

## EXECUTIVE SUMMARY

**Recommendation to approve the Tourism Department's Sports Marketing Section submittal of a Florida Sports Foundation Grant application to support the HITS Triathlon event in the total amount of \$3,500 authorize the County Manager or his designee to execute the application and make a finding that this item promotes tourism.**

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**OBJECTIVE:** To obtain grant funds to assist in attracting and managing future sports events in Collier County.

**CONSIDERATIONS:** The Florida Sports Foundation Grant Program is designed to assist Florida communities in attracting sports events which will generate significant economic impact for the State of Florida. The Grant Program Guidelines place an emphasis on economic impact from out-of-state attendees, return on investment, community support, and image value to the state.

The Small Market Grant Program assists communities with smaller events that will generate less than \$500,000 in economic impact from out-of-state attendees. Grants in this category cannot exceed \$5,000, and do not require matching funding.

The Tourism Department's Sports Marketing Section would like to apply for a grant for the below event. Grant funds from FSF would offset the Tourism department's total expenditures for this event.

Event	Type	Grant Request	Tourism Dept. Total Expenditure
HITS Triathlon	Small Market Grant Program	\$3,500	\$6,500*
<b>Total</b>		\$3,500	\$6,500

\*This amount includes tourism department contribution and grant proceeds

**FISCAL IMPACT:** The total expenditure of tourism funds is up to \$3,500 for support of the above event. Any grant funds approved for these events from the Florida Sports Foundation will offset a portion of the Tourism Department's total expenditures for the HITS Triathlon event up to \$6,500. Funding for support of this event is included in the Tourism Department FY 15 BCC approved budget.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan from this action.

### **LEGAL CONSIDERATION:**

**RECOMMENDATION:** Recommendation to approve the Tourism Department's Sports Marketing Section submittal of Florida Sports Foundation Grant application to support the HITS Triathlon event in the total amount of \$3,500, authorize the County Manager or his designee to execute the application and make a finding that this item promotes tourism.

**PREPARED BY:** Chris O'Brien, Sr. Sports Marketing Manager



Previous Location/Date(s): Vanderbilt Beach Boulevard, City of Naples & Collier County public roads, Naples FL 34103, 2013

Contact Name/Phone: Mark Burtchin (ROW Permitting) 239-252-5165 Barry Williams (Parks & Rec) 239-452-4035

Out-Of-State Participants: 656

Room Nights: 600

Out of State Economic Impact: \$ 163,050 FSF Funding: \$ 0

12. **Was the event secured through a bid?** No   
**If yes, please include appropriate documentation\*\*.**

**If no, please explain how it was secured.**

Mutual agreement to continue event with commitments of community support to HITS

13. **Will you expend any bid fee monies prior to your event?** Yes  No   
**If so, how much and when?**

14. **What is the overall event plan (include schedules, competition details, special events, etc.):**

This is a National and International event that brings visitors and a lot of attention to Naples. It is an expensive logistical effort with a series of five separate triathlon races over a 2-day period consisting of swim, bike and run. Full and Half distance triathlons on Day 1 with Olympic, Sprint & Open distances on Day 2. The event weekend also includes a 3 day Health & Fitness Festival Expo with national vendors. The HITS Naples Triathlon event is held to provide an outlet for all skill levels from amateur to expert, for both local and out-of-town athletes to compete in an well-organized race located in a desirable location. The Full distance is the longest and most difficult and accordingly will draw the most serious of athletes. They are willing to travel far and invest money to participate. For example, the winner of the event we just held in Palm Springs, California traveled from France and our 2014 Naples race had participants from as far away as Germany, Canada, England and Columbia.

15. **Summarize the marketing plan for the event to include all media(s), timeline and if you are paying a promotional or production expense to obtain event coverage.**

Principally select regional and local advertising in newspapers and weekly publications such as Endurance Magazine and Endurance Sports Media Group, complemented by national digital and print advertising campaign in endurance focused media(Active.com, Endurance Sportswire etc.); local and regional distribution of rack cards and posters; attendance at triathlon and running expos. Video production crew documents event and video elements are used in website promotion campaigns. Magazine ads in Florida Running and Triathlete. Working with Lou Hammond PR in New York to distribute human interest stories and other aspects of the race. Coverage locally by tv and news/ web outlets.

