

EXECUTIVE SUMMARY

Recommend approval of Tourist Tax funding to support the Sports Event Assistance program for the included events and make a finding that these events promote tourism.

OBJECTIVE: Review and approve funding for post event grant support of the submitted events that will bring visitors and media coverage in 2014-15.

CONSIDERATIONS: The following events have submitted applications for the Collier County Tourism Sports Event Assistance funding. These three requests have been submitted for consideration.

Event	Host Organization	Dates	Visitors	Room Nights	Grant Request
USSSA Fall Nationals AAA/AA Baseball	Competitive Baseball Association	10/24-10/26/2014	1500	650	\$6,500
Gulfshore Holiday Hoopfest	Golden Gate High School	12/27-12/31/2014	513	235	\$4,000
HITS Triathlon	HITS, Inc.	1/10/2015-1/11/2015	1800	900	\$6,500

Recommended Grants Amounts:

Event	Host Organization	Grant Request	Recommend Grant
USSSA Fall Nationals AAA/AA Baseball	Competitive Baseball Association	\$6,500	\$5,000
Gulfshore Holiday Hoopfest	Golden Gate High School	\$4,000	\$4,000
HITS Triathlon	HITS, Inc.	\$6,500	\$6,500

FISCAL IMPACT: Funding for this program is included in the approved FY 15 tourism department budget in Fund 184. All funds will be disbursed post event after appropriate proofs of expenses are submitted.

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

LEGAL CONSIDERATIONS:

RECOMMENDATION: Recommend approval of Tourist Tax funding to support the Sports Event Assistance Program for the included events and make a finding that this item promotes tourism.

PREPARED BY: Chris O'Brien, Sports Marketing Manager

① USSSA

Estimated Room Nights

Funding Range

500 and over	\$4,500-\$6,500
200-499	\$2,400-\$4,499
100-199	\$1,201-\$2,399
Less Than 100	\$0- \$1,200

Collier County Tourism Sports Event Assistance Application

1. **Organization Making Request** Competitive Baseball Association
2. **Non-Profit Tax ID No.** _____
or Federal Tax ID No 150-581766
3. **Contact Person/Responsible Party**_ John Valeo
4. **Address** 1000 NW 114 th Ave
5. **City:**_Coral Springs **State** Florida **Zip** 33071
6. **Cell #:** 954-881-2218 **Alternate phone#** 954-753-6892
7. **Email:** Yankeejv@aol.com
8. **Name of Event:** USSSA FALL NATIONALS AAA/AA
9. **Website:** USSSA.com
10. **Venue:** Youth Travel Baseball Tournament
11. **Sanctioning Organization:** USSSA Baseball
12. **Event Date(s)** October 24 – 26 th 2014
13. **Description of Event (Format, participants, sanctioning body, etc)**

45 to 50 Travel teams throughout the Sate competing 3,200 to 3,400
Players, Coaches, Parents and their families and outside spectators.

14. History of Event (Past cities event has been held in, past participants, past number of participants and visitors, etc)

4-4 to 4-6-2014 Vero Beach,FL	Participants 3,800
2-14 to 2-7-2014 City of Pembroke Pines,FL	Participants 3,100
Thanksgiving weekend 2013 Coral Springs,FL	Participants 3,200
Please advice if you need additional events.	

15. Proposed Use of Funds (Please support request with attached budget page)

Eligible expense(s) to be considered for funding (see page 2)

Expense Description	\$ Amount	Eligible Category
Awards-Trophies	1,300.00	B
Field Cost	5,000.00	B
Empires	10,000.00	B
	Total \$ 16,300.00	

How will this funding increase number of visitors and impact the success of your event?

This funding will increase the advertising, the number of staff we need to run the tournament from the Tournament Directors, Professional Umpires, Travel agency to promote the Hotels in the area and additional cost on field supplies and man power in the event it rains and the field have to be worked on with extra supplies.

What is your plan to track the impact of this funding?

