

EXECUTIVE SUMMARY

Recommend approval of Tourist Development Tax Category “B” funding to support the upcoming FY 17 Sports Event up to \$6,400.00 and make a finding that these expenditures promote tourism.

OBJECTIVE: Approve funding support for managing and host the upcoming sports event in Collier County during July 2017.

CONSIDERATIONS: Collier County is scheduled to host the following July 2017 event. The Tourism Division Sports Marketing Team has attracted this prestigious event to our community. The projected hosting costs to manage and host these events are based on projections provided by the event promoter and our experience with similar events. The Tourism Division proposes to pay Parks and Recreation for the field rental and event staff support expenses for each event. Field rental and event staff support are authorized expenditures for the BCC approved Sports Assistance Program. Funding for support of these events is subject to Board approval.

South Florida State Championships A/B/C will take place June 30 – July 2, 2017. This is a fast-pitch softball event featuring 8U-18U athletes that attracts approximately 350 participants to our community. In 2016, this same event brought 550 room nights to Collier County. The event promoter expects to generate a similar number of room nights in 2017. The expenses to be paid for with tourist development tax funds for this event will be assistance with the field rental(s) at North Collier Regional Park, Veterans Park, and Golden Gate Community Park up to a total cost of \$4,900.00, and park staff overtime costs up to \$1,500.00 for a total of \$6,400.00.

FISCAL IMPACT: Funding of up to \$6,400.00 for this event is included in the BCC approved FY 17 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 is approved as to form and legality and requires majority vote for approval. – CMG

RECOMMENDATION: That the Tourist Development Council recommend approval of Tourist Development Tax Category “B” funding to support the South Florida State Championships softball event up to \$6,400.00 and make a finding that these expenditures promote tourism.

Prepared By: Michael Obyc, Senior Sports Marketing Manager

Attachments: Funding Application

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 Lee County Sports Development
2. Non-Profit Tax ID No. _____
or Federal Tax ID No. _____
3. Contact Person/Responsible Party Jeff Mielke
4. Address 2201 Second Street, Suite 501
5. City: Fort Myers State FL Zip 33901
6. Cell #: (239)533-2173 OFFICE Alternate phone# (239)533-2173
7. Email: JMielke@LeeGov.com
8. Name of Event: South Florida State Championships A/B/C
9. Website: www.ussa.com/fastpitch/TournamentMain/#/?eventID=283579&gdSport=16
10. Venue: North Collier Regional Park - Softball
11. Sanctioning Organization: USSSA Florida
12. Event Date(s) Three (3)
13. Description of Event (Format, participants, sanctioning body, etc)

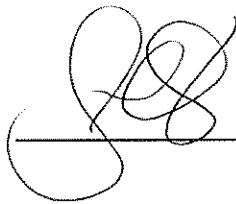
Pool play into double elimination bracket USSSA State Championship format

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 Sports 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. Please attach written authorization from organizing entity showing authority to apply for this funding.

Name: Jeff Mielke
Please Print or Type

Organization: Lee County Sports Development
Please Print or Type


(Signature)

4/14/17
(Date)

Please send application to:

Michael Obyc
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104
239-252-6293
MichaelObyc@colliergov.net