

EXECUTIVE SUMMARY

Recommend approval of Tourist Tax Category “B” funding to support eight upcoming FY 2016 events under the Sports Event Assistance Program and make a finding that these expenditures promote tourism.

OBJECTIVE: Review and recommend funding to support expenses for events that will bring visitors and media coverage to Collier County.

CONSIDERATIONS: The promoters of following events have submitted the attached applications for funding assistance through the March 10, 2015 (agenda item 16F4) BCC approved Collier County Tourism Sports Event Assistance Program. All of the below sports grants are reimbursable grants as long as the event promoter meets the requirements as stated in the application. These grant applications were reviewed by the Sports Marketing Division and the recommend grant amounts support the projected number of hotel room nights generated for each event and the projected future growth of each event.

| Event | Host Organization | Date | Location | Room Nights | Grant Request | Recommended Grant |
|--|--------------------------|----------------|---|--------------------|----------------------|--------------------------|
| Columbus Day Cup (Youth Soccer) | Mega Sport Events | 10/11-12, 2015 | North Collier Regional Park | 500 | \$4,350.00 | \$4,350.00 |
| USSSA Fall Nationals (Youth Baseball) | Competitive Baseball | 10/24-26, 2015 | North Collier Regional Park & Veterans Park | 500 | \$5,000.00 | \$4,500.00 |
| The Gulfoast Cup (Youth Soccer) | Mega Sport Events | 12/12-13, 2015 | North Collier Regional Park | 300 | \$3,350.00 | \$3,350.00 |
| Kelme Cup 1 st weekend (Youth Soccer) | Mega Sport Events | 1/16-17, 2016 | North Collier Regional Park | 1,500 | \$6,350.00 | \$6,350.00 |
| Kelme Cup 2 nd weekend (Youth Soccer) | Mega Sport Events | 1/23-24, 2016 | North Collier Regional Park | 500 | \$4,350.00 | \$4,350.00 |

| Event | Host Organization | Date | Location | Room Nights | Grant Request | Recommended Grant |
|--|--------------------------|-----------------------|--------------------------------------|--------------------|----------------------|--------------------------|
| Kelme Cup 3 rd weekend (Youth Soccer) | Mega Sport Events | 1/30-31, 2016 | North Collier Regional Park | 500 | \$4,350.00 | \$4,350.00 |
| Adidas Spring Classic (Youth Soccer) | Mega Sport Events | 4/30- 5/1, 2016 | North Collier Regional Park | 300 | \$3,350.00 | \$3,350.00 |
| Sweetbay Memorial Day Cup (Youth Soccer) | Mega Sport Events | 5/28-30, 2016 | North Collier Regional Park | 750 | \$4,350.00 | \$4,350.00 |

Total

\$35,450.00

\$34,950.00

Groups that are approved for funding from the Sports Event Assistance Program are required to comply with the Program Guidelines as approved by the BCC. Each event sponsor is registered to do business in the state of Florida. The Tourism Department Sports Marketing team will advise each group of the approved grant amount award with a letter outlining the authorized use of the funds for event marketing expenses and site and event operating costs.

FISCAL IMPACT: Funding in the amount of \$34,950.00 for support of these events and this program is included in the FY 16 BCC proposed Tourism Department budget and marketing plan using Fund 184. All expense reimbursements will be determined after the event promoters supply the Post Event Report with the required proof of those expenditures.

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

LEGAL CONSIDERATIONS: This item has been approved as to form and legality and requires majority vote for approval. – CMG

RECOMMENDATION: Recommend approval of Category “B” Tourist Tax funding in the amount of \$34,950.00 to support eight upcoming FY 16 events under the Sports Event Assistance Program and make a finding that these expenditures promote tourism.