We will require that each team turns a Tournament registration form with the team name and the Hotel the team stayed in and the number of times. In addition to the registration form the Travel agency hired will supply a list of all the room nights picked up for the tournament by each Hotel.

Summarize your marketing plan for the event including all media.

Advertising through a number of web sites including the Main USSSA site, Flyers and calls and blast emails to all the Youth Baseball teams in our Data Base.

Economic Impact / participant projections

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

ADULT Out-of-State: ___-0-___ In-State: 1,700

YOUTH Out-of-State: ____-0-____ In-State: 600
 2. Total expected Spectators (fans, family, friends, etc.)
 ADULT Out-of-State: ____-0-____ In-State: 1,800
 YOUTH Out-of-State: ____-0-____ In-State: 700
 3. Total expected Media
 Out-of-State: ____-0-____ In-State: ____-0-____

50 teams x 30 per team

1500.

Total Participants/Spectators = 4,800 Total overnight visitors= 3,200

Expected Hotel Rooms

Date	Room Nights	Date	Room Nights	Date	Room Nights
10-24-14	200	10-25-14	450	10-26-14	-0-

650 room nights

**Additional information to support visitor and participant projections
 (Number of teams, competitors, players / spectator per team, etc)**

This information is on page 5.

EVENT BUDGET

INCOME SOURCES:

TOURIST TAX FUNDING REQUEST	\$ 6,500.00
ADDITIONAL FUNDING SOURCES	
_Tournament fee per team attending the Tournament @ 495.00 per team	\$ 24,750.00
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL ADDITIONAL FUNDING SOURCES	\$ 24,750.00
TOTAL INCOME - ALL SOURCES	\$ 31,250.00

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed. Indicate the total amount you plan to spend for each category or promotion.** Use additional sheets if necessary.

_Insurance_____	\$ 550.00
_Sanctioning Fees_____	\$ 2,125.00
_Field Rental_____	\$ 5,000.00
_Umpires and Contact help_____	\$ 16,100.00
Total Tourist Tax Funds Utilized:	\$ 23,775.00
Other Project Expenses not using Tourist tax grant funds:	
_Baseball_____	\$ 2,000.00
_Award and Trophies_____	\$ 1,300.00
_Advertising – Flyers, e mail blast and calls to all the teams_____	\$ 500.00

_____	\$ _____
Total Other Project Expenses:	\$ _____
TOTAL PROJECT EXPENSES	\$ 27,575.00
Profit (Loss)	\$ 3,675.00 Profit

Certification and Compliance

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Collier County Special Event Assistance Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Collier County Tourist Development Council. Signatures must be **original in blue ink**. Please attach written authorization from organizing entity showing authority to apply for.

Name: John Valeo
Please Print or Type

Organization: Competitive Baseball Association
Please Print or Type

John Valeo
(Signature)

9/3/14
(Date)

Please return the original plus four (3) copies of the Application and the Certification & Compliance Page to:

Chris O'Brien
2800 Horseshoe Drive
Naples, FL 34104

Estimated Room Nights

Funding Range

500 and over	\$4,500-\$6,500
200-499	\$2,400-\$4,499
100-199	\$1,201-\$2,399
Less Than 100	\$0- \$1,200

Collier County Tourism Sports Event Assistance Application

1. **Organization Making Request:** Golden Gate High School
2. **Non-Profit Tax ID No.**
or **Federal Tax ID No.** 59-6000557
3. **Contact Person/Responsible Party:** Pete Seitz, AD
4. **Address:** 2925 Titan Way
5. **City:** Naples **State:** FL **Zip:** 34116
6. **Cell #:** 239-250-889 **Alternate phone#** 239-377-1619
7. **Email:** seitzpe@collierschools.com
8. **Name of Event:** Gulfshore Holiday Hoopfest Basketball Tournament
9. **Website:** Holidayhoopfest.com
10. **Venue:** Golden Gate High School
11. **Sanctioning Organization:** FHSAA
12. **Event Date(s)** December 27-31, 2014
13. **Description of Event (Format, participants, sanctioning body, etc)**

