

AMENDED AND RESTATED AGREEMENT BETWEEN ALACHUA COUNTY AND  
THE GAINESVILLE SPORTS ORGANIZING COMMITTEE, INC.

THIS AMENDED AND RESTATED AGREEMENT is entered into this 10<sup>th</sup> day of October, 2006 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. doing business at 300 East University Avenue, Suite 100, Gainesville, Florida, hereinafter referred to as "Agency".

WITNESSETH

WHEREAS, the Agency provides services that promote sporting events in Alachua County that strengthen and develop sporting events and programs that increase the tax; and

WHEREAS, the County finds that these services are in the best interest of its citizens by providing marketing or advertising designed to increase tourist-related business activities within the County; and

WHEREAS, §125.0104, Florida Statutes provides that funding may be provided from the tourist development tax for this purpose; and

WHEREAS, the County and the Agency entered into an agreement dated October 23, 2001 for the provision of services by the Agency related to the promotion of sports events in Alachua County; and

WHEREAS, the parties hereto previously entered into a First Amendment to the agreement September 24, 2002; and

WHEREAS, the parties wish to further amend and restate said agreement;

NOW THEREFORE, the parties hereto agree: to further amend and restate the original agreement dated October 23, 2001 as follows:

1. Term - This agreement shall commence on October 1, 2006 and continue through September 30, 2008 unless terminated as provided herein. The parties may extend the term of this agreement through an amendment approved by both parties.

2. Duties of the Agency - The Agency shall provide to the County sports organizing services that will generate hotel/motel room nights in Alachua County in connection with the Agency's sanctioned and hosted sports events. The Agency agrees to use the funds provided under this agreement only for purposes authorized under the provisions of Section 125.0104, Florida Statutes.

3. Method of Payment - For all duties actually, timely and faithfully performed, the Agency will be paid as follows:

A. The County agrees to provide funding not to exceed 16% of 99% of the first two cents of the Tourist Development Tax received the previous fiscal year.

B. The Agency shall submit an invoice equaling one twelfth of the amount set forth in section 3(a). A monthly report in the format attached hereto as Exhibit A shall be attached to the invoice.

C. The Agency's invoice shall describe with reasonable particularity each service rendered, the date thereof, and the person(s) rendering such service. The Agency's invoice shall be accompanied by such documentation or data in support of the charges for which payment is sought as the County may require. Each invoice shall bear the signature of the Agency, which signature shall constitute the Agency's representation to the County that the services indicated in the invoice have reached the level stated, have been properly and timely performed as required herein; that the charges included in the invoice have been reasonably incurred in accordance with this Agreement; that all obligations of the Agency covered by prior invoices have been paid in full; that these amounts have been spent by the Agency for a public purpose in accordance with Florida Statutes, and have not been submitted to or reimbursed by the County or any other agency; and that the amount requested is currently due and owing, there being no reason known to the Agency that payment of any portion thereof should be withheld. Submission of the Agency's invoice for final payment shall further constitute the Agency's representation to the County that, upon receipt by the County of the final invoice, all obligations of the Agency to others, including its consultants, incurred in connection with this agreement, have been paid in full. The Agency shall submit invoices to the County at the following address:

Visitors and Convention Bureau  
c/o Roland Loog  
30 East University Avenue  
Gainesville, FL 32601

D. The County shall make payment to the Agency, of all sums properly invoiced under the provisions of this paragraph, in accordance with the provisions of Chapter 218, Part VII ("Florida Prompt Payment Act"), Florida Statutes and the County's prompt payment procedures. Payments shall be made to the following address:

Gainesville Sports Organizing Committee, Inc.  
300 East University Avenue, Suite 100  
Gainesville, FL 32601

4. Notice - Except as otherwise provided in this agreement any notice of default or termination from either party to the other party must be in writing and sent by certified mail, return receipt requested, or by personal delivery with receipt. For purposes of all notices,

Agency's and County representative are:

County: Roland Loog  
Visitors and Convention Bureau  
30 East University Avenue  
Gainesville, FL 32601

Agency: GSOC President  
C/o Jack Hughes, Executive Director  
300 East University Avenue, Suite 100  
Gainesville, FL 32601

A copy of any notice, request or approval to the County must also be sent to:

J.K. "Buddy" Irby  
Clerk of the Court  
Post Office Box 939  
Gainesville, FL 32602  
ATTN: Finance and Accounting

5. Default and Termination - The failure of the Agency to comply with any provision of this agreement will place the Agency in default. Prior to terminating the agreement, the County will notify the Agency in writing. This notification will make specific reference to the provision which gave rise to the default. The County will give the Agency seven (7) days to cure the default. The County's VCB Director is authorized to provide written notice of termination on behalf of the County, and if the default situation is not corrected within the allotted time, the VCB Director is authorized to provide final termination notice on behalf of the County to the Agency.

The County may terminate the agreement without cause by first providing at least seven days (7) written notice to the Agency prior to the termination date. The County's VCB Director is authorized to provide written notice of termination on behalf of the County. The County will pay the Agency for all work satisfactorily completed prior to any notice of termination provided under this paragraph.

If funds to finance this agreement become unavailable, the County may terminate the agreement with no less than twenty-four hours notice in writing to the Agency. The County will be the final authority as to the availability of funds. The County will pay the Agency for all work satisfactorily completed prior to any notice of termination.

6. Records

A. All records relating in any manner whatsoever to this agreement, which are in

the possession of the Agency shall be made available to the County for inspection and copying upon written request of the County and shall be kept for a period of three (3) years after the completion of all work to be performed or as required by Chapter 119, Florida Statutes (Public Records) and schedules published by the Bureau of Archives and Records Management, whichever shall be greater. Additionally, said records shall be made available, upon request by the County to any state, federal, or other regulatory authorities and any such authority may review, inspect and copy such records, except as considered confidential under Chapter 119, Florida Statutes.

B. The Agency shall submit to the VCB Director and Finance and Accounting a copy of the Agency's current annual budget and any subsequent budget amendments.

C. The Agency shall submit to the VCB Director and Finance and Accounting a copy of the Agency's Full Annual Audit every other year beginning with the first year of the contract and a Compilation Audit is to be submitted in the off years.

D. The Agency shall maintain financial records and reports relating to utilization of the funds and submit financial reports (in a format acceptable to the County) to Finance and Accounting on a monthly basis.

E. The Agency shall submit to the Director of the Alachua County Visitors and Convention Bureau and Finance and Accounting a copy of the "Monthly Gainesville Sports Organizing Committee Report" attached as Exhibit A.

F. The Agency shall maintain books, records, documents, invoices and other evidence and accounting procedures and practices as well as permit the Agency to sufficiently and properly reflect all direct costs of any nature associated with the program.

G. The Agency shall permit such records, as described above, to be subject to inspection, review and audit by the Alachua County Finance and Accounting Department, Alachua County Internal Audit, or Alachua County's Independent Auditors.

7. Permits - The Agency will obtain and pay for all necessary permits, permit application fees, licenses or any fees required of the Agency to perform its services under this agreement.

8. Laws & Regulations - The Agency will comply with all laws, ordinances, regulations, and building code requirements applicable to the work required by this agreement. The Agency is presumed to be familiar with all state and local laws, ordinances, code rules and regulations that may in any way affect the work outlined in this agreement. If the Agency is not familiar with state and local laws, ordinances, code rules and regulations, the Agency remains liable for any violation and all subsequent damages or fines.

9. Indemnification - The Agency agrees to protect, defend, indemnify, and hold the

County and its officers, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees or other expenses or liabilities of every kind and character arising out of or directly or indirectly relating to any and all claims, liens, demands, obligations, actions, proceedings or causes of action of every kind and character in connection with or arising directly or indirectly out of this agreement and/or the performance hereof. Without limiting the generality of the foregoing, any and all such claims, etc., including but not limited to personal injury, death, damage to property (including destruction) defects in materials or workmanship, actual or alleged infringement of any patent, trademark, copyright (or application for any thereof) or of any other tangible or intangible personal or property right, or any actual or alleged violation of any applicable statute, ordinance, administrative order, rule, or regulation or decree of any court, shall be included in the indemnity hereunder. The Agency further agrees to investigate, handle, respond to, provide defense (including payment of attorney fees, court costs, and expert witness fees and expenses up to and including any appeal) for and defend any such claim at its sole cost and expense through counsel chosen by the County and agrees to bear all other costs and expenses related thereto, even if they (claims, etc.) are groundless, false, or fraudulent. Agency agrees that indemnification of the County shall extend to any and all work performed by the Agency, its subcontractors, employees' agents, servants or assigns. This obligation shall in no way be limited in any nature whatsoever by any limitation on the amount or type of Agency's insurance coverage. This indemnification provision shall survive the termination of the Contract between the County and the Agency.

10. Assignment of Interest - Neither party will assign or transfer any interest in this agreement without prior written consent of the other party.

11. Successors and Assigns - The County and Agency each bind the other and their respective successors and assigns in all respects to all of the terms, conditions, covenants, and provisions of this agreement

12. Independent Contractor - In the performance of this agreement, the Agency is acting in the capacity of an independent contractor and not as an agent, employee, partner, joint venturer, or associate of the County. The Agency is solely responsible for the means, method, technique, sequence, and procedure utilized by the Agency in the full performance of the agreement.

13. Collusion - By signing this agreement, the Agency declares that this agreement is made without any previous understanding, agreement, or connections with any persons, professionals, or corporations and that this agreement is fair, and made in good faith without any outside control, collusion, or fraud.

14. Conflict of Interest - The Agency warrants that neither it nor any of its employees has any financial or personal interest that conflicts with the execution of this agreement. The Agency shall notify the County of any conflict of interest due to any other clients, contracts, or property interests.

15. Prohibition Against Contingent Fees - The Agency warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Agency to solicit or secure this agreement and that he or she has not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for the Agency any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making of this agreement.

16. Third Party Beneficiaries - This agreement does not create any relationship with, or any rights in favor of, any third party.

17. Severability - If any provision of this agreement is declared void by a court of law, all other provisions will remain in full force and effect.

18. Non Waiver - The failure of any party to exercise any right in this agreement shall not be considered a waiver of such right.

19. Governing Law and Venue - This agreement is governed in accordance with the laws of the State of Florida. Venue shall be in Alachua County.

20. Attachments - All exhibits attached to this agreement are incorporated into and made part of this agreement.

21. Amendments - The parties may amend this agreement only by mutual written agreement of the parties.

22. Captions and Section Headings - Captions and section headings used herein are for convenience only and shall not be used in construing this agreement.


23. Construction - This agreement shall not be construed more strictly against one party than against the other merely by virtue of the fact that it may have been prepared by one of the parties. It is recognized that both parties have substantially contributed to the preparation of this agreement.

24. Counterparts - This Agreement may be executed by the parties in several counterparts, each of which shall be deemed to be an original.

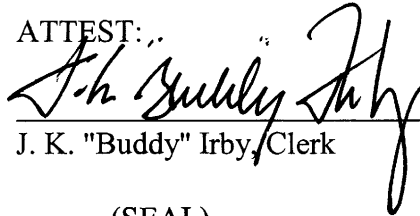
25. Survivability - Any term, condition, covenant or obligation which requires performance by either party subsequent to termination of this agreement shall remain enforceable against such party subsequent to such termination

26. Entire Agreement - This agreement constitutes the entire agreement and supersedes all prior written or oral agreements, understandings, or representations.

ALACHUA COUNTY, FLORIDA

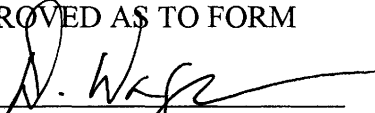
By:   
Lee Pinkoson, Chair  
Board of County Commissioners

ATTEST:..

  
J. K. "Buddy" Irby, Clerk

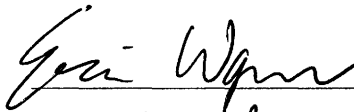
(SEAL)


APPROVED AS TO FORM

  
Alachua County Attorney's Office

GAINESVILLE SPORTS ORGANIZING  
COMMITTEE, INC.

Witnesses As to Agency

  
Print: Eric Wagner

  
Print: JOHN A. HUGHES

By:   
Wendie Blumberg, President

## EXHIBIT A

### *Report to the Alachua County Tourist Development Council Activities of the Gainesville Sports Organizing Committee*

*For the Period March 10-28, 2006*

*(Prepared March 28, 2006)*

**Our Mission is to be the leading voice of the sports and tourism industries in Alachua County; to foster economic development and add to our quality of life through sports utilizing public and private sector resources; to recruit and create sports, recreation, and entertainment opportunities that have a positive economic impact on the community; to build an understanding in the community of the importance of sports and tourism; and to do so with skill while meeting all industry professional standards.**

*Note: Latest information in italics and closed or inactive events are in 8 pt fonts.*

#### **Firefighter Combat Challenge**

December 2003: Event is scheduled for September 17-18, 2004. Will begin meeting with Gainesville Fire Department in January 2004 to begin planning and marketing efforts.

January, 2004: Received verbal confirmation that Oaks Mall site will work. Need to get written agreement from the mall.

February, 2004: Received first inquiry (Charleston, SC) as result of word-of-mouth discussions. Preparing sponsorship packages and forming local committee. Hotel RFP being developed.

March, 2004: Prepared sponsorship package for Firefighters to use in soliciting support. Have Oaks Mall on board verbally to serve as site. Selecting host hotel(s). Preparing request for City of Gainesville support of the Regional Challenge.