PREPARED BY: Parker Medley, Sports Marketing Manager

SPORTS ASSISTANCE PROGRAM GUIDELINES:

1. Applicants must make the project or event accessible to the public and comply with State and Federal regulations.
2. Advertising and promotional campaigns supporting events must target markets outside of Collier County media such as broadcast, web and regional print and distribution.
3. To be considered for reimbursement collateral materials and print and broadcast advertisements must identify the Collier County tourist development tax as a source of funding. All promotional materials should contain the verbiage "A cooperative effort funded by the Collier County Tourist Development Tax" and/or display the CVB logo and website (www.paradisecoast.com) and the sports specific website (www.athletesinparadise.com) where possible including all printed materials, television ads or digital and website promotion.
4. Use of Funds - Florida State Statutes 125.0104 section 5(A) 2 states that Tourism funds must be used to promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.
5. Failure to track room nights and visitor information will affect both the current and future funding requests.
6. The event must achieve at least 80% of the applicant's projected hotel room nights to receive the full amount of the grant award. If the actual hotel room nights are less than the estimate, but still generate some room hotel room nights, the final award payment will be pro-rated based on the percentage of actual hotel room nights achieved.
7. In order for funds to be considered for reimbursement, the grantee must complete and submit the post event report including documentation of the number of hotel nights generated by the event. The grantee must provide proof of the eligible expenditures with payment records such as credit card, bank processed check records, or bank statements.

8. Allowable Promotional Expenses:

- a. Promotions, marketing and programming expenses to include paid advertising, print advertising, on- line advertising and promotions, social media platforms, production expenses and must target markets outside of Southwest Florida.
- b. Field rental fees, rental fees, permit fees, site fees (rentals, contracted help, insurance) sanctioning fees, rights fees directly related to the funded event.

9. Non-allowable Expenses

1. Administrative or general expenses.
2. Building projects or permanent equipment expenses.
3. Hospitality and or social events, fundraising costs / functions.
4. Expenses and debts not related to event.

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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pistoralli
4. Address 12653 Tanbay dr
5. City Boca Raton State FL Zip 33428
6. Cell #: 727-257-8459 Alternate phone# _____
7. Email: SoccerSkillsunlimited@gmail.com
8. Name of Event: Columbus Day Cup
9. Website: www.soccerSkillsunlimited.org
10. Venue: Norath Collier
11. Sanctioning Organization: FYSA / USclub
12. Event Date(s) Oct. 11-12 2015
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Columbus Day
Ages U/8 - 18 Boys Weekend.
+ girls teams
FYSA sanction e

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

8th Year For This Event
All in Collier County

Summarize your marketing plan for the event including all media.

Email blast / paper ad / National + local Website

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 500-600

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET

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 Development 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.



| | |
|---|-------------|
| Field Rental | \$ 3200.00 |
| Advertisement - | \$ 1000 |
| Total Tourist Tax Funds Requested: | \$ 4200.00 |
| FYSA SANCTIONING + | 150 |
| | <u>4350</u> |

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**. Please attach written authorization from organizing entity showing authority to apply for.

Name: Jeff Pinteralli
Please Print or Type

Organization: Mega Sport Events
Please Print or Type

  6-1-15
(Signature) (Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Competitive Baseball
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 150581766
3. Contact Person/Responsible Party John Valed
4. Address 1000 N.W. 114 Ave
5. City: Coral Springs State FL Zip 33071
6. Cell #: 954-881-2218 Alternate phone# 954-881-2218
7. Email: YankeeTV@aol.com
8. Name of Event: USSSA Fall Nationals
9. Website: Competitive Baseball.net
10. Venue: Collier Park and Veterans Park
11. Sanctioning Organization: USSSA
12. Event Date(s) 10/24-10/26/15
13. Description of Event (Format, participants, sanctioning body, etc)

Youth Baseball tournament.

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

October Fall Nationals - Naples Oct. 2014
 Thanksgiving Turkey Shoot - Coral Springs - Nov 2014
 Super NIT Naples - April 2015
 Memorial Day - Coral Springs 5/20/15

Summarize your marketing plan for the event including all media.

Advertising through our website and USSSA site. Flyers and emails sent to all the teams on our data site.

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 500 Room Nights

Additional information to support visitor and participant projections

In addition to the room nights, restaurants, stores, gas and other items will be purchased by the teams attending.

