



*This document sets forth
Guidelines, Criteria and Application for
Requesting Tourism Development Funds from the*

**Convention & Visitors Bureau Tourism Development Program
Sports Development Fund (SDF)**

Events must commence after October 1, 2023 and be completed by September 30, 2024.

The Tourism Development Program is made possible by Columbia's lodging tax. It was created to drive economic impact and develop or enhance events which have potential to generate overnight visitation in Columbia hotels and motels. All applicants must meet and follow the Guidelines & Criteria set forth for each fund.

- **Applications to the Tourism Development Program must be submitted at least 90 days prior to the start of the event. (Any revisions, updates or changes must be made at least ONE WEEK prior to the scheduled review meeting. No exceptions.)**
- **The Columbia Sports Commission will review all applications and recommend funding amounts to the CVB Board. The Sports Commission and the CVB Board meet once a month.**
- **Applicants are welcomed and encouraged to present their applications to the Sports Commission.**
- **Once funding levels have been reviewed and approved, the City Council will have final approval. The Council meets twice a month.**
- **Applications can be mailed, hand-delivered or emailed to: Adam Ziervogel, Tourism Sales Manager, 300 S. Providence Road, Columbia, Missouri 65203 or Adam.Ziervogel@como.gov or 573-874-7684.**

All materials submitted with proposals will become a matter of public record, open to inspection by any citizen, under RSMo Chapter 610.

ELIGIBLE EXPENDITURES

City of Columbia – Convention & Visitors Bureau Tourism Development Fund SPORTS DEVELOPMENT (SDF)

1. Bid fees, Rights fees, Sanction fees and Site fees (particularly if a larger site/facility is required to accommodate event growth). *This might also include event officials, security, labor, insurance, facility rental, special equipment.*
 2. Advertising, marketing, postage, printing (applications & registration forms) and the purchase of mailing lists.
 3. Trophies, medals, monetary awards (to increase growth of the event).
 4. Food and beverage or any hospitality or social functions.
 5. Medical services; EMS, trainers, etc.
 6. Transportation for larger venues, i.e., carriages, wagons, shuttles, particularly if additional transportation options are needed to increase attendance.
1. Entertainment fees, e.g. musicians/performers compensation, meals & lodging. *NOTE: (Columbia "lodging tax" should be paid on any 'comp rooms' received by event organizer.)*
 2. Exhibits or materials for special activities as a part of an event or festival.

The Sports Commission may recommend funding all or only part of requested items. **This list is not exclusive.** Proposals might include items that are not listed as eligible expenditures. All requests will be assessed and scored according to how well they meet the evaluation criteria and serve the mission of the Tourism Development Fund.

INELIGIBLE EXPENDITURES

1. Any event expenses not approved for funding.
2. Operating expenses of event venue, Salaries, Administrative expenses or other monetary compensation to event organization staff.
3. Any entertainment that is not for the general audience of the event.
4. Legal, engineering, accounting, or other consulting services, except those outlined in the application.
5. Interest or reduction of deficits or loans.
6. Real property, permanent equipment or capital improvements unless, in the judgment of the sports commission, the improvement is critical to the success of the project and the improvement's inclusion would significantly impact the event's ability to generate overnight visitation.

GENERAL GUIDELINES

City of Columbia – Convention & Visitors Bureau Tourism Development Fund SPORTS DEVELOPMENT (SDF)

1. Maximum funding level for any single application is \$15,000 and/or no more than 50% of the total event budget; however, if an event has the potential to generate more than 1,500 room nights, the amount of funding is at the discretion of the Sports Commission.
2. Events may be funded for up to three (3) years. An application is required each year. The amount of funding allowable will be reduced by 25% each year unless there is substantial growth or a new component is added. An increase in advertising or marketing does not qualify as growth.
3. After three years of funding, events **MAY** be considered for “Signature Series” status. A separate application and evaluation are required.
1. No more than three (3) separate events may be funded by any one organization each year, within the 12 months starting from the date the original application was submitted. Each application will be evaluated independently, based on the criteria.
2. All events must be held within ten (10) miles of the Columbia city limits, must comply with all ADA requirements and open to the general public. Event must not be exclusive in regard to attendance.
3. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
4. No event-related print, radio or television advertising may promote lodging facilities located outside the City of Columbia.
5. Conventions and exhibitions as a component of a convention, or business meetings are not eligible for funding. Convention services and support will be funded out of the CVB operating budget.
6. The CVB may contract to have your event professionally surveyed, particularly if new event. Event organizers will be contacted by the CVB at least 30 days prior to arrange for survey times and locations. CVB surveys will help to identify true “out of market” visitors, or those that came specifically for the event or extended their stay in Columbia as a result of the event.
7. Event organizers are responsible for tracking room night generation.
8. Post Event Summary reports are due 90 days after your event ends. Failure to submit the report within the 90 days or submitting with incomplete information may affect funding of future applications. (See attached form.)
9. If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you may submit a request to the Sports Commission to replace the original project with another that is comparable in quality and scope. Failure to complete a project as submitted in the application may have an impact on future funding decisions and allocations. If you have spent a portion of the funds, you are still required to submit copies of invoices and checks with a final report. All unused monies must be returned to the CVB along with an explanation letter.