2014 Gulfshore Holiday Hoopfest Basketball Tournament - Sanctioned by the FHSAA and hosted by Golden Gate High School. 16 teams from across the country, Golden Gate, Miami Braddock, Community School, Ensworth (Tenn), First Baptist, Gulf Coast, Immokalee, Naples, Lely, Eastside Catholic (Sammamish, WA), Westwood Christian (Miami, FL),

St. Thomas Aquinas, Xavier (Louisville, KY), Bishop Verot, Bucholz, (Gainesville, FL), Jackson (Miami, FL)

14. History of Event (Past cities event has been held in, past participants, past number of participants and visitors, etc)

The Gulfshore Holiday Hoopfest boys' basketball tournament is beginning our 19th year as a tournament. This tournament has been a very positive event in the Naples area since its inception, and it has been hosted at Golden Gate High School for the past 9 years. It has had 16 teams per year, from all over the US and Canada with an average attendance of over 5000 players and fans!

15. Proposed Use of Funds (Please support request with attached budget page)

Eligible expense(s) to be considered for funding (see page 2)

Expense Description	\$ Amount	Eligible Category
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Sanctioning fee	\$700	8 b
Contracted help	\$6000	8 b
Marketing/Program	\$1000	8 a
Total	\$7700	

How will this funding increase number of visitors and impact the success of your event?

Funding will help advertise, which will in turn help the gate. Hopefully this will be more hotel rooms ECT.

What is your plan to track the impact of this funding?

Gate receipts and hotel rooms

Summarize your marketing plan for the event including all media.

NDN, Ft. Myers News Press. Local TV and a possibility of live streaming.

Economic Impact / participant projections

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

ADULT Out-of-State: 20 In-State: 60 90
 YOUTH Out-of-State: 60 In-State: 180 240

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

ADULT Out-of-State: 120 In-State: 270 390
 YOUTH Out-of-State: 60 210 In-State: 135 195

3. Total expected Media

Out-of-State: 2 In-State: 6

8
 913 (9/16 out of area) ≈ 513

Additional information to support visitor and participant projections

4 out of state teams, but also 5 out of area teams that will require hotel stays.

EVENT BUDGET

INCOME SOURCES:

TOURIST TAX FUNDING REQUEST

\$ \$4,000

→ 235 Room Nights

ADDITIONAL FUNDING SOURCES

Private Donors

\$ 8,000.00

 \$ _____

 \$ _____

Gate monies \$ 3,000 projected

TOTAL ADDITIONAL FUNDING SOURCES \$ TBD

TOTAL INCOME - ALL SOURCES \$ 15,000

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed. Indicate the total amount you plan to spend for each category or promotion.** Use additional sheets if necessary.

See attached Sheet \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

Total Tourist Tax Funds Utilized:

Other Project Expenses not using Tourist tax grant funds:

_____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

Total Other Project Expenses: \$ _____
TOTAL PROJECT EXPENSES \$ _____
Profit (Loss) \$ _____

Certification and Compliance


I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Collier County Special Event Assistance Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Collier County Tourist Development Council. Signatures must be **original in blue ink**. Please attach written authorization from organizing entity showing authority to apply for.

Name: Pete Seitz

Please Print or Type

Organization: Golden Gate High School / Athletic Director

Please Print or Type



(Signature)

8/28/14

(Date)

Please return the original plus four (3) copies of the Application and the Certification & Compliance Page to:

Chris O'Brien
2800 Horseshoe Drive
Naples, FL 34104
239-252-4267
chrisobrien@colliergov.net

Estimated Room Nights

Funding Range

500 and over	\$4,500-\$6,500
200-499	\$2,400-\$4,499
100-199	\$1,201-\$2,399
Less Than 100	\$0- \$1,200

