

EXECUTIVE SUMMARY

Recommend approval of Tourist Development Tax Category “B” funding to support the four upcoming FY 16 Sports Events up to \$15,300.00 and make a finding that these expenditures promote tourism.

OBJECTIVE: Approve funding support for managing and promoting four upcoming sports events in Collier County during FY 16.

CONSIDERATIONS: Collier County is scheduled to host the following events in April and May 2016. The Tourism Division Sports Marketing Team has attracted these prestigious events to our community. The projected hosting costs to manage and promote these events are based on our past experience with similar events. The Tourism Division proposes to pay Parks and Recreation for the field rental and event support expenses for each this event. Field rental and event assistance is an authorized expenditure for the BCC approved sports assistance program. Funding for these events is subject to Board approval.

Naples Spring Shootout will take place on April 2-3, 2016. This is the third year for this event in which has seen growth every year. This year looks to bring over 75 teams that will play at North Collier Regional Park. Last year this event attracted over 1,400 visitors to the area and will increase with the number of teams increasing this year. This event promotes Collier County as a major destination for youth soccer. The expenses to be paid for this event will be facility rental to North Collier Regional Park up to a total cost of \$3,200.00.

TBS/Florida State Baseball Championship will take place on April 22-24, 2016. This event will attract over 1,200 visitors to the area and has historically produced over 600 room nights. This tournament is a youth baseball tournament consisting of out of market teams. This event promotes Collier County as a youth sports destination. The expenses to be paid for this event will be facility rental of North Collier Regional Park as well as Veterans Park up to a total cost of \$3,600.00

Sports Recruiting USA Soccer Showcase will take place April 23-24, 2016. This is a first year event that is expecting to attract over 60 teams and will bring over 40 collegiate coaches to scout youth players competing for collegiate scholarships. This event promotes Collier County as a major tourism destination for youth soccer as well as a recruiting hotbed for soon to be collegiate athletes. The expenses to be paid for this event will be facility rental to North Collier Regional Park up to a total cost of \$3,200.00.

FHSAA Boys’ Volleyball State Championships will take place on May 6-7, 2016. This event will be the first ever Boys Volleyball State Championship held on the west coast of Florida. This event attracts the top high school volleyball talent in the state to compete for the State Championship. This event promotes tourism to the County as Boys’ Volleyball is currently not played in our area. This tournament looks to help grow and impact the sport to start competition on our coast as well. The expenses to be paid for this event will be event service expenses, including but not limited to, announcers, athletic trainers, security, hospitality, and site managers up to a total cost of \$5,300.00

FISCAL IMPACT: Funding of up to \$15,300.00 for these four events is included in the BCC approved FY 16 Tourism Department budget in Fund 184 for Sports Marketing Event support.

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

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

RECOMMENDATION: That the Board of County Commissioners approve Tourist Development Tax Category “B” funding to support four upcoming FY 16 sports events up to \$15,300.00 and make a finding that these expenditures promote tourism.

Prepared By: Parker Medley, Sports Marketing Manager