



Organizers nix plans for Tiger Town

By Andrew Denney

Because of a lack of financial sponsorship, the Tiger Town events planned to be held in downtown Columbia surrounding two University of Missouri home football games this fall have been canceled.

The fan-focused events had been proposed as pregame parties that could showcase downtown Columbia to out-of-towners. They were scheduled to be held before Missouri's Sept. 8 matchup with the University of Georgia and the Oct. 13 game against the University of Alabama.

Organizers for the Tiger Town concept had gotten the idea from similar happenings on game days at Southern colleges, such as The Grove at the University of Mississippi and The Coop at the University of South Carolina. Missouri joined the Southeastern Conference this year after leaving the Big 12.

Greg Steinhoff, an organizer for the Tiger Town plans, said organizers had spent so much time on planning the logistics of the event that they had not put in enough time seeking donations. He estimated the financial support would have needed to be in the "several hundred thousand dollars" range to make the event possible.

"Looking back, it took us substantially longer to define the event, leaving us less time to go and sell the event," Steinhoff said.

He said a variety of expenses factored into the expected cost, including permitting costs, insurance and marketing.

Organizers had planned to hold Tiger Town events on Eighth Street, which would have been closed off between Broadway and Elm Street. But when they first proposed the idea in January, plans were even more ambitious. There had been talk of allowing open alcohol containers throughout downtown, Friday-night pep rallies and rooftop parties.

The organizers' plans became more tempered as the idea was presented to downtown business owners, some of whom expressed concerns about the events' effects on game-day business. The initial discussion of hosting Tiger Town events before four Missouri home games was eventually narrowed to two dates before being canceled altogether.

"These people have their lives and their businesses," Steinhoff said of downtown business owners. "There's a lot more at stake for them."

Carrie Gartner, executive director of the Downtown Community Improvement District, said a challenge for Tiger Town organizers was that it was a new idea that took some explaining and refining before it could come to fruition. "That's always the big challenge ... explaining what you're trying to do," Gartner said.

She said that at this point in the year, many potential sponsors might have already committed their available funds to other local events.

Steinhoff said organizers would make another try at Tiger Town next year, giving them time to gather more donations and to more closely observe the travel habits of fans of SEC football teams.

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MISSOURIAN

Tiger Town canceled due to insufficient funds

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BY [Lindsey Armentrout](#)

COLUMBIA — The Tiger Town events previously planned for two home football games this fall have been canceled because of insufficient funds.

To host the block party-style events, which were to take place before the Georgia and Alabama home games, event organizer Greg Steinhoff said Tiger Town would have needed several hundred thousand dollars it didn't have. The money would have paid for tents, tables, booths, stages, entertainment, a family area and more.

"For an event this size, it's not hard to see all these items are necessary and add up quickly," Steinhoff said.

In June, organizers reported they would focus their time on securing sponsors and raising money, according to a previous *Missourian* report.

Steinhoff said there was so much planning involved that there wasn't time to find enough sponsors to support the event.

"In order to do this right, you need to assemble sponsorship information at least six months in advance," he said. "We're asking just a couple months before the event, but people have already committed their marketing budgets."

Steinhoff said his organization might attempt Tiger Town next year because organizers will have the opportunity to see the results of Missouri's first season in the Southeastern Conference.

By observing the 2012 football season, Steinhoff said organizers will know what they need to do to host Tiger Town in the future.

"We'll be able to see how well people travel, what they like to do and where they like to stay," he said.



ST. LOUIS POST-DISPATCH

Grants aim to help students graduate sooner

7 hours ago • [Associated Press](#)

JEFFERSON CITY • Missouri officials announced Wednesday that nearly \$9 million worth of grants will help develop "Innovation Campuses" to help students complete their degrees sooner and land jobs in high-need fields.

The projects involve partnerships among colleges and universities, businesses and, frequently, area school districts to help students earn college credits and get work experience. Among the programs that won grant funding are one in St. Charles County and one in St. Louis.

"We will prepare students for the careers of tomorrow, cut the time it takes to earn a degree and reduce the burden of student debt," said Gov. Jay Nixon.

The first Innovation Campus was developed by the University of Central Missouri and set up in Lee's Summit. After that, Nixon's administration sought applications to offer more innovation programs to be funded through community development block grants.

The St. Louis Innovation Campus at the University of Missouri-St. Louis will receive \$1 million for its partnership with businesses in fields such as information technology, biotech, health and financial services. Students will attend classes and have internships and apprenticeships. The program will cut by one year the normal degree time.

A \$1 million grant also will go to a partnership between the Economic Development Council of St. Charles County, the Sinclair School of Nursing at the University of Missouri, St. Charles Community College and health care industry partners in and around St. Charles County.

In all, Nixon announced grants for nine projects. Innovation Campuses in Greene County, St. Joseph, Joplin and Cape Girardeau are getting \$1 million grants. A project in Johnson County will receive \$996,975, and a campus in Rolla will get \$945,000.

Programs will be geared to fields including health care, biotechnology and financial services.



As rover nears Mars, MU expert calls for manned exploration

By Janese Silvey

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Angela Speck can believe they put a robot on Mars, but she'd also like to see them put a man on the moon again.

As NASA prepares to land its latest rover, Curiosity, on the fourth planet from the sun, Speck, chairwoman of astronomy at the University of Missouri, thinks it's a good time to make a public pitch for a continuation of human space exploration. NASA last year cut its astronaut program, citing budget concerns, and Curiosity's \$2.5 billion mission is expected to be the last of the planetary program for a while.

In the meantime, Speck worries a generation of schoolchildren will have little or no aspiration to someday explore space.

"I fear kids will have seen so few astronauts going into space that they won't see that as something feasible for them," she said. "A large number of people like me thought they wanted to be astronauts and pursued science as a result. If being an astronaut is not an option, why bother doing that?"

Speck grew up watching Valentina Tereshkova and Sally Ride, women who blazed trails into space for other female astronauts to follow. Before her, the world watched men land on the moon.

Linda Godwin, a former astronaut who has logged more than 38 days in space, is a little more pragmatic. Space exploration for the sake of inspiring education is important but probably not convincing enough on its own to argue funding for it, she said.

But, while there's a place for robotics, she agreed rovers do not replace humans.

"Rovers will always be cheaper to send," said Godwin, a physics professor at MU. "They don't need life support, and you don't have to bring them back. But we're a long way from making them as intelligent as a human who can make decisions. ... We need people, too."

Perhaps more realistic than sending astronauts to the Red Planet would be to establish a base on the moon, allowing astronauts to control rovers from a closer and more convenient location than Earth, where sending signals is a painstaking process, Godwin said.

Plus, both space experts agree, there's still plenty to learn about the moon.

"We've hardly been there," Godwin said. "It would be like saying once they explored America, why come back? We proved we could do it 40 years ago; it's embarrassing we can't do it now."

Speck is encouraged by the public interest in all things out of this world. She pointed to this summer's transit of Venus, which brought some 1,000 people to MU Laws Observatory to watch the planet cross the sun, and the media coverage surrounding Ride's death last week. And Curiosity's nine-month journey to Mars has also sparked public curiosity about whether the planet can support life.

"It's not hard to sell this," Speck said. Space exploration "is something that catches the imagination. That's the place where you can actually get people to buy into studying science."

Until then, though, Godwin is OK with Curiosity and the rovers that came before it going first.

"I think of them as almost having personalities, moving along that lonely planet," she said. "They're doing the pioneer work."