April, 2004: Received draft agreement from Oaks Mall to host event in their parking lot. Modifying to meet event needs. Selected Holiday Inn West as Host Hotel.

May, 2004: Began solicitation along with Firefighters for event sponsorships.

July, 2004: Two meetings held with Gainesville Firefighters. License agreement for use of Oaks Mall almost complete. Web site link to hotel registration up and running. Presently there are ten teams registered. Forty teams expected.

August 2004: Three committee meetings held. Contract with Oaks Mall complete and in receipt of load-in and load-out documents from On Target. 56 individuals signed up. Still likely to get around forty teams but teams from Ft. Myers/Punta Gorda area may not come because of damage from Hurricane Charley. Same issue with some of the Orange and Osceola teams that had expressed an interest.

September, 2004: After concerns about possible cancellation or postponement due to Hurricane Frances, event was held. More than 175 competitors made this the second largest regional event for On Target this season. We've had more than 200 room nights reported in event hotels and expect we'll find more as we review surveys submitted by event organizers. Have met with Gainesville Fire/Rescue and determined that we will host this again next year, probably in October.

November, 2004: Board has okayed \$5,000 to bring this event back in 2004. Should we be able to arrange moving



the event to October of 2004, we will have \$5,000 available for other events prior to October 1 for which the funds are available. We are also investigating bringing national championship here in conjunction with Gainesville Fire/Rescue.

December, 2004: Confirmed that the 2005 event will take place in August. Gainesville Fire/Rescue changing coordinators. Will learn of their anticipated plans in January.

January, 2005: Continue to negotiate fine points of contract. Have agreed to host August 27, 2005.

April, 2005: Scheduled meeting with Gainesville Fire/Rescue for May 3.

May, 2005: Met with Gainesville Fire/Rescue. Determined that we would run event with a combined budget. GSOC to provide \$7,000 in Alachua County Bid and Event Pool Dollars to host in August. \$5,000 will be rights fee paid to On Target (Gainesville Fire Rescue to pay other \$5,000) and \$2,000 will cover required on-site expense including bleachers, toilets, water, tents, garbage clean-up, etc. Went to Deerfield Beach national qualifying event on May 21-22 to recruit exhibitors and meet with On Target representatives.

June, 2005: Confirmed use of The Oaks Mall and received contract for review. Will need to have participants sign a waiver for the mall. They also have requested a higher insurance requirement than in the past, but it is within our present coverage limits. Met with Gainesville Fire/Rescue and reviewed fund-raising program, created draft joint budget confirming expenses to be covered by each organization. Seeking a high school football team to help with the event.

July, 2005: Continued meeting with Gainesville Fire/Rescue and set August meetings to continue planning and coordination of event. Wrapping up contract business points with The Oaks Mall. Hotel link completed with Connections. Registrations have begun coming into On Target.

August, 2005: 212 out of town participants from 7 non-Florida States (Georgia-Jasper and Gwinett, Virginia-Myrtle Beach, Maryland-Burtonsville, Pennsylvania-York, North Carolina-Charlotte and North Charlotte, South Carolina-Myrtle Beach, and Wisconsin-Madison) and 15 Florida County/City Fire Departments (Sarasota, Miami-Dade, West Palm, Palm Bay, Orlando, Delray Bch., St .Petersburg, Clearwater, S. Manatee County, Boca Raton, Riveria Beach, Deerfield Bch., Largo, Winter Park, and Summerville). More than 200 out-of-town visitors accompanied the teams and other participants. Holiday Inn West was the Host Hotel and rooms were also booked at Red Roof Inn. Three teams from Gainesville/Fire Rescue and one team from Alachua County also participated. A party for 100+ participants took place at Rigatello's Restaurant on the Friday night of the competition. We estimate that more than 500 room nights were generated from this event.

September, 2005: Completed paying bills and agreed that a post-event meeting needs to be held to determine if the funds and desire are there to host in 2006. One area of concern is the time of year. We would really like to host in October if possible.

October, 2005: After Action Meeting held between staff members of GFR and GSOC. Learned that October dates are not possible. Determined that we would recommend \$5000 from bid pool should committee approve. This would be taken from funds earmarked for AAU Track and Field which can't be held at UF due to construction.

November, 2005: Bid pool funding approved by GSOC Bid and Event Pool Committee and by action of Board of Trustees of the GSOC. Provisional approval, based upon support from Gainesville Fire Rescue and agreement by Combat Challenge to host on reasonable terms.

December, 2005: Began discussions with Gainesville Fire Rescue concerning obtaining contract with On Target Combat Challenge.

January, 2006 Determined we will again assist Gainesville Fire Rescue and will continue on same dates. Some discussion about locating the event closer to the host hotel.

*February, 2006: Received contract language. Will respond and submit \$5,000 in April to secure August dates.*

#### FHSAA Football Finals

December, 2003: Just hosted 14 teams playing in seven games over three days (December 11-13). Very successful in placing most teams in area hotels. Only Naples, of the teams that used hotels, chose to stay outside of Alachua County. Our tabulations show more than 900 rooms for the team alone. More than 30,000 spectators paid to attend. Spectators from Miami, Naples, Orlando, Panama City, were reported as staying here.

August 2004: Began preparing operations manual and determined that we will begin with committee meetings in September.

September, 2004 Because of hurricane activity statewide, there has been concern that the event may be moved to later in December. This would conflict with UF graduation. We've outlined the hardships this would cause to the FHSAA. These include: increased security costs, decreased parking, increased congestion on Friday and Saturday events, loss of additional meeting spaces, and the likelihood of greatly reduced attendance based on historical drop in games held one week before Christmas.

October, 2004: Held first committee meeting with key staff. Completing hotel contracts through Connections. Project and Participant manuals being updated. Hired contractor to assist with games operations.

November, 2004: Committee in full operations. Hotel room blocks completed. City of Gainesville funding (\$15,000) approved to cover some of security costs. Working with Alachua County Fire Rescue and UF/Shands Orthopaedic and Sports Medicine Institute with medical plan. University Police Department provided the security plan. Promoted volunteer needs with Fighting Gator TD Club and Florida Goal Liners. Developed all schedules and updated operations and participant manual. Promoted event on two statewide radio broadcasts and provided on TV and one radio interview in Merritt Island.

December, 2004: Hosted event with more than 32,000 spectators. No local teams. Hotels used by participants and teams were reported at more than 1,000. Survey of hotel parking lots throughout county showed that spectators from south Florida and Pensacola were also staying overnight. With the attendance at close to 2003 levels, we expect that the direct economic impact of this event again exceeds \$5.5 Million.

We have been presented an RFP to host 2005 and 2006. The RFP includes the addition of a second division of Class 1A. This will require an additional game. The FHSAA has proposed that this be held over two weekends. We believe we can continue hosting an 8-game schedule over three days by hosting two games Thursday, three games Friday, and three games Saturday. We don't believe it financially feasible to host two weekends. We will submit a proposal to host all 8 OR just Classes 3, 4, 5, and 6.

An alternate hosting plan might be that we and the Tallahassee Sports Council agree to jointly host. In one year we would take the smaller schools and Tallahassee the larger schools. During the next year, this arrangement would be switched.

January, 2005: Submitted proposal to host the 2005 and 2006 FHSAA Football Finals. Three other cities have also bid to host. These are Miami, Orlando, and Tallahassee. Discussions will take place in January for the city(ies) that are being considered by the FHSAA. A decision, hopefully, will be made by late February or early March.

February, 2005: Miami Dade County and the Miami Athletic Conference received the rights to host in spite of our strong and reasonable bid to host. We have been encouraged to bid for the 2007-08 games and will consider this if the RFP is reasonable. Have begun looking for another December event to replace the football championships in 2005 and 2006.

#### FHSAA Track and Field Finals

December, 2003: Sent hotel lead sheets for the 2004 Finals scheduled for April 29-30 and May 7-8. We were able to get the event moved up one day for the April 29-30 weekend to have less of a conflict with UF graduation. First weekend running Thursday-Friday and second weekend running on Friday and Saturday. We will likely present offer to host this event for the next four years during 2004.

January, 2004: Hotels are reluctant in giving blocks because one day out of four conflicts with graduation. We returned this event to UF when member hotel industry and UF track coaches wanted it to return. In 2003 there was no conflict and everyone was happy. We will host the 2004 event as best we can. It is unlikely we will bid for the event again. Even with bid and event pool dollars we may lose up to \$6,000 because we can't get rooms needed for event officials, much less teams that want to stay on Friday night of graduation.

February, 2004: Began solicitations for restaurant donations. Popeye's, Denny's, McDonald's, Piccadilly Cafeterias, and Rafferty's have already committed food for volunteers and officials. Meeting with Florida committee set for Lakeland during HS Basketball Championships on March 10. Still having great difficulty in getting the needed room blocks from area hotels to meet officials' needs on the first weekend. Preparing a letter and phone call effort to correct this. If we don't get better support, we will not host this event again.

March, 2004: Held operations meeting in Lakeland with FHSAA staff and with officials. Most areas, operationally, are under control. Have found source of volunteers that should eliminate many of our past problems. Hotel availability is THE ISSUE. We've determined that we cannot host this event in the future if 1) dates by FHSAA can be changed to avoid graduation at UF or 2) hotels find rooms for officials AND participants for both weekends.

April, 2004: Hosted first two weekends of 4-day meet on April 29 and 30. Thanks to Holiday Inn West, Holiday Inn University, Best Western Gateway Grand, EconoLodge (Tower Road), Residence Inn by Marriott, and Grady House we were able to meet needs for officials. Check-in information confirms that many of the teams were able to get rooms locally. Fifty teams reported at check in that they were staying in local hotels. These teams generated 308 room nights in 20 local hotels and an additional 34 room nights in Ocala properties (2 hotels there). An additional 37 room nights for officials were generated. Interviews of spectators attending both days of competition determined that many of the spectators were able to get rooms with their teams. Some reported staying in Ocala and Lake City when they couldn't get rooms or were not willing to pay 2-night minimums (one respondent).

May, 2004: Hosted second weekend of meet that included the larger teams in Classes 3A and 4A. Excellent attendance with more than 4,300 spectators for the Friday/Saturday meets. Still collecting hotel data. Learned that it is likely that FHSAA will offer smaller schools to one city and larger schools to another city in the next bid RFP. This would take conflict off graduation weekend with UF, but may not be feasible, financially, to host just two days of the championships.

June, 2004: Awaiting bid package for future events. GSOC staff is seriously considering not hosting due to increases in hotel costs and non-availability of hotels for participants and officials during graduation. FHSAA to provide the RFP within the next few months.

July, 2004: Bid package not received as of this date.

August, 2004: Received bid RFP. Option to bid on four years, two years, and option also to bid on large and small school meets. Will evaluate, but because of UF graduation on one weekend of the event contract, may not bid. Will review contract and meet with VCB to determine our response. Bid due by mid September.

September, 2004: We submitted a letter asking that the present hosting agreement be extended instead of a new bid offered by the GSOC. Extension would be contingent upon the FHSAA altering dates of the first two competitions to avoid UF Spring graduation. We also met with the new Alachua County Superintendent of Schools to request increased participation in this and other GSOC hosted events for the FHSAA. Dr. Boyd indicated he will help us with this.

October, 2004: After being asked to stand-by with our bid, we were informed that another city had agreed to host all four classifications on the schedule published by the FHSAA. We will not be hosting this event during the next four years.

November, 2004: Learned that contract with Coral Springs has been completed for hosting in 2004-2007.

#### FHSAA Swimming and Diving

October, 2004: Because of hurricane damage in Sebastian, FL, we were asked to host the FHSAA Swimming and Diving Championships at the O'Connell Center. Negotiated use agreement, instructed our housing bureau to contract 250-300 rooms for November 5-6. Rooms were booked online within 3 hours of release of hosting information on the FHSAA website.

Put together volunteer team utilizing parents at Buchholz, Gainesville, and Eastside High Schools. Two walk-throughs held at the O'Connell Center Pool and four meetings with the FHSAA determined a shared contract hosting agreement. Determined we could use \$1,500 in bid pool funds (set aside for small and quick-turn-around events) to help host.

November, 2004: Hosted in conjunction with FHSAA. Based upon attendance, team bookings estimate that 2700 room nights were generated by this two day (three night) event. More than 2,500 tickets sold. 1,900 event participants including swimmers, divers, officials, and media.

December, 2004: Received RFP to host event in 2005 and 2006. Will discuss with UF and the O'Connell Center to see if this is possible. A new format is expected.

January, 2005: Reviewed RFP and determined that bidding on these events was not an option due to availability of pool, hotels, and other resources.

November, 2005: Learned that FHSAA might be forced to move swimming and diving championships again this year due to recent hurricane damage to hotels and facilities in south Florida. Did initial plan to obtain O'Connell Center and find hotels for the event if we were called upon by the FHSAA. The FHSAA was able to adjust schedule and host in Ft. Lauderdale.

#### 2004 Florida AAU Track & Field

December, 2003: Have been asked to host this event in 2004. It was supposed to have been held in Sebastian, but conflicts with other events is preventing this. Since all 2004 bid pool funding is allocated, we are working a new arrangement with a profit split between AAU, Gainesville Striders and GSOC. Awaiting word on availability of Percy Beard Track. This will generate 3,500-4,000 room nights.

January, 2004: The requested date that AAU wants in 2004 conflicts with UF athletic camps. All attempts to rectify this failed. Event will be at Disney's Wide World of Sports.

### 2005 Florida AAU Track & Field

December, 2003: Will market sponsorships for 2004 along with 2005 to help underwrite event costs. This will generate 3,500-4,000 room nights.

