

**EXECUTIVE SUMMARY**

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

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**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 applications for funding assistance through the BCC approved Collier County Tourism Sports Event Assistance Program which was approved by the BCC on 3/10/15 agenda item 16F4. All Sports Grants are reimbursable if they meet the requirements as stated in the application. The application was reviewed by the Sports Marketing Division and the recommendations below are supported by the projected number of hotel room nights generated for each event and projected future growth of each event.

<b>Event</b>	<b>Host Organization</b>	<b>Date</b>	<b>Location</b>	<b>Room Nights</b>	<b>Grant Request</b>	<b>Recommended Grant</b>
HITS Triathlon Series - Naples	HITS, Inc.	1/9-10, 2016	Vanderbilt Beach and surrounding area	520	\$6,500.00	\$6,500.00

**Total** **\$6,500.00**      **\$6,500.00**

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 \$6,500.00 for support of these events and this program is included in the FY 16 BCC approved 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 reviewed 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 \$6,500.00 to support one upcoming fiscal year 16 event 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](http://www.paradisecoast.com)) and the sports specific website ([www.athletesinparadise.com](http://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.

**Collier County Tourism**  
**Sports Event Assistance Application**

**PURPOSE:**

This document sets forth the guidelines and categories for requests for funds to support Sporting/Sports Events using Tourist Development Taxes. Applications will be accepted from organizations that plan to sponsor and promote sports tourism events within Collier County that will bring substantial numbers of visitors to the County.

**FUNDING ELIGIBILITY**

The intent of this Sports Events Assistance Program is to provide funding assistance for events that will attract overnight visitors to Collier County and impact the commercial lodging industry, hotels/motels, campgrounds, condominiums as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. The sports / sporting event must have the potential to bring or have had past history of attracting out-of-county visitors.
2. Applicants must agree to provide a marketing/promotions plan that promotes Collier County through advertising, promotion, PR, digital media and websites, and to utilize Collier tourism logos in those promotional efforts where possible.
3. Applicant must provide projected visitor impact and track visitor hotel usage.
4. The event participants are encouraged to use commercial lodging establishments within Collier County.
5. The event organizers must provide the necessary Liability, Medical, Workers Comp Insurance Coverage as required by Collier County.
6. Each applicant must sign the Certification and Compliance page of the application.

Applications will be evaluated using the following criteria:

- Projected room nights generated by overnight event visitors.
- Proposal indicates the potential or shows previous evidence to generate future leisure or group meeting visitation to Collier County for overnight stays in Collier County commercial lodging.
- Proposal contributes to the overall appeal of Collier County as a preferred visitor destination through its sports event offerings.
- Proposal fits into overall marketing plan of the Tourism Department.
- The event marketing/promotions plan is well-defined and thorough and reaches the Tourism Department target markets outside Southwest Florida.
- The intended use of tourist tax funds must fall within the scope of the sports events program eligibility listed above.

## **TYPES OF EVENTS:**

Sports events should have a history of, or the potential to, attract out-of-county visitors, either as participants or spectators, generating room nights. Sports Events are defined as organized tournaments or events that provide athletic competition or training to participants, and entertainment to competitors, spectators and media.

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### **Tracking Visitors and Event Impact**

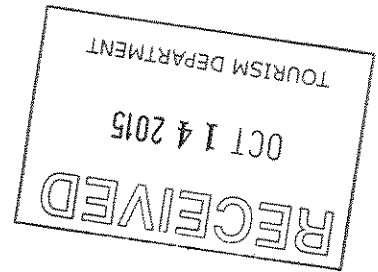
Event organizers receiving tourist tax funding assistance must track visitors using a special tracking forms or surveys and complete and provide Collier County with a post event report on those results. Event promoter or rights holder will be required to collect these forms from all participants and teams participating in the event. The Sports Marketing Department has forms available for use by event promoters.

### **Review Process**

1. Applications will be reviewed by the Sports Marketing Staff of the Collier County Tourism Department and recommend funding for the event based on overnight accommodations projections.
2. Applications must be received 60 days prior to event in order to be considered for funding assistance.
3. All funding will be based on the availability of sufficient tourist tax revenue to fund the event assistance.

### **Grant Request Funding Levels**

Events will be considered for funding assistance based on the potential hotel room nights generated from the event. If the Sports Marketing Staff feels the projected room nights are unrealistic, they may adjust the funding level accordingly. The following chart serves as a guideline for funding. Funding consideration will be based on submitted budget and eligible expenses.



**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 / Marc Nagelberg
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 - Naples
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 9 & 10, 2016
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. 2016 will represent its fifth year. In 2015 there were a total of 799 participants, 332 coming from out of the state of Florida. There was a total of 684 visitors from out of the State of Florida. Total hotel impact was \$112,725 (501 room nights). 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). In 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.

**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**

Total Number of Expected Visitors from outside of Collier County 700

**Projected Hotel Room Nights for event:** 520

**Additional information to support visitor and participant projections**

See supporting materials

**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.

Collier County Sheriff - Security and Traffic Control	\$ 56,492
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Tourist Tax Funds Requested:</b>	\$ _____

\$6500

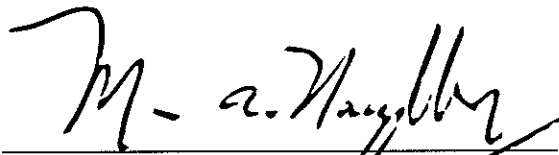


## Certification and Compliance

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: Marc Nagelberg  
Please Print or Type

Organization: HITS, Inc.  
Please Print or Type

  
(Signature)

10/14/15  
(Date)

VP Finance, HITS, Inc.

Please send application and the Certification & Compliance Page to:

Parker Medley  
2660 N. Horseshoe Drive, Suite 105  
Naples, FL 34104  
239-252-4267  
[ParkerMedley@colliergov.net](mailto:ParkerMedley@colliergov.net)