



Agenda Item Summary

File #: 25-00556

Agenda Date: 8/26/2025

Agenda Item Name:

Request Consideration to Host 2027 World Masters Event

Presenter:

Michele Lieberman, County Manager

Description:

Request Consideration to Host 2027 World Masters Event

Recommended Action:

Authorize staff to proceed with necessary steps to host the 2027 World Masters Event as follows: Authorize travel to the international events listed below; to the extent not inconsistent with Florida law, authorize the County Manager, or designee, to prepare and submit a bid to host the 2027 World Masters and to negotiate and execute an agreement to host the 2027 world masters that is substantially similar to the 2025 host agreement (See **Attachment 1**); Authorize the Manager to approve any necessary budget adjustments from TDT reserves for FY25 and/or FY26 up to \$750,000; and authorize a Chair Letter to the Local Organizing Committee requesting they pay the host fee.

Prior Board Motions:

N/A

Fiscal Note:

Not to exceed \$750,000 from the Tourist Development Tax.

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

In March 2025, the Alachua County Local Organizing Committee hosted the World Masters Athletics Indoor Championships (WMACi) at the Alachua County Sports and Event Center and at the County's West End Park. This was the first time that the WMACi was held in the United States. The Alachua County Local Organizing Committee, a 501(c)3 not for profit corporation, was formed for the purposes of hosting the WMACi25. With a financial investment of \$518,614.20, Alachua County saw a return on investment of 17,433 total visitors and 112,054 visitor days yielding \$24.3 Million Economic Impact, \$10.66 Million of direct spending in Alachua County, and \$611,052 of local tax impact from visitor expenditures.

Alachua County has an opportunity to host this prestigious event again in 2027. With recent changes in the management of the Alachua County Sports and Events Center, the 2027 effort would be managed by solely by Alachua County, without assistance of the Alachua County Local Organizing Committee or private sector contributions that were available in 2025.

2025 Alachua County Local Organizing Committee Financials

Revenues	
Earned Revenue	\$621,837.67
Florida Sports Foundation Grant	\$198,400.00
Alachua County Funding	\$436,702.26
Alachua County Direct Payments	\$ 81,911.94
Private Sector Direct Payments	\$424,317.76
Total Revenue:	\$1,763,169.63
Expenses	
WMA Fees & Expenses	\$103,115.05
Administrative Expense	\$430,760.18
Marketing Expense	\$212,799.04
Competition Expense	\$460,791.96
Experience Expense	\$154,248.45
Housing Expense	\$172,995.98
Hospitality Expense	\$40,677.79
Special Events Expense	\$30,177.39
Misc. Expense	\$56.64
Total Expenses:	\$1,605,622.48
Net Income:	\$157,547.15

Note: The above financials are for the ACLOC corporation and do not account for capital expenses paid directly by private sector funding. Private sector invested \$844,467.53 of capital expense.

2027 World Masters Athletics Indoor Championships Proposed Budget

Revenues	
Earned Revenue	\$680,000.00
Other Grants / State Funding	\$200,000.00
Alachua County Funding	\$750,000.00
Total Revenue:	\$1,630,000
Expenses	
WMA Fees & Expenses	\$120,000.00
Administrative Expense	\$105,000.00
Marketing Expense	\$300,000.00
Competition Expense	\$500,000.00
Experience Expense	\$170,000.00
Housing Expense	\$200,000.00
Hospitality Expense	\$ 45,000.00
Special Events Expense	\$ 40,000.00
Contingency	\$150,000.00
Total Expenses:	\$1,630,000
Net Income:	\$0

International Events at Which to Promote and Conduct Planning

October 8-19, 2025	2025 European Masters Athletics Stadia Championships Madeira, Portugal Two Persons
November 5-9, 2025	Asia Masters Athletics Championships Tamil Nadu, India Two Persons
November 6-9, 2025	NCCMA Regional Championships Mexico City, Mexico Two Persons

November 24-30, 2025	ASUDAMA Regional Championships Santiago de Chile, Chile Two Persons
March 26 – April 2, 2026	2026 EMA Masters Athletics Indoor Championships Torun, Poland Two Persons
April 30 – May 3	2026 EMA Masters Non-Stadia Championships Catania, Italy Two Persons
August 22 – Sept. 3, 2026	2026 WMA Outdoor Championships Daegu, South Korea Six Persons (on staggering days)