

**FIRST AMENDMENT TO AGREEMENT WITH
GAINESVILLE SPORTS COMMISSION, NO. 13937**

THIS FIRST AMENDMENT (“Amendment”) is made by and between ALACHUA COUNTY, a charter county and political subdivision of the State of Florida, by and through its Board of County Commissioners, hereinafter referred to as "County", and GAINESVILLE SPORTS ORGANIZING COMMITTEE, INC., a Florida not-for profit corporation d/b/a GAINESVILLE SPORTS COMMISSION, hereinafter referred to as “GSC”. Collectively the County and GSC will be referred to as the “Parties”.

WITNESSETH:

WHEREAS, the Parties previously entered into an Agreement dated October 17, 2023, whereby the GSC would help market and advertise sporting events for the purpose of promoting tourism in Alachua County, identified by No. 13937 (the “Agreement”); and

WHEREAS, since entry of the Agreement, Alachua County has been selected as a site for the 2025 World Masters Athletics Indoor Championships, and such event will include use of the County-owned Alachua County Sports & Events Center; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, tourist development taxes received may be used to maintain, operate, or promote sports stadiums and arenas, and promote and advertise tourism in Florida, nationally and internationally; and

WHEREAS, Alachua County and its Visit Gainesville, Alachua County tourism department desires assistance with promotional services for the 2025 World Masters Athletics Indoor Championships and the attraction of tourists to the County due to such event; and

WHEREAS, a 501(c)3 not for profit corporation known as the Alachua County Local Organizing Committee has been formed to produce and promote the 2025 World Masters Athletics Indoor Championships under contract with World Masters Athletics; and

WHEREAS, GSC is willing and able to provide oversight and professional services support to the Alachua County Local Organizing Committee for the 2025 World Masters Athletics Indoor Championships for an administration service fee in addition to the total funds requested and spent for 2025 World Masters Athletics Indoor Championships;

WHEREAS, the Board of County Commissioners of Alachua County finds that expenditures to produce, promote and advertise the 2025 World Masters Athletics Indoor Championships, to the extent provided for herein, promotes tourism to and within Alachua County, Florida.

NOW, THEREFORE, the County and GSC agree to amend the Agreement as follows:

- A. Recitals. The above recitals are correct and are incorporated herein.

B. Amendment. The Parties agree that the Agreement will be amended to include a new paragraph 35, stating as follows:

35. **World Masters.** GSC will assist the County in supporting the promotion and production of the 2025 World Masters Athletics Indoor Championships to be held in Alachua County, Florida (hereinafter, the “World Masters”) by administering and providing oversight of WM Funding granted to the Alachua County Local Organizing Committee (hereinafter, the “LOC”) for the World Masters. GSC shall enter into an agreement with the LOC in regards to the use of the WM Funding within the general parameters of this Section 35. GSC will require the inclusion of the ‘Visit Gainesville, Alachua County, FL’ logo on promotional materials for the World Masters as defined and agreed to in writing with the LOC, attached as Exhibit 1. For purposes of this paragraph, and subject to the above listed non-allowable expenses, allowable uses of WM Funding may include: Marketing; Creation, printing and distribution of promotional materials; Website development and hosting; Anti-Doping Enforcement Expenses; Athlete Village and Visitor Services Expenses; Equipment rental, purchase and deposit expenses; Officials’ and support personnel fees, honorariums (officials fees) , travel, and housing expenses; Contract labor and professional services expenses; Competition related expenses including facility preparations, supplies, general labor services, , and equipment (which becomes the property of Alachua County – inventory and location of the equipment needs to be documented and labeled “Property of Alachua County”); Special events expenses including the opening ceremony and closing ceremony; Rights and sanctioning fees; Site selection and inspection expenses; and the necessary costs of transportation, lodging, meals, and necessary incidental expenses for authorized personnel (i.e. staff and/or officials) in connection with the promotion and production of the World Masters and subject to Section 125.0104(9), Florida Statutes. Both parties agree that certain allowable expenses have been incurred prior to this agreement and that those expenses are eligible for reimbursement. The County agrees to reimburse GSC or issue direct payment of approved invoices provided by the LOC up to and not exceeding the following amounts for periods stated (“WM Funding”) within 15 business days of the County’s receipt of the invoices and support documentation, in addition to an administration processing of \$5,000:

| | |
|---|-----------|
| May 14, 2024 to June 1 st , 2025 | \$200,000 |
| October 1, 2024 to June 1st, 2025 | \$150,000 |

Total: \$355,000

To receive payment for WM Funding, GSC will submit requests for reimbursements to the County in accordance with the process set out in paragraph 6 above. Requests for reimbursements of the WM Funding must be submitted to the County on or before June 1, 2025. The County Manager may grant an extension to this request deadline, so long the

extension does not exceed 60 calendar days. Unspent WM Funding as of June 1, 2025, will be held by the County and remain funding of the County.