January, 2004: With date issues noted above, we have begun to secure a date in 2005 to host. There is a possibility that we will not host in 2005, but agree to a two year rotation for 2006 and 2007.

February, 2004: Determined that committee needs to secure track if we are to host. May need to look toward alternative plan if UF can't accommodate on dates we need.

March, 2004: Determined that we will meet in April to resolve 2005 issues.

April, 2004: Submitted dates for 2005 event to University Athletic Association and await confirmation that they'll be able to work event in around other UF dates.

May, 2004: Attempting, along with the Gainesville Striders, to get AAU to put both 2005 and 2006 events here (UF checking dates to make this work). This will require a rotation agreement with Tallahassee where we swap 2007 and 2008 with them.

June, 2004: Awaiting decision from AAU on hosting 2005 and 2006. Still needs to be approved by Tallahassee Sports Council as we would be exchanging contract years (2006 for 2007).

July, 2004: Learned that Tallahassee will exchange contract year dates. Will host this event in 2005 and 2006.

August, 2004: No action.

September, 2004: No action.

October, 2004: Met with local AAU team coaches of the Gainesville Striders. We will contract for the event in November.

November, 2004: Held two meetings with local AAU team, Gainesville Striders. Set meeting for early December with AAU Florida representative to determine business points for hosting 2005 and 2006 events at Percy Beard Track.

December, 2004: Met with AAU representative and came to agreement on basic business points for hosting of 2005 and 2006 AAU Florida Track and Field. Asked for contract for facility from UAA. January 29 meeting set for us to present hosting package to state's coaches in Orlando. Preparing room blocks through Connections. We learned that all qualifiers must be completed at least two weeks prior to our state meet. This will make for better transition and booking of rooms by participants.

January, 2005: Gainesville Striders met with the GSOC and we determined basis of presentation to be made in Orlando on January 28. Due to activities associated with the ASA 3-D tournament, we were unable to attend the meeting. Planning and fund-raising to support the event (in addition to bid pool support) will begin in earnest in March.

February, 2005: Working on some scheduling conflicts, the hosting contract, and other key items.

March, 2005: Confirmed all scheduling conflicts with venue. Awaiting contract for rental. On-line registration company selected. Hotels being placed under contract. Volunteer recruitment underway.

April, 2005: Contract for use of facilities completed with UF. Will need to pay for move of soccer camp to UF intramural fields at extra cost of \$1,800. Having difficulty getting hotel rooms for staff and participants.

May, 2005: Brochure and on-line registration for event is complete. Recruiting volunteers and local sponsors. Looking to host a local qualifier on June 11 if facility can be obtained and volunteers secured. On-line registration for hotels is completed. Have officials' housing list complete.

June, 2005: Held the event June 23-26. Seventy officials stayed in Paramount Resort Hotel. Final tally of participants not complete, but more than 1,700 registered on-line and at coaches meeting on June 23. Paid spectators: 3,312 Adults and 324 children. Paid spectators in 2003 were only 1,900. This increase greatly exceeded our projections of impact. Also participating, Volunteers: 150. Coaches: 175. Registrations reflect 95% of participation was from other parts of the state. Events ended daily around 3:30 (Thursday-Saturday) and at 6:00 on Sunday. This allowed for participants to and families to spend more time in area restaurants, go shopping, and visit attractions. With some tweaking of the contract with the AAU, we'll bring this event back at the same time next

year.

Based on surveys reflecting a 3.5 night stay/team and 4 person/room average, we project that our final figures will approach or exceed 4,576. We were required to pay additional facility charges to use the track this year and our bid and event pool committee has recommended an addition of up to \$2,000 in bid pool funding to cover half the expense of moving the soccer camp from the track and soccer stadium to the SW Recreation Fields. We will need to build this into next year's facility budget and recommend additional bid pool funding.

July, 2005: Met with Gainesville Striders and began planning for 2006 event.

August, 2005: Learned that construction at the University of Florida may affect hosting of this event in 2006. We have begun process to confirm when we might have access or if the event must be moved.

September, 2005: Still attempting to determine if we can host. Must resolve this in October. Have asked UF to meet so we can determine if there is flexibility in hosting.

October, 2005: Learned that scheduling of this event conflicts with construction at track. Not confirmed as cancelled, but will likely happen once the Striders representatives and AAU discuss. Will attempt to hold in 2007 if swap with Tallahassee can be arranged.

November, 2005: Awaiting report from Gainesville Striders about swap arrangement with Tallahassee.

December, 2005: Learned that swap agreement for hosting will mean Tallahassee will host in 2006 and 2007. Our earliest hosting will be 2008-09 and Miami may get in the mix.

January, 2006: Florida AAU putting meet in Tallahassee in 2006-2007; Miami in 2008-2009 and in Gainesville in 2010 and 2011. We've begun discussions with Gainesville Striders to create an invitational event in the years we don't host.

*February, 2006: Discussed with Gainesville Striders the likely establishment of an invitational youth track meet that can be hosted in years leading up to 2010 hosting of AAU Florida Track and Field.*

### **ASA 3-D Florida Pro-Am**

December 2003: Hosting for the 10<sup>th</sup> year, the ASA 3-D Pro-Am February 5-8. Will likely again generate more than 4,500 room nights.

January, 2004: Site preparation ready. More than 1,400 registrants expected. As of 1-20 more than 120 rooms booked. 800 archers pre-registered. Set to host February 5-8. Concessions being run by a combined group: GSOC Volunteers, Volunteers from the Gainesville Ballet, and the Fighting Gator Touchdown Club.

February, 2004: Excellent attendance. More than 1650 registrants. This 4-day event again generated more than 3,700 room nights. Interns are preparing an after-action report to get final numbers of where participants were from. We did do some informal surveys of state of origin for participants. Very few Alachua, Levy, Bradford, and Marion County plates. Kentucky, Ohio, Pennsylvania, Tennessee, Alabama, Georgia, North Carolina, South Carolina, Georgia, and Mississippi strongly represented. Quality Inn and Holiday Inn West hosted ASA Staff. Many of the vendors were also at Cabot Lodge. Most participants stayed in limited service hotels in Gainesville and Alachua.

March, 2004: Discussed possible 2005 dates to avoid Superbowl.

April, 2004: Determined two likely dates to host event in 2005. Will confirm once hotels are secured.

May, 2004: No Report

June, 2004: Will host event in January to avoid Super Bowl and Daytona Beach racing activities. Applying to become a sanctioned event of the Super Bowl.

July, 2004: Completing NHL Sanctioning process. Dates will be announced in August. First mowing of site complete. Have called for facility contract.

August, 2004: Received contract and have reviewed. Some business points need to be resolved. Will determine these in September. Also event is eligible to be a Super Bowl Sanctioned event. We need to resolve one possible sponsor conflict.

September, 2004: Awaiting drop in water at Gainesville Raceway to review how we will deal with hurricane damage. Have not yet addressed business points due to other issues with other events that needed addressing. Event has received sanction from the Super Bowl.

October, 2004: Prepared event sanction materials for Super Bowl. Heavy damage at the raceway will require considerable site work over the winter. Contract being renegotiated.

November, 2004: Hotel room blocks completed. Contract points still under consideration. Board of Trustees approved support from bid and events pool for this January 2005 event. Level set at \$10,000. Consistently, this event brings in between 3,500 to 4,500 room nights.

December, 2004: Business points agreed to and contract will be signed in Atlanta after Peach Bowl. Damage at Raceway not as bad as expected. Contracted clearing of dangerous trees and trip hazards in conjunction with final mowing of site.

January, 2005: Hosted more than 1,700 participants, 2,000 family members, 85 vendors, 60 ASA Staff. We noted that the addition of the ASA's children's program has increased the number of families traveling. More than 70 children participated in safety program and competition in three classifications on Saturday. This year's event was held January 27-30 at Gainesville Raceway 3-D archery range to avoid conflicts with hotel needs for Super Bowl XXXIX. Surveys of participants indicate that continued use of hotel rooms exceeds 4,000. Also, a significant portion of participants stay in the least expensive hotels (from Micanopy exit to Alachua exit) although surveys showed that Residence Inn, Fairmont, Hilton UF, Holiday Inn West, Holiday Inn University, Baymont Inn and Suites had participants stay as well. Average stay was 3 nights. Area campgrounds (at Paynes Prairie were also used). Parking lot survey of license tags resulted in the following: Ontario, Canada, Georgia, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas, Missouri, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Ohio, Pennsylvania, Michigan, Illinois, Indiana, Kentucky, Tennessee, New York, Maryland, Delaware, and Florida (Alachua, Marion, Columbia, Duval, Escambia, Baker, Polk, Hillsborough, Pinellas, Osceola, Orange, Brevard, Broward, Dade, Volusia, Bay, Bradford, Putnam, Levy, Suwannee, Manatee, Leon, Pasco, Hernando, plus rental Sunshine State).

May, 2005: Discussed dates with ASA for 2006 ASA 3-D. Determined that we will host in February, but dates not yet confirmed with Gainesville Raceway.

June, 2005: We have received and signed the 2006 ASA contract. The event will return to Gainesville Raceway February 3-5, 2006.

July, 2005: Authorized first mowing of ranges and have agreed to business points with use of Gainesville Raceway. Coverage of additional costs with bid and event pool funds will be needed to meet contract requirements next year.

October, 2005: Hotel site is up and ASA has begun promoting 2006 event. We learned that in the near future, logging of some of the property that is used as target ranges could take place. This would require drastic changes to the site and may threaten the continued hosting of the event after 2006.

November, 2005: Received rooming list for Cabot Lodge for ASA Staff. Arranging delivery of targets and confirmed that ranges will be mowed no later than last week in January.

December, 2005: Targets to be delivered in second week of January. Arranged for final mowing. Hotel pick-up is slow at host hotels, but appears people are registering on their own and not through our system.

January, 2006: Continued preparation for event. Began discussions about signing 3-year agreement for 2007-2009. Must first secure Gainesville Raceway and determine dates that will work for us all. Some improvements will be required on site (electrical). Learned that possible loss of ranges is unlikely unless the fairgrounds relocate to adjacent property.

February, 2006: ASA officials told us that bad weather kept about 200 participants from Florida, Georgia, and Alabama (all within about 6 hours drive of here), but we reached 1,137 shooters from 32 states and three people from Ontario, Canada. Total participation (including families, ASA staff, and vendors) still

exceeded 1,400 people. Based on 3.5 nights stay/primary shooter (858) generated 3,100 room nights, vendors (73 staying average of 2 nights) generated 146 room nights, and staff (56) staying average of 3 nights generated 168 room nights. Total room nights for this year's event are estimated to have reached 3,414. This is down about 1,100 from previous years. Still this is a significant event.

#### Florida Sunshine State Games Basketball Festival

December, 2003: Recently sent hotel bid sheets to host 40-50 teams this July 8-11. Hoping that year two of this event will provide better pick up than the event in 2003.

January 2004: Submitted hotel RFP for sponsorship. Have begun receiving responses from hotels. Called Florida Sports Foundation and asked that they set a February meeting with us to plan for the 2004 event.

February, 2004: No meeting held yet, however we did finish RFP's to hotels for event. Best Western Gateway Grand will serve as headquarters hotel for the Florida Sports Foundation Staff and for participants.

March, 2004: Facilitated discussions between Hoops Galore and FSF concerning addition of 3-on-3 tournament component of festival. Secured hotel support through Connections.

April, 2004: Finalizing gymnasium requirements and determining likely schedule.

May, 2004: Most gyms secured. Still reserving back-up gyms. UF Sport Management Class will be providing most of the volunteers. We were able to get a 3-on-3 component added to the festival this year with the assistance of Hoops Galore.

June, 2004: Brochures are being distributed state-wide. Arranged for rental of MLK Center, SW Recreation Center, and other venues. Still awaiting permission to use Oak Hall School.

July, 2004: Event hosted with minimal success. Still having difficulty with teams signing up...many events conflicting. Bob Horodyski, Buchholz HS basketball coach, is the incoming president of the Florida Athletic Coaches Association. He's agreed to run this event (in lieu of an Orlando company) and has vowed to get at least 50 teams next year. Next year will be our last year of hosting if we don't have at least 50 teams. Received letter from the Florida Sports Foundation confirming this final attempt to host this festival successfully.

August, 2004: FSF helped provided a \$1,300 grant to support some of costs over budget. GSOC ran this event at a loss, even with dedicated bid pool dollars.

September, 2004: FSF has determined that the event in 2005 will take place June 24-26. This is three weeks earlier, but should better fit basketball competition schedules in AAU and other programs. Bob Horodyski of Buchholz HS will be event coordinator. Have recommended \$6,000 in support for next year's event.

October, 2004: Met with Coach Horodyski and determined that he was already recruiting for the June 24-26 dates.

November, 2004: Facilities have been booked and hotel blocks are being secured. Hopefully, this revamped date and new leadership will get us back to the 80 plus teams we had in 1998.

December, 2004: Confirmed we will receive new contract after January 1, 2005.

January, 2005: Hotel packages are up on the Florida Sports Foundation web site. Recruitment of teams and marketing of the event has begun by FSF and state chair for basketball (though this will be word-of-mouth up until the FHSAA Basketball Finals in Lakeland). In Lakeland, we anticipate getting information to state's coaches that make the finals and will approach the FHSAA about advertising the event through their web site.

February, 2005: Team recruitment has begun.

March, 2005: At this point expecting 36 or more teams based on commitments made to the local coordinator. Venues under contract. Learned we will need to supply more volunteers than usual as FSF staff will be in West Palm for other events of the state games.