16. **What benefits associated with this event will the Florida Sports Foundation receive if funding is provided? (Please attach appropriate sponsor benefit list if applicable)**

-FSF will receive recognition in all available HITS Advertising for the HITS Triathlon Naples

-FSF will receive scoreboard recognition during all competitions

-FSF will receive the opportunity to provide promotional material in all Goodie Bags distributed to the participants at the events

-FSF will receive public address announcements during each competition day

-FSF will receive a full-page color advertisement in the Official Athlete guide

-FSF's logo and link will be displayed on the HITS naples section of the Official HITS Triathlon Series Website

- FSF will have the opportunity to conduct Focus Groups studies at the HITS Naples Triathlon New Business valuable information about the endurance sports demographic
- FSF may request additional sponsorship amenities from HITS and participate in select cross-promotional opportunities
- FSF logo will appear on all complimentary athlete T-Shirts that each of our competitors receives.

17. Will the event be televised? Yes  No   
 (If yes, list network, date, time, and commercial opportunity for the FSF):

**IV. COMMUNITY SUPPORT**

1. List any matching funds that have been secured for this event and the source.

Source	Amount
CVB _____	\$ 6500.00 _____
Planning and logistic support _____	\$ staff time _____
Hotel selection and venue assistance _____	\$ staff time _____

**V. ECONOMIC IMPACT/PARTICIPATION PROJECTIONS**

1. Total expected Participants (competitors, coaches, trainers, officials, etc.)

ADULT	Out-of-State: <u>575</u>	In-State: <u>685</u>
YOUTH	Out-of-State: <u>47</u>	In-State: <u>56</u>

2. Total expected Spectators (fans, family, friends, etc.)

ADULT	Out-of-State: <u>420</u>	In-State: <u>525</u>
YOUTH	Out-of-State: <u>35</u>	In-State: <u>55</u>

3. Total expected Media

Out-of-State: <u>10</u>	In-State: <u>15</u>
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4. Estimate the projected Direct Out-of-State Economic Impact of the Event (please use participation projections outlined in questions 1-3 above): \*Note: The Average Daily Spending (ADS) figure is what is used by the State of Florida.

# Of out-of-state *Adult Participants* 575 x avg. length of stay 3 x \$150 (ADS) = \$ 258750

# Of out-of-state *Adult Spectators* 420 x avg. length of stay 3 x \$150 (ADS) = \$ 189000

# Of out-of-state *Youth Participants* 47 x avg. length of stay 3 x \$75 (ADS) = \$ 10575

# Of out-of-state *Youth Spectators* 35 x avg. length of stay 3 x \$75 (ADS) = \$ 7875

# Of out-of-state *Media/Professional* 10 x avg. length of stay 3 x \$150 (ADS) = \$ 4,500

**TOTAL PROJECTED DIRECT OUT-OF-STATE ECONOMIC IMPACT:** \$ 470,700

5. Revenue Estimates Generated by Out-of-State Participants/Spectators  
 (Use total projection out-of-state economic impact number from above to complete these figures)

STATE SALES TAX

Direct Out-of-State Economic Impact x \$.06 = \$ 28,242

**6. Total Hotel Impact (In-State and Out-of-State):**

# Of Rooms 975 x Avg. # of nights 2 x Avg. Room Rate \$ 175 = \$ 341,250.00

Transient Lodging Tax/Bed Tax (if applicable)

Total Hotel Impact x lodging/bed tax rate .04 (example .03) = \$ 13,650

**VI. PROJECTED EXPENSES**

Please list intended use of funds:

PARTICIPANT'S PROJECTED EXPENSES	
REIMBURSEABLE EXPENSES	CASH
Collier County Sheriff - Law Enforcement Services	46,709
Permits/Property use	2,275
Equipment Rentals (Lights, Portable toilets etc.)	4,090
Awards	1,943
Participant Tee-Shirts	5,277
<b>TOTAL PARTICIPANT'S EXPENSE</b>	<b>60,294</b>

**Please note:** If funding is provided, payment/reimbursement occurs after the event by submitting invoices totaling the amount provided. The following summarizes the allowable/disallowable expenses that may be used for reimbursement

Allowable Expenses:

promotion, marketing, and programming  
 paid advertising and media buys  
 production and technical expenses  
 site fees/costs (contract help, rentals, insurance)  
 rights fees, sanction fees, non-monetary awards  
 travel (if approved by FSF in advance)

Disallowable Expenses:

general and administrative expenses  
 building, renovating and/or remodeling  
 permanent equipment purchases  
 debts incurred prior to the funding  
 programs, which solicit advertising  
 hospitality or social functions

**SIGNATURE**

**Area Sports Commission Signature/Disclaimer:**

We, the undersigned, hereby certify that we have read and understand the Florida Sports Foundation Small Market Grant Program Policies and Procedures, and that all information included with our application is true and correct.

CHRIS OBERLEN  
 Authorized Signature

Sr Sports Manager  
 Applicant Title

7-9-14  
 Date