



Agenda Item Summary

---

**File #: 24-00446**

**Agenda Date: 5/28/2024**

---

**Agenda Item Name:**

**Request Approval of Gainesville Sports Commission Amendment for Operating Expenses to Support World Masters**

**Presenter:**

Jessica Hurov – Tourism Director

**Description:**

Request Approval of Gainesville Sports Commission Amendment for Operating Expenses to Support World Masters

**Recommended Action:**

Approve Gainesville Sports Commission Amendment for Operating Expenses to Support World Masters and authorize the Chair and Clerk to sign.

**Prior Board Motions:**

October 10, 2023 – Gainesville Sports Commission agreement to market and advertise sporting events for the purpose of promoting tourism in Alachua County executed.

**Fiscal Note:**

This amendment is to allow GSC to assist the County in promoting the 2025 World Masters Athletics Indoor Championships. The county agrees to reimburse GSC up to and not exceeding the following amounts \$205,000 in FY24 and \$150,000 in FY25 for a total of \$355,000 which will be funded from Tourist Development Tax Reserves.

Tourist Development Fund: 004.45.4510.552.82.56

**Strategic Guide:**

Social and Economic Opportunity

**Background:**

Alachua County has been selected to host the 2025 World Masters Athletics Indoor Championships putting the Alachua County Sports & Event Center on the world stage. This amendment allocates up to \$205,000 this fiscal year and \$150,000 next fiscal year for Marketing; Creation, printing and distribution of promotional materials; Website development and hosting; Anti-Doping Enforcement Expenses; Athlete Village and Visitor Services Expenses; Equipment purchases and rental expenses; Officials' fees and housing expenses; Rights and sanctioning fees; Site selection and inspection expenses; and the Reasonable and necessary costs of transportation, lodging, meals, and other

reasonable and necessary incidental expenses for authorized personnel (i.e. staff and/or officials). Any unused funds from FY24 will be carried forward for use in FY25.