April, 2005: Brochures have been sent statewide. Coordinator expects 40 teams from outside area to participate. Will meet with FSF staff to determine how we can get teams to sign up now and book rooms or at least track those that book rooms independent of system. One more contract is needed to be completed...MLK Center. That will be done in May.

May, 2005: Sign-ups are underway. Three new divisions added based on requests from teams. Two open classes added (boys, girls), and one "all-star" high school class added. Meetings with venues and FSF scheduled for May 27. Venues secured except for one gym for 5 hours on June 24. Hotel site up for registration.

June, 2005: Hosted 27 boys and girls teams (high school JV, all-star). This, again, was a disappointing result. 20 of the teams were from elsewhere in the state. Reduced gym costs by hosting in SW Recreation Center and in the Florida Gym. Final participation numbers will be supplied by the Florida Sports Foundation within a week. Estimates, based on attendance, are that there were 240 out-of-town coaches and players; 480 parents and family; and 9 FSF Staff. Local participation included 12 officials; 20 UF volunteers; 84 local players; and 158 local family members. The event was a four day event. Those staying in hotels stayed four nights. From these numbers we estimate that room nights generated (at average of 2.5room plus FSF staff at 36 room nights ) 1188.

Even with the slight rise from 16 teams last year to 27 teams this year, we and the FSF have determined that continuation of this event in the present format is not to either organizations' benefit. Next year this event will be rolled back into the larger Sunshine State Games.

## McDonald's All American Bid

December, 2003: Bid to host the 2005 McDonald's All American Games is due January 30, 2004.

January 2004: Submitted bid by deadline. Confirmed that this was received in Oakbrook, Illinois at McDonald's HQ. More than 20 letters of support provided by wide segment of community including coaches Donovan and Peck. Obtained \$35K to \$50K in-kind media support from print, TV, and radio should we get the event. Kraft Motor Cars has agreed to provide vehicles at no charge for McDonald's Staff.

February, 2004: No status update. Learned that there was a strong level of interest in this event and that some of the cities were much larger markets. Billy Donovan and Carolyn Peck produced taped invitations to the site selection committee. These were converted to digital format and e-mailed from the Dalton Agency in Jacksonville.

March, 2004: Learned that South Bend, IN selected over Gainesville/UF bid, Milwaukee, WS, and Grand Forks, ND. Called McDonald's and learned that we have no fatal flaws in our bid (airport issues were there, but not issues that can't be overcome). Will meet with local McDonald's and Jacksonville Co-op to determine how we can strengthen our bid for 2006. Finding availability of hotel, facilities, and volunteers will likely be a difficult issue to overcome.

April, 2004: Scheduling early May phone conference call with McDonald's to determine steps to host 2006 event.

May, 2004: Held conference call and determined strategy to secure bid. Will get South Bend's bid package to compare to ours. Have requested this. Also need to secure O'Connell Center and UF Hilton. Former is penciled in and we are awaiting an answer on likelihood we can reserve UF.

June, 2004: No report.

July, 2004: Met with McDonald's. Bid is due in September. We will meet in August to determine offer for the 2006 bid.

August, 2004: Meeting set for first week in September to plan bid package.

September, 2004: Received extension for submitting offer to host based on hurricane activity.

October, 2004: Having difficulty in getting hotel rooms for the event that meet event specifications. Will continue working on this and

will submit the bid after hearing results of a McDonalds Coop meeting and receiving the needed letters of support.

November, 2004: Continue to have some difficulties in getting 2006 bid package completed and requirements met. Not too optimistic about '06 and may back up and prepare to bid on '07.

December, 2004: Did not submit bid based upon difficulty in obtaining hotel rooms required by RFP. Will regroup and submit for 2007 if McDonald's wishes to do so.

April, 2005: Determined that we will meet in May with hotel, O'Connell Center, and UF to determine if coordinating issues can be put in synch to prepare 2007 bid. Met with our counterpart in South Bend during NASC Symposium in Portland and he agreed to send the 2005 bid package they submitted to compare to ones we have prepared.

June, 2005: We have confirmed that the Hilton (the only local hotel that meets bid specifications), O'Connell Center, and SFCC Gymnasium are available during the March 26-31, 2007 event dates. Have notified McDonald's that we can now proceed with the bid to host, one more time.

July, 2005: Determined dates are actually March 23-29, 2007. All facilities are available on these dates. SW Recreation Center will also be available for practice facility. This will help strengthen the bid. Meeting with McDonald's second week of August to obtain commitment for advertising level component of bid. Package must be completed no later than September 1.

August, 2005: Bid is actually due September 12. Met with McDonald's Jacksonville Co-Op, confirmed their marketing support. Bid and Event Pool approved spending of \$20,000 of 2006-07 funds should the event be awarded. Started with steps to obtain \$30,000 in funding from Florida Sports Foundation. Letters of support requests made and 2005 bid package is being edited and updated. Confirmed Hilton agreement to serve as host hotel, SW Recreation Center will be practice facility, SFCC Gymnasium available for slam dunk and 3-point shooting contest, and O'Connell Center available for hosting boys and girls games. We have a much stronger bid package than in previous years. We're hoping that third time is a charm.

September, 2005: Submitted the bid on September 12. Will learn in October if the bid is being seriously considered by McDonald's US.

October, 2005: Did not hear from McDonald's, however, Dalton Agency said that this is not a problem. We will follow up this month, however.

November, 2005: Followed up with the Dalton Agency. Awaiting response.

December, 2005: Told the decision would be made in the first two weeks of January, 2006.

January, 2006: Still not announcement. We are taking this as a bad sign and expect that they will announce another site in March.

*February, 2006: Learned that the event will be in Louisville, KY. We will likely not bid on this event again based on the evaluation process that McDonald's uses. Our market size keeps us out of the running even though we had a very strong bid.*

### USA Triathlon Age Group Championship

December, 2003: Awaiting word to learn if we will host this event in 2005. We learned at end of month that we needed to attend a meeting in Austin, TX as part of our effort to obtain this event for 2005 and 2006. January, 2004: Matt Dunn attended Race Directors' Conference in Austin. Also, learned that decision for finalist cities due in January with final decision in March. The executive director of USA Triathlon resigned during this period and we think decision may be delayed. February, 2004: March is still likely time for decision. No further information available. March, 2004: Still nothing from USA Triathlon. Internally, have determined we will likely withdraw bid so we can begin discussions about what other events in 2005 and 2006 can be supported with bid pool funds. April, 2004: Learned that we are not a finalist city to host. Have been asked to consider a future collegiate event.

### Collegiate Wake Board Championships

December, 2003: Awaiting hire of new manager of wake board events at USA Waterski. Once that is completed, we will partner with the UF Wakeboard Club to host. January, 2004: Spoke with executive director of USA Waterski. Hire not done, but he will get a package for hosting collegiate event to us. Event would take place in late 2004. February, 2004: Nothing new. March, 2004: Spoke with USA Waterski and will meet at the NASC meeting in Jacksonville in April. April, 2004: Met with executive director of USA Waterski during National Association of Sports Commissions meeting in Jacksonville. They have hired wakeboard event manager and they are contacting us in May. June, 2004: In contact with national events coordinator. Will schedule July site visit to meet with UF Wakeboard Club and do venue visit at Lake Wauburg. July, 2004: No report. August, 2004: No report. September, 2004: Have listed this event as a potential event to host in 2005 with grant from bid pool funds. Have not secured event, however. November, 2004: We've been contacted by UF student club and they are interested. We hope to meet with them in January to determine if Lake Wauburg could be used if they host. December, 2004: Our staff is arranging for January meeting with UF club. January, 2005: Meeting was not held.

### Florida Sunshine State Games

December, 2003: In February will begin negotiating hosting of the 2006 Florida Sunshine State Games. January, 2004: Spoke with Florida Sports Foundation. They will send a letter with issues we need to address if we are to host the 2006 Florida Sunshine State Games. We will need full assistance by all UF departments if our request to host is to be accepted. February, 2004: Discussion with FSF about the 2006 event revolved around facility availability. We will be receiving a letter that outlines what we need to provide if we are to host. Strong UF support will be required if event is to be sited here. March, 2004: Received letter from FSF that indicates we need to have stronger support from UF if we are to host the 2006 event. Will attempt to meet with UF administration to discuss this and other efforts we wish to undertake. April, 2004: Received bid letter and requirements for the 2006 SSG. Letter of interest due before end of May. Must meet with UF officials to determine their level of support prior to bidding to host. May, 2004: Sent Letter of Interest. June, 2004: Contacted Florida Sports Foundation that it was likely, should we be awarded the 2006 Florida Firefighter Games, that we would not follow through on bid to host 2006, but may wish to be considered for 2005 hosting. July, 2004: With awarding of 2006 Florida Firefighter Games we notified FSF that we will not be submitting a bid to host 2006 SSG. Learned that 2008 is next likely date we could host.

### 2005 Local Superbowl Committee

December, 2003: In January, will begin 2004 meetings to market area and capture between 5,000 and 7,000 room nights from the 2005 Jacksonville Super Bowl. January, 2004: Met with Jacksonville Super Bowl Committee regional events coordinator in conjunction with VCB. February will be earliest we can hold meeting. February, 2004: Special Events committee meets on March 1. Will share information learned from, Nikki Epley, the Jacksonville Super Bowl Regional Special Events Coordinator, what kind of events will be sanctioned and limitations we may need to consider to avoid sponsor conflicts. March, 2004: Held local committee meeting and determined we would be better served to attach existing events to the Superbowl calendar. Gainesville's Renaissance Festival is one that certainly fits. We are looking for more. April, 2004: Briefly met with Mike Kelly at NASC meeting in Jacksonville. May, 2004: With VCB have scheduled a meeting of marketing committee for June 22 at 3 PM at Oaks Mall. June, 2004: Committee met at Oaks Mall and had conference call with Jacksonville committee members. Hoggetown Medieval Festival and ASA 3-D Archery are the likely two events we will submit for sanctioning. Discussion about street and pole banners was also an agenda item. Stands HealthCare noted that they would again do a 5K event in Jacksonville. July: Hoggetown Medieval Festival has submitted sanction application. GSOC application for ASA Archery event is due today. August, 2004: Awaiting notice that ASA event has been sanctioned. September, 2004: Sanction of ASA event received. Haven't learned if Hoggetown Medieval Festival received sanction. November, 2004: Received Super Bowl sanction for ASA 3-D Archery. Will provide insurance information and event description to them in December. December, 2004: Learned that some of our local hotels are finally filing for Super Bowl Weekend. We are planning our sanctioned event for the ASA 3-D Tournament to include UF/NFL connections and stage a charity competition on Thursday of archery event. January, 2004: After discussions with VCB, we determined that the pressure for rooms being created by this event does not require advertising for stays here. Hotels are receiving inquiries and bookings. VCB to promote attractions and events here in Jacksonville media. Local media has done two stories on impact here and in Marion County. Airport receiving inquiries concerning parking and servicing of private aircraft and as of mid-January, four charters were scheduled for Super Bowl week. Our involvement with the VCB, hospitality council, and others has been successful to date. Many of the predicted impact of event, here, have come true.

## **Gainesville Senior Games**

December, 2003: Will meet with committee in February to plan for the 2004 event.

January, 2004: Will meet with committee in February to plan for the 2004 event. Considering addition of rowing as an event.

February, 2004: No meetings held. Initial discussions by staff complete.

March, 2004: No meetings held.

April, 2004: Learned we will host a July or August meeting of state committee here.

May, 2004: Began marketing efforts. Already more than 25 inquiries.

June: 2004: Inquiries continue. Sponsorship requested through City of Gainesville. Gainesville Health and Fitness and North Florida Regional Medical Center have already agreed to sponsor. The Village, Shands HealthCare, and Park Meadows also being presented packages to support event. Marketing materials being developed.

July: The Village has agreed to sponsor this year's event. A request for sponsorship from the City of Gainesville is presently being considered.

August, 2004: Did mass mailing to about 6,700 seniors that have participated in senior games in Florida, Georgia, Alabama and selected participants that have participated in our events over the past three years. Shands HealthCare is now a sponsor and are awaiting answer from the City of Gainesville for cash support. Have received 15 registrations...five days after mailing was done.

September, 2004: Excellent response. At this writing we have 128 registrations. Projected total of 300 at average of \$15/registration. Average registration fee exceeds \$20. Daily we are answering 20-30 requests for registration materials. Have applications from all over Florida. Out of state registrations include Wisconsin, Michigan, Tennessee, Georgia. Good registrations locally as well.

October, 2004: Hosted more than 350 athletes...second highest participation level since our first year. Preparing results for submission to Florida Senior Games. Reception at The Village included 130. 70 were local and 60 were from out of town. Of the out-of-town participants in the opening reception, fifteen were from out of state. Surveys are being completed by two researchers at UF. One will give us marketing information we need to promote the event next year. The other is a scientific study dealing with memory and aging.

November, 2004: 170 room nights estimated based upon participation and bookings through housing bureau. City of Gainesville provided \$5,000 in additional support.

December, 2004: Met with staff to begin 2005 planning. Also have requested early discussions in hosting of State Senior Games in 2007.

March, 2005: Venues being secured. Budget in place. Receiving about 5 inquiries each week. Mostly new people. Hotels will be placed under contract in June.

April, 2005: Ocala's Senior Games has folded and we have obtained the last two years' registration lists. A potential sponsor may also become available, Top of the World. Continue to get inquiries from all over US and Florida (about 1/week) expressing interest in participating this year.