EVENT BUDGET

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 Development 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.

| | | |
|---|----|------------------|
| Baseballs. | \$ | 1,440.00 |
| Sanctioning Fees | \$ | 1,900.00 |
| Field Rental Fees | \$ | 2,500.00 |
| Insurance. | \$ | 600.00 |
| Umpires | \$ | 6,500.00 |
| Total Tourist Tax Funds Requested: | \$ | 12,940.00 |

Tournament Directors \$ 3,000.00

Certification and Compliance

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Name: John Valero
Please Print or Type

Organization: Competitive Baseball
Please Print or Type

John Valero
(Signature)

7/21/15
(Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pitarrelli
4. Address 12653 Tonbay da
5. City Boca Raton State FL Zip 33428
6. Cell # 727-251-8455 Alternate phone# _____
7. Email: soccerkillsunlimited@gmail.com
8. Name of Event: The Gulf Coast Cup
9. Website: www.soccerkillsunlimited.org
10. Venue: North Collier
11. Sanctioning Organization: AYSA / usclub
12. Event Date(s) Dec 12-13-2015
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Ages 8-18
AYSA sanctioned Boys + Girls
Teams

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

1st year event. Expecting
60-80
TEAMS

Summarize your marketing plan for the event including all media.

Email blasts / Paper Advert / National + local websites (SOCCN)

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 300

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET.

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 Development 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.

| | |
|---|-------------------|
| Field Rental | \$ 3200.00 |
| FBA Sanctioning | \$ 150.00 |
| Total Tourist Tax Funds Requested: | \$ 3350.00 |

Certification and Compliance

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Name: Jeff Pintanillo
Please Print or Type

Organization: Mega Sport Events
Please Print or Type

[Signature] (Signature) 6-1-15 (Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 MEGA SPORT EVENTS
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 48 5126977
3. Contact Person/Responsible Party JEFF PINTERALLI
4. Address 12653 TORBAY DR.
5. City: Boca Raton State FL Zip 33428
6. Cell #: 727 251-8459 Alternate phone# _____
7. Email: soccerkillsunlimited@gmail.com
8. Name of Event: Kelme Cup
9. Website: www.soccerkillsunlimited.org
10. Venue: North Collier
11. Sanctioning Organization: FYSA / wsclob
12. Event Date(s) JAN 16-17 2016
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Ages U/8-12
FYSA Boy + Girls
Sanctioned Teams

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

11th year for this event
All in Collier County

Summarize your marketing plan for the event including all media.

Email blasts / paper advert. / 4 national websites
2 Florida sites

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 1500 - 2000

Additional information to support visitor and participant projections

Each year over 3000 athletes
and total attendees exceed
10,000 people

EVENT BUDGET

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

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| | | |
|---|----|-------------|
| Field Rental | \$ | 3200 |
| Advertisement | \$ | 3000.00 |
| Total Tourist Tax Funds Requested: | \$ | 6200.00 |
| FYSA Sanctions | | 150 |
| | | <u>6350</u> |

Certification and Compliance

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Name: Jeff Pinterelli
Please Print or Type

Organization: Mega Spot Events
Please Print or Type

[Signature] [Signature] 6-1-15
(Signature) (Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pinteralli
4. Address 12653 TORBAY DR
5. City: Boca Raton State FL Zip 33428
6. Cell #: 727 251-8459 Alternate phone# _____
7. Email: SoccerSkillsUnlimited@gmail.com
8. Name of Event: _____
9. Website: WWW.SoccerSkillsUnlimited.org
10. Venue: North Collier
11. Sanctioning Organization: AYSA / usclub
12. Event Date(s) JAN 23-24 2016
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Age 0/13-14
AYSA sanctioned Boys + girls Teams

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

11th Year for This Event
 in Collier County

Summarize your marketing plan for the event including all media.

Email blasts / paper advert. / National Websites
 + Local internet

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 500 - 600

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

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| | |
|---|-------------|
| Field Rental | \$ 3200. |
| Advertisement | \$ 1000 |
| Total Tourist Tax Funds Requested: | \$ 4200 |
| FUSA sanctioning | 150 |
| | <u>4350</u> |

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**. Please attach written authorization from organizing entity showing authority to apply for.

Name: Jeff Pintersell
Please Print or Type

Organization: Mega Sport Events
Please Print or Type

[Signature] [Signature] 6-1-15
(Signature) (Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pinterelli
4. Address 12653 Torbay dr
5. City: Boca Raton State FL Zip 33428
6. Cell #: 727 251-8455 Alternate phone# _____
7. Email: SoccerSkills Unlimited@gmail.com
8. Name of Event: The Kelme Cup Senior Weekend
9. Website: www.soccerSkillsUnlimited.org
10. Venue: North Collier
11. Sanctioning Organization: ASA / US Club
12. Event Date(s) JAN 30-31 -2016
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Ages U/15-19
ASA Sanctioned Boys + Girls Teams

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

11th year Run This Event
 IN Collier County

Summarize your marketing plan for the event including all media.

