



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: May 6, 2024

Re: Authorizing an agreement with the Curators of the University of Missouri for the 2024 Missouri State Senior Games and Show-Me STATE GAMES

Executive Summary

This ordinance authorizes the agreement for the city's sponsorship and support of the annual Missouri State Senior Games and the Show-Me STATE GAMES June 6-9, July 19-21 and July 26-28, 2024. The agreement is required prior to the disbursement of annual sponsorship funds.

Discussion

The Show-Me STATE GAMES (SMSG) is a non-profit program of the Governor's Council on Physical Fitness and Health and is hosted by the University of Missouri. The Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older. The mission of the Games is to provide all Missourians the opportunity to participate in activities of health, fitness, family and fun.

SMSG started in 1984 with approximately 600 participants and has grown to be the largest state games in the nation, with approximately 20,000 athletes participating in more than 40 sports. The Games provide a substantial economic impact for Columbia and generate a significant amount of overnight stays in area hotels.

The City of Columbia's annual sponsorship consists of \$24,500 allocated from the Convention & Visitors Bureau, \$3,500 from Parks & Recreation as well as approximately \$30,000 in-kind for park facilities and services.

Fiscal Impact

Short-Term Impact: \$28,500

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



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

| Date | Action |
|------------|--|
| May 2023 | B151-23: Authorizing an agreement with the Curators of the University of MO for the 2023 MO State Senior Games and the Show-Me STATE GAMES |
| April 2022 | B185-22: Authorizing an agreement with the Curators of the University of MO for the 2022 MO State Senior Games and the Show-Me STATE GAMES |
| June 2021 | B167-21: Authorizing an agreement with the Curators of the University of MO for the 2021 MO State Senior Games and the Show-Me STATE GAMES |
| June 2020 | B146-20: Authorizing an agreement with the Curators of the University of MO for the 2020 MO State Senior Games and the Show-Me STATE GAMES |
| May 2019 | B185-19: Authorizing an agreement with the Curators of the University of MO for the 2019 MO State Senior Games and the Show-Me STATE GAMES |
| June 2018 | B138-18: Authorizing an agreement with the Curators of the University of MO for the 2018 MO State Senior Games and the Show-Me STATE GAMES |

Suggested Council Action

Approval of the Legislation.