Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: May 1, 2017

Re: Ordinance Approving Show-Me STATE GAMES Sponsorship and Authorizing the City Manager to Execute Agreement

Executive Summary

The 2017 Show-Me STATE GAMES (SMSG) takes place June 14-18; July 21-23 and July 28-30. This agreement authorizes the city’s sponsorship and support of the Games.

Discussion

The Show-Me STATE GAMES is known as the largest state games in the nation. Each summer thousands of athletes come to Columbia to compete in over 35 different sports. The SMSG generates a significant amount of overnight stays in Columbia hotels and provides substantial economic impact for Columbia.

The Convention & Visitors Bureau has allocated a cash sponsorship of $16,800 and Parks & Recreation has allocated $3,500 cash and approximately $30,000 “in-kind” for the use of park facilities and other related services in support of the 2017 Show-Me STATE GAMES.

An agreement beween the City and the Show-Me STATES GAMES is required prior to disbursement of city funds for the annual sponsorship and support of the Games.

Fiscal Impact

Short-Term Impact: $20,300 plus in-kind services outlined above

Long-Term Impact: n/a

Vision & Strategic Plan Impact

[Vision Impacts:](http://www.gocolumbiamo.com/CMS/vision/reports/visiongoals.php)

Primary Impact: Economic Development, Secondary Impact: Parks, Recreation & Greenways, Tertiary Impact: Not Applicable

[Strategic Plan:](http://www.gocolumbiamo.com/city-manager/)

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

[Comprehensive Plan Impacts:](http://www.gocolumbiamo.com/community_development/comprehensive_plan/documents/ColumbiaImagined-FINAL.pdf)

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Tertiary

Legislative History

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| --- | --- |
| Date | Action |
| 1985-2016 | The city of Columbia has been a major sponsor of the SMSG for 31 years, since it began in 1985. The last four years they have received $20,300 cash, as well as in-kind services from the Columbia CVB and Parks & Recreation. The Show-Me STATE GAMES also receives $12,500 in Tourism Development funds from the CVB as one of Columbia’s “Signature Series” events.  |

Suggested Council Action

Approval of the legislation is recommended.