C. Effective Date. This Amendment shall be effective upon and after full execution of this Amendment by the Parties.


D. Original Agreement. Unless expressly amended herein, all other terms and provisions of the original Agreement between the Parties shall be and remain in full force and effect.

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed on the date written below by the County, through its Chair of Board of County Commissioners, and by GSC, through its duly authorized representative.

ATTEST (By Corporate Officer)

GAINESVILLE SPORTS ORGANIZING COMMITTEE, INC d/b/a GAINESVILLE SPORTS COMMISSION

By: 
Print: Joleen C Miller

By: 
Title: PRESIDENT

Date: 05/24/24

ALACHUA COUNTY, FLORIDA

By: _____
Mary C. Alford, Chair
Board of County Commissioners

Date: _____

Approved as to form:

ATTEST:

JK "Jess" Irby II, Clerk
(Seal)

Alachua County Attorney's Office

Exhibit 1: WMACi25 ALACHUA COUNTY RECOGNITION / LOGO PLACEMENT PLAN

The Alachua County Local Organizing Committee, Inc., (ACLOC) shall recognize Alachua County's support of the 2025 World Masters Athletics Indoor Championships (WMACi25) in accordance with the following guidelines:

- The WMACi25 logo shall incorporate the words "Alachua County".
- The official website – www.wmaci2025.com shall display the Alachua County and Visit Gainesville, Alachua County logos consistent with the placement of other major community partners. For the purposes of this document, major community partners for the WMACi25 are defined as: Alachua County, Visit Gainesville, Viking Companies, Celebration Pointe, Gainesville Sports Commission, and RADDSports.
- The ACLOC shall include an "Alachua County" section of the www.wmaci2025.com website that will include a link to the Visit Gainesville website.
- The official entry handbook shall include the Alachua County and Visit Gainesville, Alachua County logos.
- Visit Gainesville shall be provided the opportunity to place one (1) full page ad in the official entry handbook which must be provided to the ACLOC by May 30, 2024.
- The ACLOC shall include a welcome letter from "Alachua County" government in the official entry handbook which must be provided to the ACLOC by May 30, 2024.
- The official competition handbook shall include the Alachua County and Visit Gainesville, Alachua County logos.
- Visit Gainesville, Alachua County shall be provided the opportunity to place one (1) full page ad in the official entry handbook which must be provided to the ACLOC by December 1, 2024.
- The ACLOC shall provide Visit Gainesville, Alachua County with the opportunity to provide content promoting the destination in the periodic newsletter of the WMACi25.
- The ACLOC shall share content provided by Visit Gainesville, Alachua County in promotion of the destination once per month on the WMACi25 Facebook group as requested by Visit Gainesville, Alachua County.
- The ACLOC shall incorporate and include the Alachua County and Visit Gainesville, Alachua County logos within the WMACi25 signage plan and these logos shall be displayed in a manner consistent as other major community partners. Examples of signage types and locations may include:
 - Digital Screens where all other major community partners are recognized.
 - Recognition banners that list all partners/sponsors including major community partners.
 - A minimum of one (1) Visit Gainesville, Alachua County banner will be displayed on the railing of the indoor track (provided by Visit Gainesville) and dimensions will be provided by ACLOC.
 - A minimum of one (1) Alachua County banner will be displayed on the railing of the indoor track (provided by Alachua County) and dimensions will be provided by ACLOC.

- The ACLOC will provide a minimum of 400 sq. ft. of space at the Athlete's Village for Visit Gainesville, Florida to develop a visitor's center where it can provide visitor services throughout the event.
- In general, the ACLOC shall include the Alachua County and Visit Gainesville, Alachua County logos in any materials or displays as appropriate. For the purposes of this document, appropriate is defined as any materials or displays where all major community partner logos are included.
- Visit Gainesville, Alachua County will be provided the opportunity to distribute Visit Gainesville, Alachua County branded giveaways, promotional items, or visitor's guides at events where the ACLOC will be on-site promoting the WMACi25. The cost of design, production, printing, and shipping of all such materials shall be borne by Visit Gainesville, Alachua County.

These guidelines shall be the minimum standards for recognition to fulfill all obligations for the receipt of grant funds to support the WMACi25. These guidelines do not limit the ACLOC and Visit Gainesville, Alachua County to collaborate on additional opportunities to bring exposure and awareness to Alachua County and the Visit Gainesville, Alachua County brands.