



# 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 2, 2022

Re: Authorizing the City Manager to Execute an Agreement with the National Collegiate Athletic Association for the 2022 NCAA Cross Country Midwest Regional Championships

## Executive Summary

The Columbia Convention & Visitors Bureau (CVB) and the Columbia Sports Commission partnered with the University of Missouri Department of Athletics to bid on the 2022 National Collegiate Athletic Association (NCAA) Men's & Women's Cross Country Midwest Regional Championships. It was announced June 2021 that Columbia had won the bid. This resolution would authorize the city manager to execute the agreement with the NCAA for this event.

## Discussion

For only the third time in its history in 2020, the NCAA undertook a site selection process where most of its championships were put out for bid at the same time. The CVB and the Columbia Sports Commission partnered closely with the University of Missouri Department of Athletics to assemble a bid to host the 2022 NCAA Division I Men's and Women's Cross Country Midwest Regional Championships.

In June 2021 it was officially announced that the Columbia CVB and the Columbia Sports Commission and the University of Missouri had been awarded the bid. The Columbia Convention & Visitors Bureau will be the official host of this event taking on all financial responsibility while Mizzou Athletics, Columbia Sports Commission and Columbia Parks Recreation will assist in the execution of the event. There will be reimbursable expenses related to hosting this event that the CVB will appropriate during the FY2023 budget process.

This NCAA event will take place November 11, 2022 at the Gans Creek Cross Country Course and bring over 500 athletes to compete and bring thousands of spectators to Columbia to stay in our hotels, dine in our restaurants and shop in our stores making a significant economic impact.

## Fiscal Impact

Short-Term Impact: \$0

Long-Term Impact: \$15,000 in FY2023 from the Tourism Development Fund



## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

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

### Comprehensive Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

## Legislative History

Date	Action
N/A	N/A

## Suggested Council Action

Approval of the legislation and execution of the agreement.