CHECKLIST AND GENERAL INSTRUCTIONS

**City of Columbia – Convention & Visitors Bureau Tourism Development Fund
SPORTS DEVELOPMENT (SDF)**

- _____ Complete each section of the application and be thorough in describing aspects of your event. Email or call with any questions or if you need clarification. Draft applications may be reviewed by CVB staff prior to submitting your official application. **Incomplete applications will not be accepted.**

- _____ Obtain an official signature from either the CFO or President, or whoever is authorized to sign on behalf of the event organizer.

- _____ Submit the **original application** with all supporting documentation listed below:

Proposals from Not-For-Profit Organizations:

- _____ Charter, Articles of Incorporation, By-laws, List of current board members
- _____ IRS Determination Letter of non-profit status
- _____ Letters of commitment from co-sponsors
- _____ Copy of financial information for the event from the most recent fiscal year event was held

Proposals from For-Profit Organizations: (All of the following requirements apply to the event NOT to the for-profit organization.)

- _____ Letters of commitment from co-sponsors, if applicable
- _____ Copy of financial information for the event from most recent fiscal year event was held

Any event initiated by a For-Profit organization must have a separate committee or board for governing and organizing the event.

NOTE: Keep copies of all invoices paid with tourism development funds. These must be submitted with your post event summary report 90 days after the event.

FY2024 TOURISM DEVELOPMENT FUNDING APPLICATION
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
SPORTS DEVELOPMENT (SDF)

Applications must be typed.

Event Name: TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit
Event Organizer: NXTPRO Sports
Event Date: July 4-6, 2025
Event Location: Columbia, MO (Columbia Sports Fieldhouse)

Amount of SDF Requesting: \$7,500

Total Event Cost: \$60,500

Describe in detail how the SDF Funds would be used: The funds will be used to off-set the rental of the Columbia Sports Fieldhouse.

Will this event be held without tourism development funding?	Yes	No
Is this a new event?	Yes	No
Have all required permits, licenses, etc. been secured?	Yes	No
Have you received tourism development funds before?	Yes	No
If Yes, how much and when? _____		

Narrative:

1.	<p>Thoroughly Describe the Event:</p> <p>Columbia will be an event stop of the NXTPRO PUMA Shoe Circuit. We are the largest youth basketball circuit in the US. Each team will play 5 games over the course of the 3 day event.</p>
2.	<p>How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance?</p> <p>We have a sales team that will push our teams to the event. We will use social media to promote local restaurants and tourist attractions.</p>
3	<p>How will your event increase overnight stays?</p> <p>Of the anticipated 85-90 teams coming to Columbia... 70% will be from outside of the 85 miles radius and will each book a minimum of 4 rooms per night in Columbia.</p>

