



## Local Sports Destination Enhancement Grant Application

### GRANT APPLICATION COVER PAGE

Requested Amount: \$ \$45,452.94

Organization Name: Easton Sports Development Foundation

Authorized Contact Name and Phone Number: Eric Blalock, 801-523-5234

Board President Name and Contact Number: Greg Easton, 818-909-2207 x104

Project / Activity Name: Various Archery Events and Programs, see attached

Project / Activity Dates: Dates range throughout the year, see attached

Mailing Address: 24880 NW 16<sup>th</sup> Ave

City: Newberry

State: Florida

Zip Code: 32669

Email Address: eblalock@esdf.org



## Local Sports Destination Enhancement Grant Application

**Please attach the following:**

- Grant Application Cover Page
- Addenda Question and Answers; initialed

**Required Budget Documents**

- A statement of revenues and expenses for the most recently completed fiscal year.
- A complete copy of your filed most recently filed IRS Form 990
- Detailed project / event budget for applicants whose primary organizational purpose or mission is not to attract audience members and for governmental and educational institutions. (Note: funding request amounts will be based on that figure rather than the organizational budget.)

**Required Organizational Documents**

- Authorized Signatory** – Provide proof of persons authorized to sign contracts by submitting a Florida Department of State, Division of Corporations registration copy, board resolution or other evidentiary document.
- Board of Directors** – Provide a list indicating officers and all directors’ contact information including business and home addresses and telephone numbers.
- Current State of Florida Solicitation License** from the Florida Department of Agriculture.

**Application Documents**

- Up to 5 letters of support.
- Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports.

**Attendance (40 points)**

1. Attendance Ratio Score Calculation (see chart below). (34 points)  
 Funding request divided by attendance = Ratio Score  
 4.0 and below = 34 points | 4.1 – 9.9 = 30 points | 10-14.9 = 25 points | 15 and higher = 20 points

Examples:

Funding Request	Attendance	Ratio	Points
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Examples:

Funding Request	Attendance	Ratio	Points
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Funding Request	Attendance	Ratio	Points
\$10,000	20,000	.5	34 points
\$50,000	50,000	1	34 points
\$35,000	6,000	5.8	30 points
\$25,000	2,000	12.5	25 points
\$10,000	500	20	20 points
\$5,000	100	50	20 points
\$ 45,452.94	4600	9.88	30 points

Calculate  
Your Ratio  
Here →



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2. Detailed explanation of how attendance estimates were determined. (2 points – 250 words)

Attendance estimates were determined from gathering three years of the most recent registrations from various events Easton Sports development holds throughout the year. We consistently use these estimates to plan our budgets year after year, which has resulted in steady growth throughout the last several years.

For our national events which are supported through the Gainesville Sports Commission, we gather detailed data from hotel surveys conducted at the event to determine our spectator estimates as accurately as possible. Through these surveys we found that the average ratio of registrants to spectators we bring to our national and regional events is close to 1 registrant to 0.85 spectators.

All the events held here throughout the year as listed on this application have local, state, and national participation, bringing in athletes and spectators from in and around the country. We estimate that over 80+% of all our tournament event attendees are out-of-county participants and visitors. The records show that one of our largest indoor events, known as the USAA Indoor Nationals, boasts over 95% attendance from out-of-county participants. For all our events, a consistent ratio between 0.5 and 0.85 spectators per participant is commonly used in our data.

