



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: October 20, 2025

Re: Authorizing a Merchandising Contract with Event1 for Event Sales at the 2025 NCAA Division 1 Men's and Women's Cross Country National Championships

Executive Summary

This resolution requests Council authorization for the City Manager to execute a Merchandising Contract with Event1, designating the Convention & Visitors Bureau (CVB) as the third-party vendor for event merchandise sales at the 2025 National Collegiate Athletic Association (NCAA) Division 1 Men's and Women's Cross Country National Championships, to be held on November 22, 2025 at the Gans Recreation Area Cross Country Course.

Discussion

The CVB and the Columbia Sports Commission, in partnership with the University Of Missouri Department Of Athletics, successfully submitted a bid to host the 2025 NCAA Division 1 Men's and Women's Cross Country National Championships. Hosting this event is expected to bring in thousands of visitors to Columbia, generating significant economic impact for local hotels, restaurants, and businesses.

As part of that bid, the host city agrees to act as the designated third-party vendor responsible for managing official event merchandise sales. Event 1 has partnered with the NCAA and has extensive experience in managing large-scale event retail operations the will ensure that merchandise is professionally produced, displayed, and sold.

Event1 will provide the merchandise to the CVB to serve as the official third-party vendor at the actual event. There is no direct expense to the City associated with this agreement and Event1 will pay the CVB a 20% commission on net sales. The contract outlines operational responsibilities, inventory management, staffing and financial reporting requirements.

Fiscal Impact

Short-Term Impact: n/a

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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



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Legislative History

Date	Action
2/7/22	R15-22: Authorizing an agreement with the National Collegiate Athletic Association for the 2025 NCAA Division 1 Men's and Women's Cross Country Championship event.

Suggested Council Action

Approval of the legislation.