



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 3, 2024

Re: Ordinance Authorizing an Agreement with The Curators of the University of Missouri for the use of Tourism Development Funds for the 2024 Missouri State Senior Games and Show-Me State Games

Executive Summary

This ordinance would authorize an agreement for the use of \$20,000 in Tourism Development funds for the 2024 Missouri Senior Games and Show-Me State Games June 6-9, July 19-21 and July 26-28, 2024.

Discussion

The Show-Me State Games (SMSG) started in 1984 and is a non-profit program of the Governor's Council on Physical Fitness and Health hosted by the University of Missouri.

The SMSG Senior Games provides competitive, athletic and recreational activities for individuals age 50 and older. The SMSG State Games has approximately 15,000 participants in over 40 different sports and is now the largest state games in the nation.

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 and enhance Columbia's overall image as a tourism destination. The SMSG generates overnight stays in Columbia hotels and has a substantial economic impact to the local economy.

The Convention & Visitors Bureau Advisory Board has reviewed the application and voted unanimously to approve the request of \$20,000 in Tourism Development funds. The funds would be used for site fees, medals, advertising and officials.

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
June 2023	B151-23: 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.
May 2021	B167-21: Ordinance Authorizing an agreement for the use of \$20,000 in Tourism Development funds.
Nov. 2019	R163-19: Authorizing agreements for Signature Series funding under the Tourism Development Program.

Suggested Council Action

Approval of the legislation.