May, 2005: Met with On Top of the World Properties and will likely include some events of the Gainesville Senior Games in Ocala utilizing their funds. We obtained list of 500 plus out-of-town participants and will recruit them for this year's competitions in



Alachua County that won't be held in Ocala. Securing Jacksonville list as well since they have lost sanction and about 300 plus participants will not have a qualifier closer to Jacksonville than our event. Mailing lists being produced for "save the date" postcards to Ocala and Jacksonville participants. Full mailing scheduled for mid July.

June, 2005: On Top of the World and The Village have both agreed to sponsor the 2005 Gainesville Senior Games. An agreement with On Top of the World will be put in place in July prior to mailings.

July, 2005: Completed partnership arrangements with OTOW. Venues almost ready to publish. Mailer to be sent to approximately 4,500 person mailing list. Continue to receive email inquiries from all over Florida, Massachusetts, Tennessee, California, and West Virginia. Event scheduled for October 20-23 in Alachua County venues and October 28-30 in Marion County venues.

August, 2005: Mailers to more than 3,000 past participants sent state-wide and to out-of-state. Nine out-of-state participants have requested registration materials. Picked up mailing lists from Brevard County and Marion County events and included them for a second mailing going out in early September. All venues secured (using Oak Hall School track as UF Track was not available) and the \$5,000 city sponsorship confirmed. Have set goal for 500+ participants this year.

September, 2005: By end of September, registration had reached 250+. As this is being prepared (Oct. 10) the registrations exceed 350.

October 2005: Hosted event with about 400 participants total. Finalizing results and confirming participation and areas where people are from.

### **Heat Strokes IV Row Camps**

December 2003, and Providing \$1,000 in bid pool funding to continue this winter rowing camp scheduled for January 17-19, 2004. Newnan's Lake now able to support the camp and, hopefully, events in 2004.

January, 2004: Camp held with more than 40 participants. Awaiting bid pool report from organizers.

March, 2004: Received report. The \$1,000 bid pool funding. 22 out-of-town visitors were here for three nights. More than \$2300 in hotel income was generated. Participants were from all over Florida, Massachusetts, New York, Pennsylvania, Ohio, and Michigan.

December, 2004: Camp moved to third week in February. Hotels have limited availability due to Speed Week activities in Daytona. Trying to find rooms.

January, 2005: Still having difficulty with rooms for this weekend. Bid pool funds to help pay for needed equipment (van, tent, heater) to support this winter camp for rowers from northern states and universities.

February, 2005: Awaiting GAR Report

March, 2005: Report received. About 50 room nights generated. Suggested that GAR find ways to increase for next year. Superbowl timing may have affected rooms this year.

### **FHSAA Weightlifting**

December, 2003: Partnering with Gainesville High School to bid for the FHSAA Weightlifting Finals to be held in

April 2004.

January, 2004: Notified that our bid was accepted and that GHS will host this event utilizing Bid and Event Pool Dollars on April 24 in the Stephen C. O'Connell Center Arena. Requested contract from the O'Connell Center.

February, 2004: Assisted GHS and FHSAA in negotiating an agreement. Based upon additional costs associated with hosting in the O'Connell Center, agreed to increase the original \$2,500 bid pool support to \$3,000. Expecting 360 athletes, 100 coaches, and 60 officials for the two weight classes. Approximately 1,000 out-of-town visitors anticipated.

March, 2004: Determined that \$3,000 in bid and events money will be used to support this April 24 event. Helped negotiate contracts with O'Connell Center and FHSAA. Prepared sponsorship marketing materials for Gainesville High School boosters to use.

April, 2004: Helped GHS host. Final report being prepared for submission in May.

May, 2004: Learned that we can host this event again in 2005 if awarded. O'Connell Center is available. Also looking at hosting Girls event as well. Will be done with GHS.

June, 2004: FHSAA has asked that we review a modified plan to host weightlifting (boys and girls) in 2005. GHS wants to do both.

July, 2004: GHS has submitted request to the FHSAA to host both the Boys and Girls events in 2005.

August, 2004: Received request from GHS to provide bid pool dollars to support boys and girls events in 2005.

September, 2004: Bid Pool committee has recommended funding both boys and girls weightlifting event.

October, 2004: Have verbally been informed that we will host this event in 2005.

November, 2004: FHSAA wants to meet immediately following football finals to develop agreement for 2005 event. \$4,000 in bid pool ear-marked to support this event. Girls event not possible due to scheduling issues.

December, 2004: Again confirmed with GHS and FHSAA that they will begin event planning and sign agreements in January.

January, 2005: Held first meeting with FHSAA and GHS. O'Connell Center contract is being secured. Dates are set for April 23.

February, 2005: Held second meeting and have set walk-through in March as the third meeting.

March, 2005: Venue set and volunteers being recruited. Ready to host.

April, 2005: Helped GHS host. 18% growth in paid attendance over 2004 event. Our housing bureau indicated that room pick-up was better than last year, though the final report is not yet in. Again GHS has indicated they want to host in 2006 and also would host the girls weightlifting in February of 2006 if SFCC Gymnasium is available.

May, 2005: GHS has submitted request to host both the boys and girls events in 2006. Stephen C. O'Connell Center secured for boys in April and the Santa Fe Community

College Gymnasium is secured for February of 2006 for girls competition.

June, 2005: Received report from GHS. Of the 275 adult participants, 200 were from out of county. 330 of the 360 youth participants were from out of county. 1,484 spectators paid and of these 1,330 were estimated as out-of-towners. Participants stayed two nights and spectators stayed on average one night. With this information it was determined that at 2.5/room/room night, area hotels received 956 room nights from this event.

GHS has asked for an increase in support for this event in 2006 (\$5,000) and wishes to host the girls weightlifting tournament at SFCC with \$2,250 in support. The GHS coach that has assisted with this event has resigned for a job in Marion County. A decision on support and hosting of both events in 2006 will be determined once a coordinator is found.

July, 2005: Awaiting designation of new weightlifting coach at GHS to determine whether we will offer assistance to host both boys and girls competitions next year.

August, 2005: Learned that GHS does not want to host either event. The FHSAA staff and GSOC working with Buchholz and Eastside HS to see if they will take on both girls and boys events. O'Connell Center not available for boys event. Trying to host both at SFCC.

September, 2005: Determined that Buchholz and Eastside High Schools will host with GSOC assistance. Bid and Event Pool Committee has recommended support based on hosting boys event at the O'Connell Center and the Girls Event at SFCC. This amount will be reduced at next meeting as both boys and girls events will be at SFCC and expenses will be significantly reduced. Walk through scheduled in October.

October, 2005: Helped to resolve scheduling conflicts at SFCC and secured hosting of both the boys and girls FHSAA weightlifting for 2006. Contracts being developed and host hotel being selected.

November, 2005: Contracts will be finalized after FHSAA Football Finals in Miami.

December, 2005: Did walk through at SFCC with both Gainesville HS and Eastside HS hosts for girls and boys weightlifting events, respectively. Received contract for girls event to be signed with GHS.

January, 2006: Continued to assist GHS and FHSAA with planning. Hotels secured. Expect 800 plus spectators and about 800 coaches and athletes.

February, 2006: Hosted event at SFCC Gymnasium. Attendance exceeded 950 (mostly adults). 92 teams with total of 247 participants from throughout Florida attended (only four local teams). Rest from at least 45 miles (most more than 75 miles)

from Gainesville. Friday check in showed that 66 teams stayed overnight in area hotels. Hotels used included: Best Western Gateway Grand, Holiday Inn West/Ramada Ltd., Cabot Lodge, and numerous smaller hotels. Team rooms generated approximately 3.5 rooms (322 room nights) and spectators generated an estimated additional 300 room nights. Total room nights for this event exceed 622.

*March, 2006: Planning has begun for hosting of the Boys Weightlifting Finals for the FHSAA on April 19-20. Will be held at SFCC Gymnasium and will be supported by bid pool dollars. Two day event could generate more room nights than previous two years, but there is overlap with Orange and Blue Game and Florida Firefighter Games.*

#### **Florida Junior College Shoot-Out**

December, 2003: Partnering with SFCC to host this January 3-4 basketball tournament that is anticipated to generate 100 room nights.

January, 2004: 208 Room nights reported for this January 2-3 event at SFCC. Teams from Pensacola, Daytona Beach, Davie, Panama City, Tampa, Lake Worth, and Tallahassee. Division I Coaches also here from Connecticut, North Carolina, Tennessee, Colorado, Georgia, Indiana, Mississippi and more. Bid Pool Report notes that 150 of the 170 participants were from outside Alachua County. Spectators included more than 260 people...most were families and friends of participants and were from out of town.

May, 2004: Received request from SFCC to be considered in next bid pool encumbrances for January 2005 event.

September, 2004: Bid Pool Committee has recommended funding this event (as well as a men's wheelchair basketball event) for SFCC in 2005.

October, 2004: Informed SFCC that we would have bid pool funds to support their hosting of this December Tournament.

November, 2004: Corrected date for event in our records. Will be held Dec. 17-18, not during football finals.

December, 2004: Event hosted December 17-18. Awaiting report.

January, 2005: Talked to AD at SFCC. Report will be given to us in February or March...coach is to prepare, but he's in middle of record-setting season. Expect that we'll see the request well before final deadlines.

February, 2005: Based upon the report submitted by SFCC have determined that about 694 room nights were generated by the 72 teams and 300-500 spectators. Participants and spectators were from Tampa, St. Petersburg, Pensacola, Marianna, Orlando, Palm Beach, Palatka and 76 upper division university coaches/recruiters. Hotels used were the Days Inn, Holiday Inn West, Best Western, Ramada Inn, and Ramada Inn Ltd.

October, 2005: Awaiting formal request for assistance from Santa Fe Community College.

November, 2005: SFCC informed us that they will not host this event in 2005. GSOC Bid and Event Pool Committee assigned earmarked funding to "small event" request category for funding.

#### **Diamond Sports Park December Events**

December, 2003: Awaiting results of the December 5-6 and December 12-13 Tournaments that were expected to generate about 350 room nights.

January, 2004: Received report for Diamond Sports Park October and December Events. Thirty nine teams that included 711 coaches and players were here from all over Florida, Georgia, and Alabama. Hotels used include Holiday Inn West, Cabot Lodge, Days Inn Newberry Road, Fairfield Inn, Quality Inn (Williston Rd.), Red Roof Inn, and Courtyard by Marriott. 553 Room nights were generated.

July 2004: Have learned that DSP and Newberry Parks and Recreation will host a one weekend event in December to replace the two-weekend events held in the past. We've informally been asked to provide bid pool funding to support this and will receive formal request in August.

September, 2004: Bid Pool Committee has recommended funding for the December tournament being jointly hosted by DSP and Newberry P&R.

October, 2004: Notified Newberry Parks and Recreation that we would have bid pool funds available for them as they had requested. This will support the December joint tournament with Diamond Sports Park. Will likely only fund through one group to assist both tournaments.

November, 2004: Processed all bid pool support forms. Providing \$4,000 for this event with more than 50 teams expected. Most of teams are from out of area. Hotels booked through Diamond Sports Park and

December, 2004: Event hosted successfully. Awaiting report, but we learned that tournament sold out for the first time in three years.

January, 2004: Based on report, participants from this year's event were from Orlando, Lake City, Jacksonville, Tallahassee, Tampa, Palatka, Huntsville, AL, St. Augustine, Niceville, Pointe Vedra, Madison, Williston, Sarasota, Deltona, Clermont, Moultrie, GA, Williamson, GA, Auburn, AL, and members of BOYS Baseball: Alabama, Arkansas, Colorado, Delaware, Florida, Georgia, Illinois, Kentucky, Louisiana, Massachusetts, Maryland, Mississippi, North Carolina, Ohio, Pennsylvania, Texas, and Tennessee. 245 adult participants (coaches, officials, etc.) 617 youth participants attended. 153 of the adults were not local as were 502 of players were not local. Based on history of hotel staying patterns, we've calculated that at least 967 room nights were generated. Area hotels that teams reported using: Holiday Inn West, Days Inn, Ramada Inn, Cabot Lodge, Comfort Inn (West), Best Western, LaQuinta, Comfort Inn (Alachua), and Fairfield Inn.

June, 2005: The Florida Community College/Junior College state softball meet is up for bid for 2007-2011. A July meeting with SFCC and DSP is being scheduled to determine hosting possibilities.

July, 2005: Because of travel schedules, meeting not held. Will schedule for August.

October, 2005: Received verbal request that will be followed up with written request for funding to support a Newberry-DSP baseball tournament this December. Also, received call and written request to support a 20-team November 19 Adult Softball tournament, "**The First Annual Turkey Fest**" to be held in Newberry and DSP. Holiday Inn West/Ramada Ltd. has blocked rooms for this NSA event.

November, 2005: Received written request for the NSA tournament, 1<sup>st</sup> Annual Turkey Fest and awaiting report on participation and room nights.

December, 2005: 70 teams generated 613 room nights at the Florida Invitational Baseball Tournament. Teams from Jacksonville, Sarasota, Orlando, West Palm, Palatka, Tampa, Valdosta, GA, Crawfordville, Delaware, Bradenton, Huntsville, AL, Auburn, AL and individual players from California, Illinois, Kentucky, Massachusetts, Missouri, Mississippi, New Jersey, New York, Ohio, Pennsylvania, Tennessee, and Texas. NSA Adult Softball Tournament generated 108 room nights with participants from Sarasota, Tampa, Live Oak, Madison, Jacksonville, Orlando, Ocala, Daytona

Beach, Ft. Myers, and Tallahassee.

