



Local Sports Destination Enhancement Grant Application

**GRANT APPLICATION COVER PAGE**

Requested Amount:  \$ 46,856.89

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 NW16th Ave

City:  Newberry

State:  FL

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
\$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
<b>\$46,856.89</b>	<b>4700</b>	<b>9.88</b>	<b>30 Points</b>

Calculate  
Your Ratio  
Here →



## Local Sports Destination Enhancement Grant Application

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

Attendance estimates are determined from our most recent registrations from our local, state, and national events that are held throughout the grant season. We gather data for three years of our most recent events to help us plan our budgets on an annual basis. The consistency of this information has shown that we've achieved steady growth throughout the last couple of years.

An even more detailed accrurance of information is gathered for our national events supported by the Gainesville Sports Commission through hotel surveys conducted at the check-in process of the event to determine the estimation of our spectators as accurately as possible. The average ratio of athlete participants to spectators falls between .78 and .85 spectators for every (1) registrant. Because all our events held throughout the year have local, state and national participation, we estimate that 80% of our tournament participants are out -of-county participants and visitors. One event in particular, known as the USAA Indoor Nationals, consistently boasts over 95% of out-of-county attendees from the average ratio stated above.

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)

Attached is our Event Participant Breakdown which highlights the breakdown per each event. The primary source of tracking attendance is through event registrations. Logistics include our check-in procedures which account for the attendance of each participant to verify they are physically present, which helps our competition to run fairly and smoothly with accurate headcounts. As previously stated, we issue hotel surveys for our national level events like the Easton Foundations Gator Cup, USA Archery's Indoor Nationals, and other tournaments where grant funds are associated through the Gainesville Sports Commission and the Florida Sports Foundation. The hotel surveys and their associated formulas allow us to track the accurate number of spectators that attend compared to total registrations. We currently maintain an average between .78 and .85 of spectators that attend our event. A spectator is defined as family, friends, teammates, coaches, all who wish to watch the event. As the community develops around the complex and in Florida in general, we have also gained support from "random spectators", who are not a part of the data in question and/or associated with an athlete. In 2025, we approximate the attendance of 2043 archers and 1736 spectators across all included events. In 2024, we had an approximate attendance of 2096 archers and 1782 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 Parks and Recreational Department have held a series of sporting events and helped bring nationwide 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 16 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 seven years alone, we have had over a thousand students, both young 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)

Easton Newberry Archery, on average, hosts between 24 to 30 events per year. Some of these events were organically formed by ENAC and are run directly through our staff at the center, such as Spider Cup, Easton Foundations Gator Cup, and Bowhunters Challenge. Other competitions are held through partnerships we have formed with local and national organizations including Florida 4-H Youth Development, USA Archery, Florida Fish and Wildlife, and Olympic Archery in Schools. Throughout the course of the season, we attract thousands of participants to these events that help bring in revenue to our local community in the form of dining, hotel stays, and general travel/tourist expenditures. In 2025, we estimate a direct economic impact over \$1,000,000 which stems greatly from our national events, and over \$300,000 generated from our other state level events and local tournaments which is not including the revenue grossed from spectators.

We have gained a reputation for providing the highest quality service for the dynamic range of events we schedule, which has gained the trust of organizations who want to host their events at our facility. We have become the chosen locations for organizations like Florida 4-H who hold up to 5 events throughout the year here annually. Our national governing body, USA Archery, has chosen us as the host of one of the four events used to choose the U.S. national team every year. Because of this, the highest standard of sport, from the United States Olympic Team and the Paralympic Team for archery has been decided right here in Alachua County at our facility. This was evident in 2012, 2016, 2021, and in 2024 for the Paris 2024 Olympic games. We pride ourselves on the fact that the options of amenities we provide for our partners for their competitions are 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 with the ability to expand for larger events through our partnership with the City of Newberry. We also provide our competitions with nationally certified officials, online electronic scoring tablets, wireless internet, a secure mobile trailer/office for field events and various other amenities.



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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 our event preparations and the maintenance of equipment/facilities etc. We are always grateful and fortunate enough to receive grants from the Gainesville Sports Commission (GSC), Florida Sports Foundation (FSF) and from the Visit Gainesville Alachua County (LSDE) grant in previous years. Last year we received approximately \$20,000 in grants for our Easton Foundations Gator Cup from GSC and FSF. In 2024, FSF awarded us an additional maximum grant of \$5,000 for our ROI and Out-of-State 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 2025, ENAC was awarded \$37,220.62 from the Local Destination Enhancement Grant (LSDE).

We also receive various in-kind contributions from several vendors to be used as door prizes for some of the events, most notably our Bowhunters 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 \$7,400.

Our partnerships with a few organizations includes the Florida Fish and Wildlife Conservation with whom we've co-hosted the Bowhunters Wildlife workshop educational seminar for two consecutive years, 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.



## Local Sports Destination Enhancement Grant Application

### 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. Our marketing is broken up in several ways through social media and search engine advertising and will also include local advertising organizations such as Fun 4 Gator Kids and the use of the United Postal Service Every Door Direct marketing mailer. These advertisements will be aimed at reaching athletes and spectators primarily in Florida, Georgia, Mississippi, Alabama and Tennessee. We tailor each of our advertising campaigns to bring awareness and draw more athletes, whether seasoned or new to the sport, to our state events with the most potential for growth. Some events where our marketing efforts are concentrated on achieving new potential growth lie within our National Archery Scholarship Tour, which is a unique series of competitions aimed at providing scholarship opportunities to athletes. Two other areas of growth will be our Bow Hunters Challenge and Precision 3D Challenge, both of which have great reach as it is directed specifically towards getting our hunting community into competition, both events have a massive regional following. We have amassed a cohort of followers which include our local community and out of county / out of state leads in which we develop unpaid advertisements and improve organic growth through monthly outreach campaigns at local events, social media platforms that currently boast over 12,000 followers, in-house try archery events known as the Archery Showcase which is designed as an Open House to highlight our programs and events, and our monthly newsletter campaigns connecting with approximately 5,800 subscribers.

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. \$3,600 will be used for the six events in our Spider Cup series as well as our Bow Hunters Challenge. \$2,300 will be used for our Precision 3D Challenge. \$2,000 will be used to promote our free hunting educational seminar known as the Wildlife Workshop. \$1,400 will be used for the National Archery Scholarship Tour. \$1200 will be used for various Coach Training Programs. \$1,000 will be used for various Florida State Championship events. \$600 will be used for USA Archery's Indoor and JOAD Indoor Nationals. \$200 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. Finally, the National Archery Scholarship Tour, going on in its fourth year, advertisements were geared heavily towards bringing participants from the Southeast region of the US.



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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.

- 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.
- 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.
- I attest that if awarded, the funding will not support or include discriminatory acts or practices, including discrimination based on race; color; national origin; religion; sex; marital status; age; disability; sexual orientation; gender identify or expression.
- 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.
- 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.
- Tickets for the appropriate level sponsorship must be provided to Visit Gainesville, Alachua County, FL for promotional activities.
- I understand that all reporting requirements must be satisfied to receive reimbursement funding.
- I understand that the event must be ADA accessible.
- 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.
- I certify that my event is within the boundaries of Alachua County.
- 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.

Signature of authorizing official (Board Chair)

Signature of Contact Person