Email blasts / Paper Advert. / National and local websites (social)

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 500-600

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

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| | |
|------------------------------------|-------------|
| Field Rental | \$ 3200 |
| Advertisement | \$ 1000 |
| Total Tourist Tax Funds Requested: | \$ 4200 |
| FYSA Sanctioning | 100 |
| | <u>4350</u> |

Certification and Compliance

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Name: Jeff Pinterelli
Please Print or Type

Organization: Mega Sport Events
Please Print or Type



(Signature)

6-1-15
(Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pusteralli
4. Address 12653 Teabay Dr.
5. City: Boca Raton State FL Zip 33428
6. Cell #: 727 251-8459 Alternate phone# _____
7. Email: SoccerSkillsUnlimited@gmail.com
8. Name of Event: Adidas Spring Classic
9. Website: www.soccerSkillsUnlimited.org
10. Venue: North Collier
11. Sanctioning Organization: FYSA / USF6
12. Event Date(s) APRIL 30 - MAY - 1 2016
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament Ages 8-18
Boys & Girls Teams FYSA
Sanctioned

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

6th year for this event
All in Collier County

Summarize your marketing plan for the event including all media.

Email blasts / paper / national and local
Ads / websites (soccer)

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 300

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET

EVENT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

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| | |
|---|-------------------|
| <u>Field Rental</u> | \$ <u>3200.00</u> |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| Total Tourist Tax Funds Requested: | \$ <u>3200.00</u> |

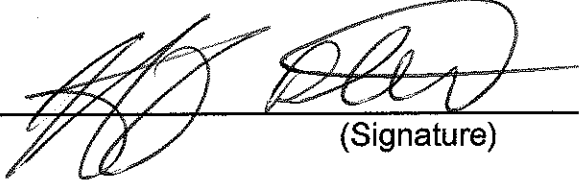
FYSA sanctioning 150
3350.00

Certification and Compliance

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Name: Jeff Pinterelli
Please Print or Type

Organization: Mega Sport Events
Please Print or Type

 (Signature) 6-1-15 (Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@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 Mega Sport Events
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. 45-5126977
3. Contact Person/Responsible Party Jeff Pinterelli
4. Address 12653 Tonbay dr
5. City: Boca Raton State FL Zip 33428
6. Cell #: 727-251-8455 Alternate phone# _____
7. Email: SoccerHillsUnlimited@gmail.com
8. Name of Event: Sweetbay Memorial Day Cup
9. Website: www.soccerhillsunlimited.org
10. Venue: North Collier
11. Sanctioning Organization: AUSA / US Club
12. Event Date(s) MAY 28-30 2016
13. Description of Event (Format, participants, sanctioning body, etc)

Soccer Tournament - 3 day Event
Ages U8-18 Boys + Girls Teams
AUSA Sanctioned

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

6th year of this event all in Collier County

Summarize your marketing plan for the event including all media.

Email blasts / Paper Advert. / National + local websites (Socient)

Economic Impact / participant projections

Total Number of Expected Visitors from outside of Collier County

Projected Hotel Room Nights for event: 750 - 850

Additional information to support visitor and participant projections

[Empty box for additional information]

EVENT BUDGET

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 Development 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.

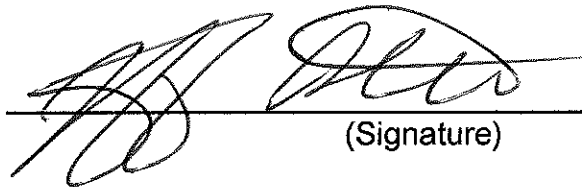
| | |
|---|------------------------|
| Field rental | \$ 3200. ⁰⁰ |
| Advertisement | \$ 1000 |
| Total Tourist Tax Funds Requested: | \$ 4200. ⁰⁰ |
| By SA sanctioning | 150 |
| | <u>4350.00</u> |

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**. Please attach written authorization from organizing entity showing authority to apply for.

Name: Jeff Pinteralli
Please Print or Type

Organization: Mega Sport Events
Please Print or Type


(Signature)

6-1-15
(Date)

Please send application and the Certification & Compliance Page to:

Rob Wells
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
robwells@colliergov.net