



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 20, 2023

Re: Authorizing Tourism Development Sponsorship Agreement with The Curators of the University of Missouri for the 2023 Missouri State Senior Games and Show-Me STATE GAMES

Executive Summary

This resolution would authorize an agreement for the use of \$20,000 in Tourism Development funds for the 2023 Missouri Senior Games and Show-Me STATE GAMES June 8-11, July 21-23 and July 28-30, 2023. The funds would be used for advertising, site fees, medals and officials.

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 Games started in 1984 with approximately 600 participants and has grown to be the largest state games in the nation. This summer will be the 39th year with approximately 15,000 athletes participating in over 40 different sports. The Missouri State Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older.

The SMSG is one of the six Signature Series events within the Tourism Development Program. These events have been funded for more than five years enabling organizers to expand marketing and advertising efforts outside of the Boone County market. The events enhance Columbia's overall image as a tourism destination and provide a substantial economic impact to the local economy and generate overnight stays in area hotels.

The Convention & Visitors Bureau Advisory Board has reviewed the application and voted unanimously to approve the request of \$20,000 in Tourism Development funds.

Fiscal Impact

Short-Term Impact: \$20,000

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



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Legislative History

Date	Action
Nov. 2016-2019	R172-16; R161-17; R180-18; & R163-19: Authorizing agreements for Signature Series funding under the Tourism Development Program.
May 2021	B167-21: Ordinance Authorizing an 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.

Suggested Council Action

Approval of the legislation.