### **Florida Aquatics Swim Club Winter Classic**

December 2003: Awaiting results of this year's event which traditionally has more than 700 participants. This year the event was held in November instead of the usual December dates.

January, 2004: Still awaiting report.

February, 2004: Still awaiting report.

March, 2004: Still awaiting report.

September, 2004: Bid Pool Committee has recommended funding with 2004-2005 bid pool funds contingent upon receipt of final 2003-2004 report and submission of next report in a timely manner. This event continues to bring in between 800-900 participants along with their families.

October, 2004: Met with meet management briefly during Gainesville Senior Games. Will receive the formal request for use of bid pool funds based upon requirements of USA Swimming and Florida Swimming.

November, 2004: Received request to assist. Notified that \$1,200 available to support this event. Consistently brings more than 2,700 room nights. Most swimmers stay with parents. 700 swimmer, 100 officials, and 2,000-plus spectators for this 3-day event.

December, 2004: Event hosted successfully. Awaiting report.

January, 2005: Again, a successful event. 703 swimmers and 150 adults. Of these, 145 of adults were not local and 680 swimmers were not from here as well. Spectators exceeded 1,700 with most of those parents and family (average of 2/swimmer). Host Hotels were Cabot Lodge and Comfort Inn. Also reported used were: Hampton Inn, Red Roof Inn, Baymont, Courtyard by Marriott, Fairfield, and Holiday Inns (West and University). Average stay was 3 nights. With this information we determined that a minimum of 2,456 room nights were generated by officials, participants, and their families.

October, 2005: During Gainesville Senior Games, staff discussed needs of this year's December event. We instructed them to prepare a letter requesting funds. Our bid and event pool committee has already earmarked some funds, but final action on the funding will take place once we receive the written request. Event scheduled for December 1-4. Nearly 800 swimmers and 2200 spectators are anticipated. Continued funding warranted because of the rising costs for pool rental and other expenses. With more than 3500 room nights expected, this event needs to be supported... Especially in December.

November, 2005: Received written proposal and submitted to GSOC Bid and Event Pool Committee. \$3,000 approved for reimbursement based upon the history of strong room nights generated from this event.

December, 2005: Awaiting final report.

January, 2006: Received final report from Gator Swim Club and reimbursed with \$3,300 Alachua County bid and event pool funds (the approved amount was incorrect in the November report. \$3,300 is the correct and approved amount. Event report listed 190 out-of-Alachua County adult participants; 650 out-of-county youth participants. Spectators from out of the area were reported at 2,100 adults and 500 youth. Both numbers exceeded projections.

Participants came from Georgia, South Carolina, and Florida. Largest contingents from Sarasota, Orlando, Miami, Tampa, Daytona Beach, Jacksonville, Lake City and St. Petersburg.

Hotels (avg. rate of \$79 plus tax) included Comfort Inn West, Country Inn and Suites, Holiday Inn West/Ramada Ltd., Red Roof Inn, and Cabot Lodge. Based upon the attendance and participation report we estimate that 3,428 room nights were generated based upon family of 3 per room for average of 3 nights stay (December 1-3, 2005).

#### **Florida Fencing Academy Gainesville**

December, 2003: Awaiting results of the December 6-7 Gainesville Tournament which replaced a long-standing tournament in Daytona Beach. Will work with the Florida Fencing Academy to build this event in 2004. January, 2004: Still awaiting reports. February, 2004: Post Event Report identified 60 adult participants and 40 youth participants and a total of 100 spectators. Teams came from Jacksonville, Tampa, Tallahassee, Orlando, Gainesville, and Ocala. Best Western received business—about 10 room nights and one family reported camping at Paynes Prairie State Park. December, 2004: *Event hosted successfully. Awaiting report.* Florida State Taekwondo Tournament January, 2004: *Met with Paramount Hotel, VCB, and Stephen C. O'Connell Center to attempt to get a two year agreement for this tournament to return to Alachua County. The Lakeland Center is attempting to get the event by paying \$6,000/year. Developed an offer that for 2004-2005 contract would top their offer by about \$2,000 per year.* February, 2004: *Learned that event went to Lakeland Center.*

#### **2005 Collegiate Synchronized Swimming Championships**

January, 2004: Received draft contract. Presently reviewing. Have asked for contract from the O'Connell Center. February, 2004: Awaiting Corrected Contract from USA Synchronized Swimming. March, 2004: Edited contracts for USA Synchro and O'Dome. June, 2004: Awaiting contract revisions and signatures from USA Synchro. July, 2004: No report. August, 2004: No report. September, 2004: Matt Dunn attended US Aquatics Conference in Orlando. Met with USSS on some business points of contract. Bid Pool Committee has included funding in its recommendations. October, 2004: Received the contract from USSS. Hotels have been secured through Connections. Contract with O'Connell Center has been signed. Staff met with Gator Synchro leaders. November, 2004: Contract has been revised with US Synchro. Held planning meeting with Gator Synchro. Up to \$10,000 in bid pool funds has been ear-marked for this national championship. Funds to cover rental and other facility costs and event management requirements required through USSS sanction and agreement. December, 2004: Committee meeting held. Judging applications being received. Will meet in early January. Committee being expanded. January, 2005: Budget prepared, planning underway, and pool is contracted. Hotels have been secured and are being promoted on the Connections web site. Meet announcement was sent and we are awaiting requests for entry forms. February, 2005: Responses to the meet announcement are arriving. More than 27 teams, possibly as many as 30 are expected to attend. Swimmers expected are 280-300. March, 2005: Report not completed, however there were 24 teams with about 215 participants. 48 coaches, 20 officials also in attendance. All teams, even UF Gator Synchro, stayed in area hotels. Most here for four days. More than 2,000 paid attendance. With exception of about 100 local supporters all stayed in area hotels. Schools represented, besides UF: FSU, Stanford, University of Arizona, University of Michigan, University of Minnesota, University of Richmond, William and Mary, Ohio State, Keuka College, Walsh University, Ohio University, Wheaton College, University of Pennsylvania, University of the Incarnate Word, University of Nebraska, MIT, University of Rhode Island, University of Georgia, Penn State University, University of Alabama Birmingham, Mary Washington University, Carlton College, Canisius College, and Boston University.

May, 2005: Prepared bids to host 2007 Collegiate Nationals and/or 2007 Junior Nationals Championships based on success of the 2005 Collegiates.

November, 2005: Confirmed that if we could arrange use of UF pools we could host at least one USSS event in 2008. With this being the Olympic year, we were discouraged from bidding or asking to host due to training conflicts with the UF Swimming and Diving Team. We will look at 2009 events when they are offered.

Yulee Railroad Days Bicycle Ride  
December, 2003 and January 2004 Met numerous times with the Yulee Railroad Festival Committee. As article in Gainesville Sun reported, we are creating an event (bicycle ride, relay, or run) from Fernandina Beach to Cedar Key. Part of a "linear" festival that would have Archer and Gainesville as key stops with overnight stays here. Response has been very positive. This is one of the county-wide events that we have committed to that will include sports, heritage, arts, and eco-heritage groups working together. February, 2004: Helped get web site up. Created route and developed registration form. Have offered host hotel status to Paramount Resort. Now recruiting elite and recreational riders. March, 2004: Secured Paramount Resort and Conference Center sponsorship and designation as host hotel.

Continued route development and rider recruitment. Developed sponsorship marketing package for committee to use. Bike Route to recruit riders to do the 1-day ride/relay to match the 19<sup>th</sup> Century pace of the train from Fernandina Beach to Cedar Key. April, 2004: Continued planning and marketing efforts. Alpha Productions, our UF public relations volunteers, developed news releases and ad templates for use in promoting event.  
May, 2004: Awaiting deadline for applications. Expect 100 riders. Getting good publicity with "near festival" approach. Perkins State Bank provided \$600 sponsorship. Routes being re-worked and rest stops/ceremonies planned. June, 2004: Successfully and safely hosted cycling events from Fernandina Beach to Cedar Key. Excellent press coverage. Committee worked well as partners. Completing reviews, suggestions, and financial information. July: Awaiting wrap up of funding reimbursements. August: Awaiting wrap up of funding reimbursements. September 2004: Received some funds reimbursements. Will likely assume overruns in budget.

January, 2005: Budgeted management of this event. Will promote east bound ride with busses and luggage services for riders. Scheduling so that many will need to stay in Gainesville after first day ride and before second day "century" ride.

February, 2005: Have completed route directions starting in Cedar Key and ending in Baldwin. Still need to drive the Baldwin-Fernandina Beach. Web site revised to reflect that we are doing only a ride and not a relay this year. The reverse route will better accommodate riders as we expect prevailing winds to be at their back. Additionally, we have arranged that the riders can do a "century" ride and plan overnight stays in Gainesville.

March, 2005: Route not yet complete, getting good on-line response and downloads of applications.

April, 2005: Responses have slowed. Route is completed. Will meet next week to determine how we can get more riders. Gainesville Cycling Club has agreed to assist this year.

May, 2005: Poor rider registrations may force cancellation of the ride. Will decide June 1.

June, 2005: Cancelled second and third legs of the ride. Did ride from Cedar Key to Boulevard Springs in Gainesville. Six total riders. Two were local. One from Orlando, one from Lakeland, one from Dallas, one from Pennsylvania, and one from St. Petersburg.

Will not host in 2006. We, again, received zero assistance from Bike Florida in our marketing efforts and learned that there was some actual recommendations by some from Bike Florida not to participate. We recognize that until a bike trail from Gainesville to Cedar Key is in place and extension of the trails in Baldwin to Alachua County, this ride will not blossom. Unfortunately, we have spent nearly \$6,000 in two years to establish this event and will not continue next year.

#### National Association of Sports Commissions (NASOC)

April, 2004: Attended national meeting in Jacksonville. Besides interviews with USA Water Ski also met with USA Water Polo, AAU Baseball, USSSA Sports (Baseball and Softball), Outdoor Events (fishing tournaments), American Junior Golf Association, Futures Tour, Meritum Sports (youth baseball and softball), AAU Sports Festivals, AAU Volleyball, Host Communications, National Goalie Wars Association, and USA Team Handball. Presented, along with UF Athletic Director, Jeremy Foley and Univ. of Jacksonville Assoc. AD, Dave Farraday, a session entitled "Working with Your Local University." Two staff members continued classes toward NASOC Certification as Certified Sports Event Executive (CSEE), one staff member completed certification. Jack Hughes elected as director for second term. Two GSOC Trustees attended sessions as did director of Alachua County VCB.

April, 2005: Attended meetings in Portland, Oregon. Met with AAU representatives for baseball, basketball (boys and girls), and their new sports festival concept. Also met with USSSA about their mini-sports festival concept, and other properties. Determined the sports festival concept may work for us in 2006 and 2007. Will follow up. Jack Hughes was elected to the NASOC executive committee as secretary. Matt Dunn will serve on the meetings committee for 2005. Hughes also taught an event management course to 80+ Certified Sports Event Executive candidates. Matt Dunn attended the CSEE sessions as a candidate for certification. President-elect, Wende Blumberg, also attended. Learned of new event management software that may become available at a reasonable price. Also, fund-raising software specific to our industry was unveiled. Hughes found two possible insurance carriers to consider when insurance (Liability and Directors and Officers).

July, 2005: Executive Director holds position with executive committee of NASOC. At July meeting in Cincinnati, met with Charlie Heubner, the Chief of Staff with the US Olympic Committee. Developing new relationship with USOC that will very likely result in one or two jointly run programs: Youth Excel and an USOC anti-obesity program. Both with event possibilities as well as community support. Also, determined possible better working relationships with Olympic sport national governing bodies.

## Florida Firefighter Games

June, 2004: Met with Florida Firefighter Games and determined that we should bid for their event that had projected attendance (this year) of 6,500. Event in Palm Beach Gardens this month and will be in Polk County next year. Obtained letters of support, selected potential venues, and developed an offer to host using bid pool dollars for the 2006 event.

Matt Dunn and Jack Hughes presented offer to host after review of package by GSOC Bid and Event Pool Committee. Presented on June 26 and obtained unanimous support for bid. Competed in process with Jacksonville, Broward County, and Brevard County.

Learned in process that more than 7,500 registered for Palm Beach Gardens.

July, 2004: Contract discussions have begun to finalize agreement. Will use the Polk County model now being used as basis for our agreement.

August, 2004: No report.

September, 2004: Learned that delay in contract due entirely to hurricanes. Firefighters responsible for inclusion of business points in agreement have been too busy with their real jobs to deal with this.

November, 2004: We will receive copy of Polk County Agreement. Firefighters have asked that we rewrite the agreement for 2006 from this agreement.

February, 2005: Planning continues. Have had discussions about the possibility of expanding the Florida event to also host the 10-state SE Regional competitions that could increase the event participation from 6,500 to almost 10,000 over a two-month period.

March, 2005: Though not complete, appears we will expand the 2006 event to include the regional competition. Hope to finalize this in April or May.

April, 2005: Mutually agreed with the rights holders that expansion in 2006 not in our best interest. While at NASOC meetings, met with our counterparts from Polk County and discussed management issues related to the event. Will attend some of their events in May-June this year to better plan for our 2006 events.



