

EXECUTIVE SUMMARY

Recommend approval of Tourist Tax Category “B” funding to support The National Youth Football Alliance Florida State Championships November 27-29, 2015, up to \$20,000.00 and make a finding that this expenditure promotes tourism.

OBJECTIVE: Approve funding support for managing and promoting the NYFA Florida State Championships.

CONSIDERATIONS: Collier County was recently awarded the 2015 and 2016 NYFA Florida State Championships and related events presented by the National Youth Football Alliance (NYFA). There will be championship games from age divisions 6U, 8U, 10U, 12U, 14U as well as a cheerleading competition for the respective age divisions. The Tourism Department Sports Marketing Team has brought these events to our community, and as part of the bid award, our obligation is to fund the following costs to support the event.

Proposed NYFA Florida State Championship Expenses 2015

Items to be paid to vendors by Collier County	Projected Cost
Facility Rental – To Collier Public Schools/City of Naples (Fleischmann Park)	\$7,000.00
Event Staffing – To school/individual	\$2,500.00
Officials Cost – To Officials Association	\$2,500.00
Athletic Trainers – To each individual trainer	\$2,500.00
Hospitality tent stocked with food and soft drinks	\$1,000.00
Trophies – From Golden Gate Trophy	\$2,000.00
Security for all games – Collier County Sheriff’s Office	\$2,500.00

Total: **\$20,000.00**

The economic impact of this event is estimated at approximately \$500,000.00 in direct visitor spending in our community, 600 hotel room nights and \$ 2,592.00 in Tourist Tax revenue. This event strengthens our brand as a sports destination and a hotbed for Youth Football.

FISCAL IMPACT: Funding in the amount of \$20,000.00 for support of this event and this program is included in the FY 16 BCC approved Tourism Division budget (Fund 184) and in the BCC approved FY 16 Destination Marketing Plan.

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: That the Board approves Category “B” Tourist Tax funding in the amount of \$20,000 to support one upcoming Fiscal Year 16 event and make a finding that these expenditures promote tourism.

PREPARED BY: Parker Medley, Sports Marketing Manager

Total Value of Collier County's Proposed Sponsorship for NYFA Florida State Championships

• Rental of all Fields	\$5,000.00
• All necessary Game Equipment	Included
• Trainers & Officials	\$5,000.00
• Hospitality tent with food and drinks	\$1,000.00
• Rental of Gymnasium for Cheerleading	\$2,000.00
• Trophies	\$2,000.00
• Security for all games	\$2,500.00
• Event staffing	\$2,500.00
 Total	 \$20,000.00

SARASOTA
or 3 Seed

Thursday
11/26/15
Field 1
(A)



SWFYFL
or 6 Seed
DAY 1 TIMES
U8 - 9:00a
U10 - 11:00a
U12 - 1:00p
U14 - 3:00p
FYFL
or 4 Seed

Thursday
11/26/15
Field 2
(B)



BREVARD
or 5 Seed

WINNER (A)

Friday
11/27/15
Field 1
(C)



MID FLORIDA
or 1 Seed
PANHANDLE
or 2 Seed

Friday
11/27/15
Field 2
(D)

WINNER (B)

DAY 2 TIMES

U8/10 Cons. - 9:00a
U12/14 Cons - 11:00a
U8 Semfs - 1:00p
U10 Semfs - 3:00p
U12 Semfs - 5:00p
U14 Semfs - 7:00p

LOSER (A) U14 Semfs - 7:00p

WINNER (C)

Championship
Saturday
11/27/15
Field 1

WINNER (D)

CHAMPION

DAY 3 Field 1
TIMES

U8 CHAMPS - 12:00p
U10 CHAMPS - 2:00p
U12 CHAMPS - 4:00p
U14 CHAMPS - 6:00p

LOSER (C)

Saturday
11/27/15
Field 2

LOSER (D)

3rd Place
DAY 3 Field 2
TIMES

U8 3rd Place - 9:00a
U10 3rd Place - 11:00a
U12 3rd Place - 1:00p
U14 3rd Place - 3:00p

CONSOLATION
GAMES

Friday 11/27/15
U8 & U12 Field 1
U10 & U14 Field 2

LOSER (B)

5th
Place

