

EXECUTIVE SUMMARY

Recommend approval of Tourist Development Tax Category “B” funding to support the four upcoming FY 16 Sports Events up to \$12,400.00 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 May and June 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 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.

FYSA State Cup will take place on May 7-8, 2016. This is the premier tournament in the state of Florida, for youth soccer. This specific event will be the State Cup round of 16, where teams from all over Florida will come to Naples to compete. The State Cup has been hosted in Naples the past four years, with the last two being the round of 16. This year, U13/U14 Boys and Girls will be competing on this weekend. This event is anticipated to attract 450 room nights and 1,000 expected visitors from outside the county. This event promotes Collier County as a championship destination for youth soccer. The expenses to be paid for this event will be facility rental to North Collier Regional Park as well as event expenses up to a total cost of \$5,200.00.

USTA Florida Women’s Open Pro Circuit will take place from May 9-15, 2016. This tournament attracts up and coming professional female players, some of which are featured on the WTA rankings. Historically, this tournament has an international draw component. This year players from as many as 20 different countries are expected. This professional event is organized for the first time in Southwest Florida and belongs to the USTA Pro Circuit. This event promotes Collier County as an international tennis destination. The expenses to be paid for this event will be event expenses up to a total cost of \$2,000.00

USSSA Collier Keep Calm & Play Fastpitch will take place May 28-29, 2016. This event is a youth fastpitch softball tournament featuring athletes ages 8-18. The tournament looks to attract up to 45 teams and 700 visitors to the county. The expenses to be paid for this event will be facility rental to North Collier Regional Park up to a total cost of \$2,000.00.

Gulf Coast Lacrosse Classic will take place on June 18-19, 2016. This event will be a boy’s lacrosse tournament featuring athletes ages 9-19 from across the state of Florida. Last year, this tournament produced 500 room nights and is looking to expand team entries this year. 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.

FISCAL IMPACT: Funding of up to \$12,400.00 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: To approve Tourist Development Tax Category “B” funding to support four upcoming FY 16 sports events up to \$12,400.00 and make a finding that these expenditures promote tourism.

Prepared By: Michael Obyc, Senior Sports Marketing Manager