4.	<p>How many overnight stays do you estimate the event will generate?: 1,040 (# of rooms x # of nights) 65 out of town teams x 4 rooms (minimum stay-to-play requirement outside 75 miles) = 520 rooms x 2 nights (minimum stay-to-play requirement) = 1,040 room nights</p> <p># of estimated local participants: 350 # of estimated out-of-town participants: 910 # of local friends/family/fans: 700 (estimated 2 spectators per participant) # of out of town friends/family/fans: 1,820 (estimated 2 spectators per participant)</p>
5.	<p>Have you contacted local hotels? Yes or No Are you using third-party housing company? Yes or No Is your event "Stay to Play"? Yes or No</p>
6.	<p>What method will you use to track overnight stays? Post Event Report from Housing Company</p>
7.	<p>Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall? Yes. Our events offer substantial down time away from the contest. Most of our teams will shop and have dinner on Friday and Saturday night together as a team.</p>
8.	<p>Have you secured event sponsorships? (attach any sponsorship materials)</p> <p>Puma is our biggest investor. All PRO16 teams are fully funded by Puma brand. I would anticipate our Columbia event attracting a few PRO16 teams (Michael Porter Jr.'s team is PRO16). PUMA Branding will be displayed throughout the facility. Our social media team will be promoting the Puma brand all weekend. We have a national sponsorship with Peacock (NBC). All games will be streamed online nationwide. We are working on a couple other Circuit wide sponsorship deals, which I will update you on as they progress.</p>
9.	<p>List any other important factors or issues about this event that you feel we should know about: Our circuit has a massive following on social media... Our 2024 spring events reached over 1.5 million accounts. Team Porter (Michael Porter's Team) will participate in the tournament. His team will feature some of the top high school players in the region.</p>

**SPORTS DEVELOPMENT (SDF)
EVENT BUDGET - REVENUES**

Round to the nearest dollar

ORGANIZATION NAME: **NXTPRO Sports**

EVENT NAME: **TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit**

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations, (list in-kind below*)			
2. Government Support** (city, county, schools, etc.) (This includes tourism development funds.) A. Sports Development Fund	7,500		7,500
3. Program Fees: Spectator Admission Admissions/Tickets	\$50 per weekend pass		50,000
Sales of items			
Other			
4. Other Misc. (be specific)			
5. Team Admission Fees	\$250 per team		18,750
TOTAL REVENUE	\$	\$	\$76,250

*In-kind good or service anticipated	Source of donation	Estimated value
		\$
		\$

**Name of program	Source of donation	Estimated value
Sports Development Sponsorship (SDF)	Columbia CVB	\$7,500
		\$
		\$

EVENT BUDGET - EXPENDITURES

Round to the nearest dollar

ORGANIZATION NAME: **NXTPRO Sports**

EVENT NAME: **TBD COLUMBIA Tournament - NXTPRO/PUMA Shoe Circuit**

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds (only include the amount of your request)	CASH Other (minus tourism development fund request)	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic: NXT Staff		5,000		5,000
Technical: Officials/Medial/Score		35,000		35,000
Administrative				
2. Equipment Rental				
Facility	7,500	5,000		12,500
3. Supplies & Materials				
Awards				
4. Travel				
Staff Travel		5,000		5,000
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)				
Outside Boone County				
Printing: Banners		3,000		3,000
6. Other (be specific)				
TOTAL EXPENDITURES				60,500
TOTAL REVENUES (from page 7)				76,250

*In-kind should net to zero

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.

Scott Thompson

8/5/24

Applicant Authorized Signature

Date

Print Name: Scott Thompson

Title: VP of Marketing

Email: marketing@nxtprosports.com

Name of Primary Contact & Email: (if different than above):

Legal name of Organization: NXP PRO Sports

Name of Organization President/or Chair of Board: Matt Reynolds

Address: 8800 Tralee Rd, Lincoln, NE 68520

Phone: 210-214-2491

Email: matt@nxtprosports.com

Web Site: www.nxtprohoops.com

Federal ID Number (required): 87-1472460

This organization is:

Independently chartered Private X Non-Profit Other (please describe)

POST EVENT SUMMARY REPORT
City of Columbia - Convention & Visitors Bureau TOURISM DEVELOPMENT FUND

*NOTE: Complete and return this report (with attachments) to the CVB within 90 days after the completion of your event.
Failure to do so may result in future funding restrictions.*

Name of Event:

Name of Organization:

Location of Event:

Amount of Tourism Development funds received: _____

Describe how the funds were spent and attach copies of checks issues for payment of services or items, corresponding invoices and any required contracts. (If approved funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the City.)

Narrative:

1. Describe estimated attendance and method used to calculate.

2. Summarize advertising placed to promote the event (include all placed, trade and in-kind).

3. Describe your general assessment of the event; include strengths, weaknesses and address any concerns or recommendations for changes.

Authorizing Official (print name)

Title

Authorizing Official Signature

Date: _____

CVB USE ONLY
Date Received _____
Date of Board Vote _____
Date to Council _____