3. Attendance over previous two years with evaluation report of how is attendance is tracked and verified based on ticket sales, research, surveys, etc. (4 points – 300 words)

Please see attached document for breakdown per event. Attendance throughout the past several years has been tracked primarily through event registration. At the start of each event, we perform check-in procedures with each attendee to verify they are present to ensure the competition runs smoothly and effectively and that proper participation numbers are accurately accounted for. During our national level events like the Easton Foundations Gator Cup, USA Archery's Indoor Nationals, U.S. National Outdoor Collegiate Championship, and other tournaments where grant money is utilized from the Gainesville Sports Commission and Florida Sports Foundation, we issue detailed hotel surveys to all participants during check-in. These hotel surveys help us to find an accurate number of spectators that attend our events compared to our total registrations. The past several years, our data has proved that for every registered athlete brings an average of 0.85 spectators who attend the event. Spectators include family, friends, teammates, or coaches who wish to watch the competition. The data does not include the random spectators that attend on their own and are not directly affiliated with the athlete. In 2024, across all included events, we had an approximate attendance of 2096 archers and 1782 spectators. In 2023, across all included events, we had an approximate attendance of 1718 archers and 1460 spectators.



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### Merit and Support (30 points)

1. History of the organization and its contribution to sporting activities in Alachua County.  
(10 points – 400 words)

The Easton-Newberry Sports Complex was opened in the fall of 2009 as a partnership with the City of Newberry. Since then, the Easton Newberry Archery Center (ENAC) and the City of Newberry Recreational Department has held a plethora of sporting events and helped bring recognition to Newberry and Alachua County.

As part of the Easton Sports Development Foundation the ENAC's mission is to grow the sport of archery by developing a greater number of participants in the sport as well as bridging the gap between a person's first experience and the elite level. Over the past 15 years we have created a large community of archers and athletes and helped make our facility a training destination in the United States. The ENAC also holds some of the country's premiere national tournaments, including our yearly Easton Foundations Gator Cup which has been used as the final qualifier for the Olympic Team selection for the past three games.

The ENAC also hosts several classes, camps, seminars, and other training for athletes and coaches alike. Over the past six years alone we have had over a thousand students, both youth and adults, attend one of our classes and developed several nationally competitive athletes and medalists. We provide the means and opportunity for all levels of participation, from a fun recreational hobby, a family friendly activity, to elite training and coaching.

2. Significance of the sporting event in the community and the quality of the proposed project.  
(10 points– 400 words)

Every year we host over two dozen competitions throughout the year. Some are run directly by us such as our Spider Cup Series, Easton Foundations Gator Cup, and Bow Hunters Challenge. Other competitions are held through partnerships we have developed with organizations including the Florida 4-H Youth Development, the Florida Archery Association, USA Archery, and Olympic Archery in Schools. Over the course of a year, we bring in thousands of participants that help bring in revenue to our local community in the form of dining, hotel visits, and general travel expenditures. We estimate that in 2024 we had a direct economic impact of over \$1,000,000 from our national events alone and over \$300,000 from participants at our other state level events, not including spectators.

These organizations host events at our facility because they know that we will provide the highest quality service to all our events, regardless of skill level. From our state 4-H competitions to our Olympic qualifier, we feel all our customers should receive excellence and a premiere experience. The Florida 4-H hosts several competitions throughout the year, and they choose our facility for all of them because they can trust the quality and consistency of our events. Our national governing body, USA Archery, has also chosen us for one of four events used to choose our national team every year. They trust the quality of our competitions enough that the United States Olympic Team and/or Paralympic Team for archery has been decided in Alachua County, at our facility, in 2012, 2016, 2021, and most recently in May of 2024, for the Paris 2024 Olympic games.

We feel it is important to keep in mind the goals of incoming organizations when running events and we provide them with several amenities that put our competitions a step above the rest. Our facilities boast top of the line target bales, a dedicated 40 target Outdoor Range, a dedicated 9 acre/14 target Field Range, a dedicated 9 target Indoor Range, and the ability to expand for larger events. We also provide these competitions with nationally certified officials, online electronic scoring systems, wireless internet, and several other amenities that make our events a step above the rest regionally and nationally.