Collier County Tourism Sports Event Assistance Application

1. **Organization Making Request** HITS, Inc.
2. **Non-Profit Tax ID No.** _____
or Federal Tax ID No. 30-0333044
3. **Contact Person/Responsible Party** David Kiviat
4. **Address** 319 Main Street
5. **City:** Saugerties **State** NY **Zip** 12477
6. **Cell #:** 201.981.2088 **Alternate phone#** _____
7. **Email:** david@hitsendurance.com
8. **Name of Event:** HITS Triathlon Series
9. **Website:** www.hitstriathlonseries.com
10. **Venue:** Vanderbilt Beach Area and surrounding area
11. **Sanctioning Organization:** United States Triathlon Association
12. **Event Date(s)** January 10-11 2015

13. Description of Event (Format, participants, sanctioning body, etc)

HITS produces exceptional triathlons that deliver a challenging multi-sport experience, with courses geared to the needs, level of training, endurance capacity and personal goals of each athlete. At each venue we offer five triathlon races over a 2-day period consisting of swim, bike and run. In addition to providing a product for the seasoned athlete, we believe it's also important to introduce the sport of triathlon to those who may have never thought that they could compete in or complete a triathlon. There is no qualifying criteria per say, though we are sanctioned by the USA Triathlon (USAT) and adhere to their governing body's guidelines and rules. Athletes must be 18 years of age in order to compete in the Full Distance race, 16 yrs for the Half distance, 12yrs for the Olympic & Sprint distances and 7 yrs old for the Open.

14. History of Event (Past cities event has been held in, past participants, past number of participants and visitors, etc)

This event first took place in Naples FL, January 2012. 2015 will represent its fourth year. In 2014 there were a total of 1230 participants, 840 coming from out of the State of Florida. There were a total of 1845 visitors. Total hotel impact was \$168,750 (1025 room nights). 2013 there were a total of 1075 participants, 656 coming from out of the State of Florida. There were also a total of 1612 visitors from out of the State.

15. Proposed Use of Funds (Please support request with attached budget page)

Eligible expense(s) to be considered for funding (see page 2)

Expense Description	\$ Amount	Eligible Category
Collier Co. Sheriff	46,709	Site Fee
Collier Co Permits	2,275	Permits
Portable toilets/Lights/Awards	9,368	Equipment rental
	Total \$ 58,352	

How will this funding increase number of visitors and impact the success of your event?

Receipt of these funds will help offset our event costs for traffic control and law enforcement for this event in Naples, the highest of any of our national locations. Monies saved will be used to increase marketing and advertising allocations thereby driving out-of state participants and spectators/visitors to Collier County for event.

What is your plan to track the impact of this funding?

Collection and evaluation of athlete surveys conducted on-site

Summarize your marketing plan for the event including all media.

~~Regional and local advertising in newspapers such as Endurance Magazine and Endurance Sports media Group plus national digital advertising (Active.com & Endurance Sportswire. Local and regional distribution of rack cards, posters etc.; attendance at triathlon and running expos.~~

Economic Impact / participant projections

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

ADULT Out-of-State: 575 In-State: 685

YOUTH Out-of-State: 47 In-State: 56

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

ADULT Out-of-State: 420 In-State: 525

YOUTH Out-of-State: 35 In-State: 55

3. Total expected Media

Out-of-State: 10 In-State: 15

Additional information to support visitor and participant projections

See support materials

EVENT BUDGET

INCOME SOURCES:

TOURIST TAX FUNDING REQUEST	\$ 6,500
ADDITIONAL FUNDING SOURCES	
Florida Sports Foundation (50% match)	\$ 3,250
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL ADDITIONAL FUNDING SOURCES	\$ _____
TOTAL INCOME - ALL SOURCES	\$ 9,750

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on pages 2 and 3. Provide an itemized summary indicating the intended use of Tourist Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed.**

Indicate the total amount you plan to spend for each category or promotion. Use additional sheets if necessary.

