



## Agenda Item Summary

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**File #: 24-00599**

**Agenda Date: 7/9/2024**

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**Agenda Item Name:**

**World Masters Budget and Plan Update**

**Presenter:**

Michele Lieberman, County Manager  
Jessica Hurov, Tourism Director

**Description:**

World Masters Indoor Athletics Championship Update

**Recommended Action:**

1. Hear update on budget for World Masters Indoor Athletic Championships and receive draft site plan for West End.
2. Approve the use of the monies set aside (not to exceed \$645,000) from Tourism Reserves for capital improvements at West End and make the legislative factual determination that the uses of Tourist Development Taxes revenue for capital improvements at the property known as West End serves a public purpose and are primarily related to promoting tourism in Alachua County.
3. Authorize international travel request for County Manager Michele Lieberman and Tourism Director Jessica Hurov to attend the World Masters Athletic Championships in Gothenburg, Sweden.

**Prior Board Motions:**

1. Hear update about the 2025 World Masters Indoor Athletics Championship event.
2. Authorize the County Manager to execute a license agreement for the property known as West End with the Alachua County Local Organizing Committee, Inc and to execute any amendments consistent with the use of the property for the stated use, at no cost and contingent on the purchase of West End, and with only authorized improvements permitted by licensee and all improvements left on property following the end of the license term.
3. Set aside (not to exceed) \$645,000 from Tourist Development Tax reserves for necessary expenditures related to the property known as West End, as authorized by Florida law, and not covered by the State appropriation for the World Masters event. Any use of these Tourist Development Tax funds would require Board approval
4. Approve the corresponding budget amendment moving Tourist Development Tax funds from reserves to the appropriate accounts.
5. That staff return to the Board in August or September with another update and detail plan of what improvements will be made and continue to work with the Friends of West End in conjunction with the County Parks Plan.

**Fiscal Note:**

Estimated \$6,864 for flights, hotels, and meals for both parties from the Tourist Development Fund 150.45.4510.552.40.13. Use of funds from Capital Category 150.45.4510.552.61.00, Project No. 6244102-World Masters-Improvements in the amount of (not to exceed) \$645,000.00 for capital improvements at West End.

**Strategic Guide:**

All Other Mandatory and Discretionary Services

**Background:**

1. The Board has previously directed an update and detailed plan of improvements for West End in coordination with the World Masters Indoor Athletic Championships. With the Governor's veto of the State's contribution toward event support, the budget for the event has been revised.
2. The Board has approved a set aside in the amount of (not to exceed) \$645,000 out of tourism reserves as a contingency if additional funds were needed for capital improvements to West End. The Board also directed that the County Manager return to the Board for approval to use these funds.
3. Parks staff have been in contact with the Friends of West End and plan to conduct community engagement meetings beginning in August, once a venue is located.
4. A team of Alachua County Sports Event Center, Gainesville Sports Commission, and Alachua County staff plan to travel to the World Masters Athletic Championships in Gothenburg, Sweden from August 11 - 24, 2024. This trip will allow staff to see how other host jurisdictions handle logistics including the opening and closing ceremonies and to promote Alachua County internationally to over 8,000 athletes and their guests representing over 100 countries at a booth in the house of athletics. Staff and representatives from the Local Organizing Committee are staggering their stays to provide coverage for 12 days at the Alachua County booth. Required presentations are being made to the World Masters Athletics General Assembly and regional meetings with federations and team managers to promote Alachua County's World Masters Athletics 2025 event