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### 3. Community support, grants, collaborations and/or in-kind contributions. (5 points – 300 words)

We receive community support through various means including our local community volunteering their time to assist in event preparations, coaching, and maintaining our facilities. We have been fortunate enough to receive grants from the Gainesville Sport Commission (GSC) and the Florida Sports Foundation (FSF) for our two national competitions, our USAA Indoor Nationals and Easton Foundations Gator Cup. Last year we received approximately \$18,000 in grants for our Easton Foundations Gator Cup from GSC and FSF. In 2024, (FSF) has awarded us an additional maximum grant amount of \$5,000 given our ROI and out of state attendees reporting. We also receive a yearly operations grant from the Easton Sports Development Foundation II (ESDFII) to cover general overhead, business costs, building upkeep, and other non-program or event expenses. In 2024 the estimated grant we received from the ESDFII was \$106,000. In 2024 we also received a \$50,000 grant through the Local Sports Destinations Enhancement grant.

We also received in-kind contributions from several companies to be used as prizes for some of our events, most notably our Bow Hunters Challenge and Precision 3D Challenge. This past year we received in-kind donations from Bear Archery (Gainesville), Alachua Farm & Lumber, Hoyt Archery, Easton Archery, Vortex Optics, Morrell Targets, Quality Archery Designs, Bohning, Shrewd Archery, Bass Pro Shops (Gainesville), and Delta McKenzie with a total value approximately at \$4,700.

We also have partnerships with a few organizations including the Florida Fish and Wildlife Conservation with whom we've co-hosted our first ever Bowhunters Wildlife workshop educational seminar, Fun4GatorKids who collaborates with us to host our annual Archery Festival and most notably of all is our partnership with the City of Newberry and their Recreational Department, without which we may not have been able to establish our facility in Alachua County.

### 4. Up to 5 letters of support. (5 points – Attach.)

**Excellent: 25-30 points:** Organizational timeline and contributions clearly demonstrate growth, sustainability, and expansion with specific examples. Projects are well-defined, achievable, unique, and reflect excellence. Clear evidence the organization follows best practices in multi-sourced funding strategies with examples of diversified and broad-based community support.

**Good: 20-24 points:** Organizational timeline and contributions are defined. Projects are defined and achievable. Funding strategies provide examples of outside support.

**Fair: 15-19 points:** Little evidence of contributions, sustainability or growth. Programs are not well-defined or achievable. Outside funding sources are lacking and there is little evidence of broader community support.

## Marketing and Advertising Plan (30 points)

### 1. Describe the organization's marketing plan, including out-of-county marketing, and how the proposed event will be promoted to tourists. (15 points—500 words.)

Our marketing budget shall be adjusted to promote the various events in our proposal. Most of our marketing budget will be focused on social media and search engine advertising and will also include local advertising organizations such as Fun4GatorKids. These advertisements will be aimed at reaching athletes and spectators primarily in Florida, Georgia, Mississippi, Alabama and Tennessee. These advertisements will be tailored to bring awareness and draw more athletes to our state events with the most potential for growth.

Our main area of growth is our new National Archery Scholarship Tour which is a unique series of competitions aimed at providing scholarship opportunities to athletes in our sport. Two other areas of growth will be our Bow Hunters Challenge and Precision 3D Challenge, both of which have a great reach as it is directed specifically towards getting our hunting community into competition, both events have a regional following.

Lastly, we will be taking advantage of our current community and followers to develop unpaid advertisements and improve our organic growth through once-a-month outreach campaigns at local events, social media platforms which currently boast over 12,000 followers. Newsletters of our upcoming events will continue to be sent out monthly to maintain our current customer base. Our newsletters campaigns go out to approximately 5,000 subscribers.



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2. Provide a detailed description with budget breakdown of how 25% of requested grant funding will be spent to attract tourists. (10 points – 400 words)

Our budget will be broken down and distributed over several events with potential for growth and participation. Budgetary funds for each event will be split between search engines, social media, and mainstream media advertising channels. All our programs and events will be advertised within a minimum of 90-mile radius around Alachua County, with several of our ads targeted to the state of Florida or Southeast region of the United States.