Collier County Sheriff - Law Enforcement Services	\$ 46,709
_____	\$ _____
Permits / Property Use	\$ 2,275
_____	\$ _____
Equipment Rentals (Lights, Portable Toilets)	\$ 4,090
_____	\$ _____
Awards	\$ 5,278
_____	\$ _____
Total Tourist Tax Funds Utilized:	\$ 58,352

Other Project Expenses not using Tourist tax grant funds:

crew salaries	\$ 6,894
_____	\$ _____
Lodging	\$ 3,740
_____	\$ _____
Travel	\$ 8,466
_____	\$ _____
General expenses (Food & Beverage, administrative)	\$ 14,073
Permanent equipment purchases	\$ _____
_____	\$ _____
Total Other Project Expenses:	\$ 33,173
TOTAL PROJECT EXPENSES	\$ 91,225
_____	\$ _____
Profit (Loss)	\$ _____

Certification and Compliance

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Collier County Special Event Assistance Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Collier County Tourist Development Council. Signatures must be **original in blue ink**. Please attach written authorization from organizing entity showing authority to apply for.

Name: MARC A NAGEBENG CFO
Please Print or Type

Organization: HITS Inc
Please Print or Type

M. A. Nagebeng (Signature) 7/18/14 (Date)

Please return the original plus four (3) copies of the Application and the Certification & Compliance Page to:

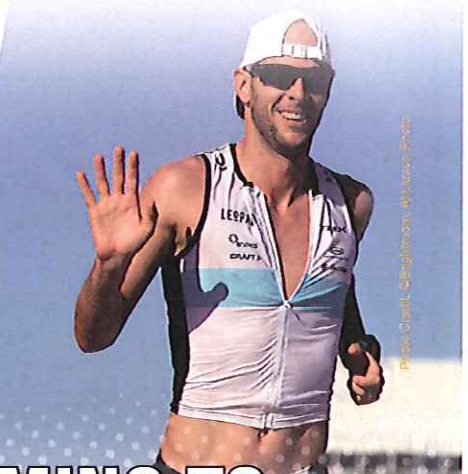
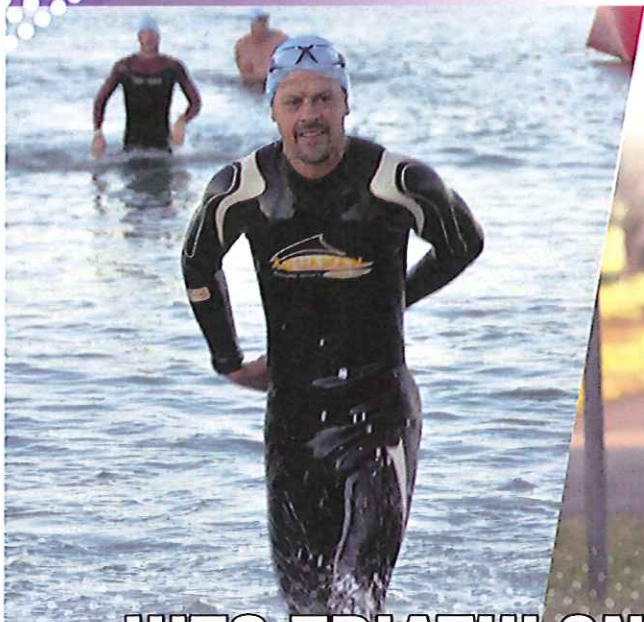
Chris O'Brien
2800 Horseshoe Drive
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September 29, 2014
New Business 7-h
17 of 17

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HITS TRIATHLON SERIES IS COMING TO NAPLES, FL

the swim is flat, the bike is flat, the run is flat!

Saturday – Sunday, January 11-12, 2014

Vanderbilt Beach | 239 Vanderbilt Beach Road | Naples, FL 34108

Swim. Bike. Run.

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Registration for athletes, vendors and volunteers now open. Visit HitsTriathlonSeries.com to sign up today!



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