May, 2005: Attended events in Lakeland, Winter Haven, Mulberry over two weekends in May. Met with Florida Firefighter Games officials and worked on contract business points. Learned of a few areas where we can create savings. Will likely host the in-shore salt water event out of Cedar Key. FFG will place bass fishing in Lake Okeechobee (though we would like to host here). Off shore salt water fishing will be run out of West Palm Beach. 2005 events will include: Co-ed softball, softball (age groups: open, 30+, 40+) darts, bowling, beach volleyball, billiards (8ball and 9ball), power lifting, track and field, roller hockey (may need to be relocated), horseshoes, archery, sporting clays, trap and skeet, pistol/rifle, rope climb, tug-of-war, tennis, pull ups, mountain biking, kick ball, Texas Hold-em poker (200 participants in Lakeland), swimming, dodge ball, 5K run, triathlon, adventure racing, soccer, paintball, team flag football, mountain biking, golf (alloway, match play, scratch, 2-man scramble), volleyball, tennis, table tennis (possible), ice hockey (Lakeland or Jacksonville will host), surfing (St. Augustine), 10K run, and bicycle time trials.

Working on business points, developing local firefighter support, and preparing sponsorship packages.

June, 2005: Planning to attend July 31 meetings in Orlando to formalize agreement, determine final list of events, and secure venues.

July, 2005: Met with the games secretary and determined a schedule of events running from April 20 through May 21. Met with executive committee on July 30-31 and hammered out schedule of events to be held in Alachua County (with small events in Gilchrist and Levy Counties) and those we can't host here (ice hockey, surfing, bass fishing, and off-shore fishing). Have developed a stronger contract than used in Polk County to create structure for better communications between organizations. Local host hotel being selected by Connections of Atlanta. Did not sign agreement due to FFG assigning new liaison for the games. They want to review agreement in more detail. Have agreed that they will meet with us in next few weeks to finalize agreement and sign.

August, 2005: Signed agreements. Began working on sponsorship packages and locating a vendor to handle merchandise sales. Awaiting notification of host hotel signing by Connections. Firefighters planning an October executive board meeting for Gainesville. Determining best time for this. 2007 is up for bid and we will begin investigating if we want to commit hosting as we continue work on the 2006 event.

September, 2005: October 20 meeting scheduled to meet with executive committee of the Florida Firefighter Games. Have confirmed that the host hotel will be the Best Western Gateway Grand. GSOC staff developing sponsorship packages to underwrite social aspects of the event.

October, 2005: Hosted 2-day board meeting at the Best Western Gateway Grand. Rescheduled some events with minimal impact on room nights and other event

schedules. Contract still being developed between Connections and the Best Western. Have begun securing contract drafts.

November, 2005: Still fine-tuning schedule for some of the events. Two extensive phone calls made to try and resolve this. Awaiting a revised schedule. Firefighters want to post schedule and have all contracts for facilities completed by December 15. With delays in decision about when certain events to be held, this is not possible.

December 2005: Continued fine-tuning schedules and securing site contracts. Asked to attend January 20 planning meeting in Palm Bay.

January, 2006: Attended planning session with FFG Board of Directors in Palm Bay, FL. Set March board meeting for Gainesville. Two host hotels being used: Best Western Gateway Grand and Cabot Lodge. Made final adjustments to schedule and agreed on areas GSOC to support. Went to Cedar Key and arranged inshore fishing tournament so we can capture some of the overnight business though many will stay there.

*February, 2006: Continued venue contracting and coordination with FFG. Offered merchandising contract to Team IP. On-line registration began February 15.*

*March, 2006: Met at Cabot Lodge on March 23 with FFG board and event directors. As of this writing, 2,600 have registered for events that begin week of April 15.*

### **Gainesville Airshow (Heart of Florida Air Show)**

July, 2004: Have prepared contract for air operations consultant and have begun negotiations for concessions program. Sponsorship packages also being prepared. Consultant has submitted all federal paper work to be approved for military jet team support and other military exhibits. We've already been approved by the Air Force...one month before we expected.

Meeting with Consultant in August to lay out plans for event. Have learned that BellSouth may be interested in title sponsorship.

August, 2004: Consultant contract signed. Meetings with coalition on weekly basis.

September, 2004: Learned that we are high on the list of at least one military jet team. Changed dates to April 2-3 to accommodate one team to increase our chance to have them appear. Three civilian teams contracted with. All military support letters sent and responses from all are positive.

Submitted sponsorship package to McDonalds.

October, 2004: Asked to again move dates. Have tentatively moved these to Fall of 2005. Will receive confirming information in November and final confirmation in December. Consortium revamping support personnel to meet new date.

November, 2004: Awaiting December 5 meeting in Las Vegas to learn if we will have the Blue Angels booked. Re-scheduled for September 2005 to better meet their schedule and enhance our chance of having them in first year event.

December, 2004: Learned that the Blue Angels will be our headliners. Hosted survey meeting at automated control center at Gainesville Regional Airport. Excellent coverage in December 20 Gainesville Sun. Local committee coming together. GSOC will coordinate parking/on-site ticket sales. We are also arranging for hotel rooms for Blue Angels, other military acts, and civilian acts. About 1,200 room nights from participants expected. Event set for September 24-25, 2005.

January, 2004: Hosted Blue Angels site visit and received excellent news coverage. Committee is expanding. GSOC to assist with hotels, parking/ticket sales, and marketing efforts. Meet with committee twice monthly. Committee has secured civilian acts, signed concessions contract. Airport to request use of Fairgrounds for parking. Overflow parking area being mowed and disced to create better parking surface. Writing parking plan and ticket sales plan based on changes to site and likely parking scenarios.

February, 2005: Have worked out the business points for Blue Angels hotel. Helping to secure about 80 vehicles and an advanced sale outlet for tickets. Parking/Admissions will be responsibility of GSOC volunteers as will be arranging for hotel agreements for performers and others.

March, 2005: Took on non-aviation operations

April, 2005: Event reaching critical mass. Committee structure almost complete. Moving in right direction. Still working on issues concerning housing for Blue Angels, but that should be resolved within the next week. Sponsors are coming aboard. These include the VCB and GSOC, Coca-Cola, Bud-Light, Piper, Continental Connection, and the Hilton. Blue Angels safety issues have been resolved at the air port and the site plan should be ready for completing in next few weeks. Web site is up. GSOC volunteers answering phones for the committee. Assisting, also, with finding support from area media and other sponsors.

May, 2005: Blue Angels hotel contract completed with the Hilton. Still struggling with sponsors, however some potential sponsors have stepped forward to assist with funding. This will be announced in June. Security and parking issues being addressed. Volunteer recruitment slow, but will pick up once local media advertising (in-Kind) kicks off.

June, 2005: Assumed role of Publicity Chair to promote the event. Have offers for more than \$70,000 in radio, \$35,000 in newspaper, and \$35,000 in television promotion of the event. Worked with VCB to develop a bus package for Kirsten to promote with tour operators. Participated in June 11 all-chair meeting with 35 chairs that are in place. Volunteer recruitment underway and sponsorships are being finalized. TravelHost Magazine to place a 1-page story about the Airshow that will run in the September/October issue. Helped with city sponsorship request. Need up to \$55,000 in police and fire/rescue funding assistance.

July, 2005: Radio ads began running on four area stations. Newspaper ads also generating volunteer inquiries and new sponsorships. Print ads in Gainesville Sun include ¼ to full page ads and include VisitGainesville.com logo. Meeting with Channel 4 (CBS) first week of August to determine if they will be involved. Committee has come together well. Helping committee obtain some funding from City of Gainesville to support fire/rescue and police requirements. Venue layout determined. Domino's Pizza has agreed to cover the cost of ticket printing. One-fourth of volunteers recruited as ad campaign kicked off.

August, 2005: Hotel response has been very positive with support from the Hilton UF Conference Center, Cabot Lodge, and Best Western Gateway Grand. Airshow acts and other performers are requiring more than 700 room nights at this point. Ticket sales have been very strong 6 weeks prior to the event. Donated media and advertising package exceeds \$250,000 from radio, TV, newspaper. TravelHost Magazine included feature article for its September-October issue. Airshow lineup wrapped up. Headed by Blue Angels, Patty Wagstaff, and the Red Baron Squadron. More than 20 static and fly-by demonstrations.

September, 2005: 21,000 paid spectators attended the two day event September 24-25. More than 1,000 hotel room nights generated from participants alone. Advance tickets included sales to Australia, Orlando, Tampa, Miami, Charlotte, NC, St. Petersburg, Inglis, Jacksonville, Ocala, Tallahassee, Williston, and other Florida cities. Participants were from Pensacola, Canadagua, NY, Minneapolis, MN, Leesburg, FL, St. Augustine, FL, Cleveland, OH, Jacksonville, FL, Cleveland, OH and other areas being confirmed.

October, 2005: Continued with post event evaluations and dealing with organizational plans for 2007. Event appears to be profitable.

November, 2005: Consortium picking new chair due to the present chair's family health issues. Appears event has cleared more than \$30,000 to be able to continue planning for 2007. Will attend ICAS meeting in Orlando to discuss contracts with AirSupport and seek future acts, vendors, etc.

December, 2005: Dr. Jim Gallagher chosen to chair. Have agreed to meet with principals in January or February.

February, 2006: Have begun planning for 2007 event. Assisting chairman with fund-raising and sponsorship packages.

*March, 2006: Met with chair and meetings will soon begin twice/month. Developing a promotional piece and have discussed providing space in GSOC office for an employee of the airshow. We will act as incubator location. They will provide funding, phone, and computer. We'll provide training and assistance as needed.*

### **Five Points of Life Marathon**

June/July, 2004: Have begun meeting with LifeSouth to plan for a 2006 Marathon in Gainesville. Plan is to begin with about 2,500 participants and grow over five years to more than 12,000. First event planned for February of 2006. August, 2004: Met once. Course being developed. September, 2004: No Report. October, 2004: Five Points of Life Ride Complete. Will begin meeting in November to plan for 2006 event. November, 2004: Postponed meeting until December.

December, 2004: Met and further delineated responsibilities. Route being developed by Richard Ritari and Alachua County Sheriff's office. Committee will observe Jacksonville and Disney Marathons.

January, 2005: Did not attend Disney, however, have arranged to meet with start/finish line organizer, John Hughes, at Disney in next few months. Route still has not been developed. We are one year away from planned event and will need to meet regularly to expand committee and recruit participants. Sponsorship packages are being prepared.

February, 2005: Met with Richard Brodsky who wants to host an AIDS marathon in Gainesville. We've explained that a separate marathon would be detrimental to the establishment of the Five Points of Life Marathon. Offered to let him roll his event into ours, but at this time he's not accepted the offer and continues to attempt to create an event that would be held in December.

Made national announcement that we will host the 2006 Five Points of Life Marathon and have begun solicitations for sponsorship.

March, 2005: \$50,000 presenting sponsor should commit in April. On-line registration contract signed. ½ marathon Route complete and remaining route nearly ready...Have 29 miles of route and need to cut it down to 26+. Hotel contract signed. UF Shands Orthopaedic and Sports Medicine Institute has agreed to manage sports medicine clinic in addition to relay. UF working with us through Shands to develop a Marathon training program to help develop better local and regional marathoners. Overcame some recent negative publicity with competing marathon scheduled for December. We thank the VCB for helping to get past this difficult situation.

April, 2005: Presenting sponsor has not committed, but that will hopefully happen soon. Twice monthly meetings now scheduled for planning and marketing efforts.

May, 2005: Marathon planning going well. Already receiving on-line registrations. Meetings held with Shands to work on seminar. Monthly meetings are scheduled through December. Sponsorship commitments not yet made public, but they are being finalized.

June, 2005: Planning continues to go well. Gatorade has agreed to sponsor the medical seminar portion of the event which should help increase attendance of medical personnel for event support. Route is 99% complete. City request and permit process has started, though submission can't be made until after October 1. SunTrust has agreed to sponsorship and based upon projections for room night generation, we are recommending to our bid and event pool committee that the first year we provide \$10,000 in support.

July, 2005: Course is ready for certification. Includes run through the "Swamp" as signature part of run. Medical Seminar now fully funded and being planned in conjunction with UF/Shands Ortho and Spts. Medicine. New committee people coming aboard.

August, 2005: Course modified. Will now be submitted for certification and community reviews underway. Sports Medicine Seminar planning continues. Continue to expand committee and make assignments of duties for the various organizations involved.

September, 2005: Two meetings of the committee were held to plan this February 2006 event. North Florida Regional Medical Center has come on as a Gold Sponsor. Route is ready for the GSOC staff and volunteers to notify neighborhoods and churches and ask for their indulgences and assistance with the full and half-marathons. Presently 97 people have registered on line. About 1/3 are from out of state and many of the remaining registrants are from elsewhere in Florida. 500+ are hoped for once the route is certified and published.

October, 2005: 140 have registered to date. LifeSouth has finalized route and it will be certified in first two weeks of November. Still issues with notifications along route. Resolving with the city as a part of larger problem dealing with city services for special events. Met with UF parking and patrol, Fred Cantrell and UPD about use of museum lot and parking garage for staging and medical services.

November, 2005: 250 registered as of this week. Participants from Gainesville/Alachua County area at 174. Others from 20 other Florida cities, California, Colorado, Georgia, Illinois, North Carolina, New York, Ohio, Oregon, Pennsylvania, Tennessee, Texas, and Virginia. Route is completed and being certified as a Boston Marathon qualifying course which should help drive registrations up above 500. Beginning city approval process. Thanks to Gainesville Parks and Recreation Department, the process has been simplified and the committee needs to notify businesses/residence on portion of route that goes through the central city. Extensive

planning for medical seminar now underway with hope to get at least 70 medical volunteers to register and then volunteer for the event. Seminar scheduled for the Hilton UF Hotel and Conference Center.