\$3000 will be used for the six events in our Spider Cup series. \$1800 will be used for various Coach Training Programs. \$1500 will be used for our Precision 3D Challenge. \$1500 will be used for our Bow Hunters Challenge. \$1000 will be used to promote our free hunting educational seminar known as the Wildlife Workshop. \$1000 will be used for our Archery Festival, a free community event meant to showcase our programs. \$650 will be used for the National Archery Scholarship Tour. \$600 will be used for USA Archery's Indoor and JOAD Indoor Nationals. \$500 will be used for various Florida Archery Association State Championship events. \$100 will be used for various Florida 4-H Shooting Sports events. While all our proposed events have a large reach, our National Archery Scholarship Tour, Bow Hunters Challenge, Precision 3D Challenge, and Spider Cup series, have the highest potential for growth and the best chance to bring in out-of-county participants. The Bow Hunters Challenge, Precision 3D Challenge and the Wildlife Workshop, shall be selectively promoted to hunters to engage them in a competitive and educational archery experience. The Spider Cup series will be geared towards experienced athletes from further away as this series is very often scheduled as preparation competitions for bigger events. The Archery Festival will be geared towards hobbyists and participants looking for a fun recreational activity to do in Alachua County. Finally, the National Archery Scholarship Tour, going on its third year, advertisements will be geared heavily towards bringing participants from the Southeast region of the US.

3. Additional supporting documents, attach examples of past brochures, programs, reviews, advertising, social media posts, and social media metrics and engagement reports. (5 points – Attach.)

**Excellent: 25-30 points:** Well-defined marketing plan to attract and grow attendance. Includes strategic use of multiple platforms (social, radio, web, etc.). Articulates understanding of target markets and the demographic profile of attendees. Includes plans for editorial press coverage. Clearly defines a return on investment for marketing and advertising expenditures.

**Good: 20-24 points:** Marketing plan to attract and grow attendance. Includes multiple platforms (social, radio, web, etc.).

**Fair: 15-19 points:** Undefined marketing plan to attract and grow attendance.



### Local Sports Destination Enhancement Grant Application

Please initial next to each item below, signifying that you have read and understand the conditions of the Local Sports Destination Enhancement Grant program.

EB

I attest that all information in the application is accurate and that the events and activities to be considered for funding are in compliance with the Alachua County Code of Ordinances and grant program criteria.

EB

I attest that if awarded, the funding provided by way of this program or agreement will not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.

EB

The Applicant will comply with all federal, state, and local laws, ordinances, and regulations, including these grant/program requirements. Failure to comply may subject the applicant to loss of funding or removal of participation in this or a future County tourism development tax funded grant/program.

EB

I understand that all printed and/or digital collateral and advertisements must include the Visit Gainesville, Alachua County, FL logo as one of the event sponsors and on any and all advertising/marketing materials, the event website (with link to VisitGainesville.com), programs, and any newsletters or email notifications promoting the event.

EB

I understand that the event will credit Visit Gainesville, Alachua County, FL at the level equal to the award amount. For example, if the award is \$15,000.00 and that is a gold level sponsor, Visit Gainesville Alachua County is to be listed as a gold sponsor.

EB

Tickets for the appropriate level sponsorship must be provided to Visit Gainesville, Alachua County, FL for promotional activities.

EB

I understand that all reporting requirements must be satisfied to receive reimbursement funding.

EB

I understand that the event must be ADA accessible.

EB

I understand that a statement on letterhead that the applicant is a governmental entity or a copy of the Organization's Active Status from Sunbiz.org must be attached to be eligible for funding.

EB


I certify that my event is within the boundaries of Alachua County.

EB

I acknowledge that this application and grant documents submitted to the County, become public records subject to the provisions of Chapter 199, F.S., Florida Public Records Law.

EB

I understand that I should complete and submit the Sponsorship packet at least 2 months prior to the event date.

  
Signature of authorizing official (Board Chair)

  
Signature of Contact Person