

EXECUTIVE SUMMARY

Recommend approval of Tourist Development Tax Promotion funding to support four upcoming December 2017 Sports Events up to \$19,650.00 and make a finding that these expenditures promote tourism.

OBJECTIVE: Recommend funding support for managing and promoting four upcoming sports tourism events in Collier County during FY18.

CONSIDERATIONS: Collier County is scheduled to host the following four events in December 2017. The Tourism Division Sports Marketing Team has attracted these prestigious events to our community. The projected hosting costs to manage these events are based on our past experience with similar events, and the event funding applications from each event organizer. The Tourism Division proposes to pay Parks and Recreation for the field rental cost and event staff support expenses for each event. Field rental and event staff assistance are authorized expenditures for the BCC approved Sports Assistance Program. Funding for these events is subject to TDC recommendation and Board approval.

Florida State Pickleball Championships will take place December 8-10, 2017. This is the second year for this pickleball event taking place at East Naples Community Park. The event is projected to attract over 300 athletes and generate 300 room nights in the County. In 2016, the event attracted 318 athletes, 217 room nights, TDT revenue of \$1,872.00, and an economic impact of \$70,200.00 for an investment of \$5,500.00. The expenses to be paid for this event will be assistance with facility rental up to \$5,700.00 and park staff overtime up to \$1,500.00 for a total of \$7,200.00.

Sports Recruiting Soccer Showcase will take place December 9-10, 2017. This is the third year for this soccer event featuring youth players ages 15-18, taking place at North Collier Regional Park. The event is projected to attract over 700 athletes and generate 400 room nights. In 2016, the event attracted 705 athletes, 129 room nights, TDT revenue of \$8,822.52, and an economic impact of \$330,844.50 for an investment of \$4,850.00. The expenses to be paid in support of this event will be assistance with facility rental up to \$3,200.00, event staff and sanctioning fees up to \$1,150.00, and park staff overtime up to \$1,500.00 for a total of \$5,850.00.

Naples Holiday Shootout will take place December 27-30, 2017. This is the 19th year this event has been hosted in Naples Florida. The event features high school girls basketball and is one of the top national tournaments. The event is projected to attract over 200 athletes and generate 400 room nights. In 2016, the event attracted 290 athletes, 620 room nights, TDT revenue of \$5113.20, and an economic impact of \$191,745.00 for an investment of \$8,500.00. The expenses to be paid for this event will be assistance with officials cost, athletic trainers, and marketing the event up to \$4,800.00.

Gulfshore Holiday Hoopfest will take place December 27-30, 2017. This is a boys basketball tournament taking place at Golden Gate High School. This is the 22nd year the tournament has been hosted in our area and will feature 16 teams from around the state and country. The event is projected to attract over 200 athletes and to generate 150 room nights. In 2016, the event attracted 256 athletes, 90 room nights, TDT revenue of \$4,032.00, and an economic impact of \$151,200.00 for an investment of \$5,000.00. The expenses to be paid for this event will be assistance with officials fees, sanctioning fees, and event staff up to \$1,800.00.

FISCAL IMPACT: Funding of up to \$19,650.00 for these four sports events is included in the BCC approved 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 with this Executive Summary

LEGAL CONSIDERATIONS: This item is approved as to form and legality and requires majority vote for approval. – CMG

RECOMMENDATION: To recommend approval of Tourist Development Tax Promotion funding requests to support four upcoming December 2017 Sports Events up to \$19,650.00 and make a finding that these expenditures promote tourism.

Prepared by: Michael Obyc, Senior Sports Marketing Manager

Attachments: Event Assistance Applications