participants are boys and girls grade 3rd – 8th and it features the newly expanded Columbia Sports Fieldhouse and Mizzou Rec Center in the City of Columbia. The event is in it's second year of dividing the Boys and Girls Divisions into two weekends due to court availability in Columbia.

In 2025, this event brought in 204 teams with over 5,000 total visitors and approximately 1,400 room nights were generated in Columbia hotels. This year, it is expected that 220 teams will participate and generate over 1,800 room nights, according to the organizer. From 2022 to 2025, the number of teams has grown from 110 teams to 204 teams and a need to divide the Boys and Girls weekends has continued due to growth.

The Columbia Sports Commission reviewed the application at the November 13, 2025 meeting and is recommending \$12,500 in Tourism Development Funds. The funds would be used to assist with facility cost.

The Convention and Visitor's Bureau Advisory Board voted to approve this amount at their November 26, 2025 meeting.

Fiscal Impact

Short-Term Impact: \$12,500

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary



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Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|---------------|---|
| December 2024 | R224-24: Authorizing a tourism development sponsorship agreement with the NATIONAL MIDDLE SCHOOL Basketball Association LLC for the 2025 Missouri Middle School Basketball Championship event. |
| 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 agreement for Tourism Development Funds with National Middle School Basketball Association for the 2020 Missouri State Middle School Basketball Championships |

Suggested Council Action

Approval of Legislation