

## EXECUTIVE SUMMARY

**Recommend approval of Tourist Development Tax Category “B” Promotion funding to support the USGA Women’s Mid-Amateur Championship, October 7-12, 2017 up to \$25,000 and make a finding that these expenditures promote tourism.**

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**OBJECTIVE:** Recommend funding support for promoting the United States Golf Association’s (USGA) Women Mid-Amateur Championship at Quail Creek Country Club.

**CONSIDERATIONS:** Collier County has been selected to host this prestigious golf event. This is the first time that Collier County has hosted a Woman’s Mid- Amateur golf event at this level. Successfully hosting this event may lead to other opportunities with the USGA in the future. Sponsoring this event is an authorized expenditure for the BCC approved sports assistance program, and is subject to a recommendation from the Tourist Development Council and Board of County Commissioners’ approval.

**USGA Women’s Mid-Amateur Championship** will take place October 7-12, 2017. This Mid-Amateur event will bring in 156 Players and 36 USGA officials. The championship is expected to produce 400 room nights with a projected room night revenue of \$59,000. Acquisition cost for this event is projected at \$55.30 per room. In return for sponsoring the event, the CVB will receive logo placement on all programs and pairings sheets, sponsorship of the Media Room and Volunteer Area, personal locker drops for all players and officials and exposure throughout the facility. Total cost of sponsorship for this event is \$25,000. This amount will be used to offset the hospitality, food and beverage cost for the athletes and special guests attending the event at Quail Creek Country Club.

**FISCAL IMPACT:** Funding of up to \$25,000.00 for this event is included in the proposed FY 18 Tourism Division 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:** To approve Tourist Development Tax Category “B” Promotion funding to support the USGA Women’s Mid-Amateur Championship, October 7-12, 2017 up to \$25,000 and make a finding that these expenditures promote tourism.

Prepared by: Ed Caum, Deputy Tourism Director

Attachments: Quail Creek request letter; Sponsorship Request Form

2017   
**U.S. WOMEN'S  
MID-AMATEUR**  
Quail Creek

June 22, 2017

Collier County Tourism Development Council  
2660 N. Horseshoe Drive  
Naples, FL 34104

Dear Mr. Wert and the Collier County Tourism Development Council,

On behalf of First Tee and as General Chair of the first USGA National Championship to be held in Naples, I respectfully ask for your assistance in securing support for this auspicious event. The prestigious 31<sup>st</sup> U.S. Women's Mid-Amateur Championship will take place October 7 - 12, at Quail Creek County Club. This will be the first ever championship of its kind conducted in Naples, Fla. The Club will play host to 156 women amateur golfers and 36 USGA Officials who will be traveling to Naples from around the country.

The goals of the event are as follows:

- To provide an exceptional golf experience for the participants and guests.
- Help promote Naples as a premier golf destination.

We believe this event would be the perfect precursor as we lead into the professional golf season in Naples, Fla. The supporter money from the Naples, Marco Island, Everglades CVB, will be used to help offset the following costs:

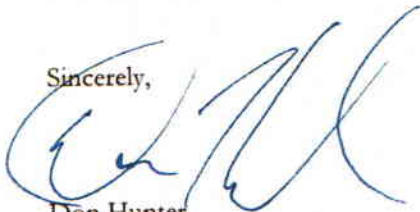
- \$25,000 Supporter Fees for food and beverage

Quail Creek County Club will provide the CVB with:

- Logo on Championship Program (5,000)
- Logo on all pairing sheets used at the Event (4,800)
- Supporter of the Media Room (Signage in the Media Room)
- Supporter of the Volunteer Headquarters (Signage: Thanks to the Volunteers)
- Personal Locker Drops for all the players and officials.
- Branding in the Dining Room
- Exposure to Players and Officials in the VIP Area
- Supporter of the initial Press Conference
- Invitation to the Dottie Pepper VIP Meet and Greet

Again, I want to thank the CVB, without community support, hosting the 31<sup>st</sup> U.S. Women's Mid- Amateur Championship in Naples, Fla. would not be possible.

Sincerely,



Don Hunter  
General Manager/COO  
Quail Creek Country Club



Dear Mr. Wert and the Collier County Tourism Development Council,

On behalf of First Tees as the General Chair of the first USGA National Championship to be held in Naples, I respectfully ask for your assistance in securing support for the tournament. The 31<sup>st</sup> U.S. Women's Mid-Amateur Championship will take place October 7 – 12, 2017 at Quail Creek Country Club. This will be the first ever championship of its kind in Naples. The Club will play host to 156 women amateur golfers and 36 USGA Officials who will be traveling to Naples from around the country.

The goals of the Quail Creek in bringing the USGA U.S. Women's Mid-Amateur Championship to Naples area are:

1. Provide an exceptional golf experience to the participants and guests.
2. Help promote Naples as a premier golf Destination.
3. Bring competitors, their families and officials from all over North America to our destination.

The sponsorship contribution from the Naples, Marco Island, Everglades CVB, will be used to help offset the following cost:

- Food and Beverage in support of the event

Event Name and Venue will provide the CVB with the following:

- Logo on Championship Programs
- Logo on Pairing Sheets
- Media Room Sponsorship
- Sponsor of the Volunteer Headquarters
- Personal Locker Drops of our Visitor's Guide (For all players and officials)
- Branding in the Dining Room
- Exposure to players in the VIP area
- Supporter of the initial Press Conference
- Presence at the Dottie Pepper Meet and Greet

Total Contribution from the CVB: \$25,000

Thank you,

**Tournament Contact Information**

Don Hunter  
General Manager  
Quail Creek Country Club, 13300 Valewood Drive, Naples, FL 34119  
239-254-7411

See attached letter