December, 2005: As of December 31 there are 334 registered from throughout Florida (272), 17 other states and one Canadian province. Medical and other volunteers being recruited. Route has been measured and awaiting Boston-Marathon qualifier certification for ½ and Full Marathons.

January, 2006: Attendance continued to rise through month. As of February 1 there were 27 states and one Canadian province represented in the approximately 630 runners. About 400 local and rest from Florida and elsewhere. Continue to await certification for the route and continue to work well with GPD, ASO, and UPD in the planning of the route.

February, 2006: Registration exceeded 1,070. Though about 2/3's of runners were local, more than 400 out-of-town participants representing 32 states, Canada and Germany. A Kenyan runner came from New Mexico where he trains and partial-year residents of Gainesville representing Russia, Ukraine, Ireland were also in the marathon. A sports medicine seminar was also held in conjunction with the race to recruit medical staff. Room nights for this event exceeded 700 based on the early morning start for the runners, staff rooms, and seminar attendance.

*March, 2006: Determined we will begin regular meetings in May to plan for the 2007 event.*

## **Other Activities**

**GHS Wrestling Invitational** June, 2004: Met with Scott Billings coach at GHS. They have hosted a 12 team match in January for many years and want to expand the tournament to 20 teams. We assisted them in arranging swap of uses for MLK Center and offered bid pool support should they expand the tournament. Hope to finalize all aspects of this event in July. July, 2004: Still awaiting determination on whether this can happen with facilities issues a limiting factor. August, 2004: No report. September, 2004: Coach Billings said they are keeping their tournament small again this year. We still need larger venue to host this. **Florida Volleyball Tour** July, 2004: Matt Dunn met with tour officials and learned that they would come to Gainesville if facilities are available and dates can be secured. Facility would likely be SW Recreation beach volleyball facility. More than 200 athletes would participate. 4-day event (Thursday through Sunday). Presently looking for a non-UF football weekend this fall. August, 2004: Tour still has interest. Will discuss this with them in September. September, 2004: Again, hurricanes. We've set aside funds in small events accounts for 2004-2005 bid pool funds. **Florida Department of Corrections State Softball Tournament** November, 2004: Working with Robert Woody in Tallahassee to bring this event to Gainesville in Spring of 2005. This is a 56-team, three day tournament with other functions involved. Up to 3,000 participants. Will work with Diamond Sports Park to book this event. December, 2004: No action taken. Will address in January. January, 2005: Saw Robert Woody and informed him we had not been contacted by his staff person. He will handle. February, 2005: Learned that Duval County will host this summer, but we have possibility of hosting in 2006.

## **2007-2010 Florida Community College Fast Pitch Tournament**

September, 2005: Seeking information on the RFP process. Working with SFCC to obtain. Once we know needs, we will work with Diamond Sports Park to host.

October, 2005: Learned that RFP will be issued in February. Talked with executive director with Florida Junior College Association and discussed some needs. Awaiting

RFP.

December, 2005: Continue to await RFP expected in February.

January, 2006: Awaiting RFP.

*March, 2006: Received RFP for both softball and baseball tournaments. Meeting on March 29 with SFCC to determine whether we can support the event or events here.*

## **2005 USSSA Baseball Invitational**

June, 2005: Attempting to determine a likely August 2005 date for this event. Have contacted Richard Blalock to have him secure event utilizing Newberry Parks and Recreation fields, and fields in Gainesville/ Alachua to support 32-40 team invitational.

July, 2005: No report. Still possible.

August, 2005: USSSA not being hosted, however, the Gainesville Gators will host a September 23-24 tournament with 24 teams. They have 55 rooms already reserved at the Ramada Inn (Newberry Rd.) with overflow scheduled for Holiday Inn-West. They have requested \$800 from the bid pool to support. We've recommended to out bid and event pool committee to fund this from the "other small events category" of the 2004-2005 bid pool.

September, 2005: Event hosted with 140 room nights generated by 24 teams (11 from out of county) participating. Estimates of 144 youth out-of-town participants and 244 adults/70 youth out-of-town spectators. Teams from: Oveido, Inverness, Wesley Chapel (Tampa), Palatka, St. Petersburg, Mandarin (Jacksonville), Dade City, Lake City, and Daytona Beach. Host Hotel: Holiday Inn West/Ramada Inn-Newberry Rd. and the Courtyard by Marriott. Event hosted on September 23-25 at Newberry Parks and Recreation facilities.

December, 2005: Told that USSSA wants to host a 70+ team tournament Mothers' Day Weekend, 2006. Bid Pool dollars will be requested.

### **2005 Wood Bat Tournament**

June, 2005: Determining if a wood bat tournament could be held on September 24 (Kentucky away and Airshow local). Anticipating there is a possibility to do this with up to 32 teams participating. Richard Blalock to pursue.

July, 2005: No report. Still possible.

August, 2005: See USSSA above.

### **Florida Taekwondo Open**

August, 2005: We and O'Connell Center have tried to get a commitment for hosting, but decision not yet made.

September, 2005: Finally learned that they will not host on October 22 at the O'Connell Center. There may be an interest in 2006, but we have informed them if they do want to host, we must know by January if we are to get the O'Connell Center.

### **Sport Stacking Tournament**

August, 2005: Have attempted to follow up on original request to host this event in O'Connell Center, but promoter's email bounces. Will follow up in September.

September, 2005: After repeated tries, we received a response from the organizer. We have told them that the event is one we can support if they are able to book the event at the O'Connell Center—the facility the organizers have expressed as their first choice if they can get help with facilities costs.

October, 2005: No further information.

### **Winter Garden International Regional Flag, Gun, and Percussion**

November, 2004: Earlier discussions have led to this event booking with the Stephen C. O'Connell Center. More than 1,300 participants with 56 teams, 2,500 spectators. Will assist with hotel bookings, volunteers and coordination of practice sites in Alachua County. Will meet with coordinator week of December 13. Looking at national meet and other regional competitions for future years. December, 2004: February dates are causing conflicts and difficulty in obtaining rooms because of Daytona Speed Weeks. We've not had this problem in past and fear we may lose the 2005 event and future events because of the conflict. January, 2005: Met with staff for group along with VCS. Hotel rooms still a problem, but they think they can cover the officials. We all agreed to work around this now and get better dates next year. GSOC volunteer, Geoff Spiegel to help with coordination and will request some services from GSOC. Super Regional event is a future possibility if hotels and O'Dome availability can be synchronized. February, 2005: Event held, successfully, at the O'Connell Center. Staff has begun working to bring the Super Regional event here.

August, 2005: O'Connell Center has contacted us and told us that Winter Garden International wants to return, but the costs are too high. They have attempted by phone and email to have the group contact us for bid pool support to help defray costs at the O'Dome. We are prepared to assist, but have had no request.

September, 2005: Via email and phone conversation told the organizers that their event would be eligible for bid and event pool support if they book to host this event in the O'Connell Center. We were to have heard from the organizers by October 1, but have not been able to confirm status.



October, 2005: No further information.

Steak and Shake Invitational Track Meet January, 2005: Event has lost its venue in Tampa and wants to host here on April 9. This date, however, conflicts with the Orange and Blue Game which will likely have 50,000 spectators this year. Seeking an alternate date. If we can get this event here, we may be able to keep it. February, 2005: Could not arrange alternate dates other than the existing dates for Tampa. Were informed that rather than move here on the same dates, the event will be held in Tampa.

## Miscellaneous Bid Pool Activity

November, 2004: Provided Alachua County bid and event pool funds to the following events: Timucua Pop Warner Cheerleading (\$800.30). Event held. Awaiting report. FAA Marked 3-D Florida Championship in conjunction with Gator Bowmen (one of three events for total of \$2,500 support. First event held. Awaiting report. Florida JUCO Shoot-out (\$1,000) this event at SFCC was held last January and we asked that it be moved into December. Event scheduled for December 17-18. Also working on funding a wheelchair basketball tournament for January 2005. Both events in conjunction with SFCC. Agreed to provide \$300 for Gainesville Duel to help this event to continue growth.

### November, 2005:

**Florida Special Olympics Swimming and Diving:** Received RFP to host in October 2006, 2007, and 2008 the Florida Special Olympics Swimming and Diving Championships. Entirely rests on availability of O'Connell Center. Confirmed with rights holder that we can schedule the event on their suggested weekend (when UF away against LSU) or one week prior to one week after this weekend depending upon football and other UF scheduled events.

*January, 2006: Bid Pending availability of O'Dome.*

**Gainesville Duel:** Confirmed we would provide \$300 to Gainesville Duel for their upcoming December 3 tournament. Fencers from Atlanta and Ft. Myers have already registered for December 2.

December, 2005:

*Gainesville Duel: Awaiting Report.*

*Adult Flag Football Qualifier: Reviewing Florida Sports Foundation specifications and will likely bid on one summer qualifier.*

*January, 2006: Preparing offer to host.*

## Gator Soccer Shoot Out (Gator Spring Showcase)

January, 2005: Event scheduled for February 19-21 and hotel rooms are at a premium. To assist organizers with hosting costs associated with Bike Week and other events, we agreed to provide some bid pool funds for three hotel rooms for officials and rental of banquet space for registration at another hotel. We agreed to try and help find better dates for 2006 to avoid some of the issues and to capture more of the 2,500 participants for area hotels. February, 2005: Awaiting report. March, 2005: Report in. Estimate of 700 non Alachua County youth participants and 120 adult out-of county participants. Spectators were mostly from out of county. 1,450 adults and about 200 children from out of county. Hilton, Baymont, and many of the smaller hotels used. From event records 650 rooms were booked over 3 nights. Total room nights 2550 based on report. This is below standard family calculations based on 3.5/room, but we know that shrinkage occurred and some booked in Ocala and Lake City. Working to make sure this doesn't conflict with other events next year.

June, 2005: Working with promoter to finalize bid pool payment of \$800. Need additional information. Hope to finish by first week of July. The shoot-out will be expanded to two weekends in 2006 and doubled in size. Will meet with promoter to determine level of support we can recommend from the bid pool next cycle.

July, 2005: Met with promoter. He is to submit bid pool request for support of two events in 2006, one in January and one in February. Have begun assisting with hotel requirements.

August, 2005: Continue to assist with hotels, will hopefully have this completed in early September. Received bid pool request for both events to be considered by bid/event pool committee.

September, 2005: Continue to assist with hotels and have prepared a revised

recommendation to the Bid and Event Pool Committee for additional support based on the impact expected.

October, 2005: Discussion with Bid and Event Pool committee members indicates we will add to the original funding recommendation. Letter will be sent after committee meeting in November.

December, 2005: More than 400 accommodations have been handled through Connections at four hotels for the January girls' event. February boys' event has some conflicts, but response is good for this as well.

January, 2006: Awaiting final report on tournament. Boys event, scheduled for February, expecting 92 teams.

February, 2006: Received reports from both the January 14-16 Boys Soccer Showcase and the February 19-21 Girls Soccer Showcase. The tallies are below:

**BOYS:** Participants: 80 adults and 400 youth of which 60 adults and 350 youth were not from Alachua County. Estimated spectators were 800 adult and 400 youth. 700 of the adults and 350 of the youth spectators were determined to be from other areas. Florida participants included teams from Tampa, Orlando, and Ft. Lauderdale areas. One team came from Georgia. Host hotel was Best Western Gateway Grand, though teams also stayed in other area hotels including the Holiday Inn West/Ramada Ltd., Cabot Lodge, Country Inn and Suites, etc. 450 rooms per night were booked for January 13-15 for total of 1,350 Room nights. Average room rate was estimated at \$80.

**GIRLS:** Participants: 200 adults and 1,300 youth participants of which 160 adults and 1,225 youth participants were not from Alachua County. Estimated spectators were 2,600 adults and 1,300 youth. Spectators were estimated at 2,600 adults and 1,300 youth. Most were from out of Alachua County with estimates of 2,450 adults and 1,225 youth. Teams came from Tampa, Orlando, and Ft. Lauderdale areas. One team was from North Carolina. Hotels used included the Best Western, Holiday Inn West/Ramada Ltd., Fairfield Inn, LaQuinta, Holiday Inn Express, and the Hilton. Based on these numbers it is estimated that 1,400 rooms were booked on February 18-20 for total room nights (at average of \$80/night) 4,200 room nights.

For both events it is estimated that a total of 5,550 Room nights were booked at an average of \$80/night. \$444,000 was generated in direct income for hotels. This generated \$13,320 in bed tax, nearly \$20,000 in other sales tax for rooms alone. A \$5,000 bid and event pool grant helped to underwrite this event.

*March, 2006: Met with organizer who confirmed the desire to expand both events. He asked we have the marathon move and we explained that is not our choice and it is driven by LifeSouth needs. We will meet with two parents about other likely needs and opportunities to collaborate on this and other events at Jonesville Park.*

## **2006 Hot Rod Magazine Tour**

March, 2005: With lead from the VCB held two phone interviews with tour operator and met with him during Florida Sports Foundation meetings in Tallahassee. Arranged meeting with Gainesville Raceway and confirmed that raceway will be available to host in June 2006.

3,000 participants will generated about 1,800 room nights on Sunday night. Tour riders book rooms through hotel booking agent upon registration. Have agreed to recommend \$5,000 from bid pool plus GSOC logistics and marketing support.

April, 2005: After discussions with Gainesville Raceway, we are now ready to complete an agreement with the tour. Shared hotel information with their hotel agency to begin signing agreements. Will recommend additional \$3000 in support for rental of Gainesville Raceway. The Raceway is providing \$2,000 in-kind services as part of rental agreement. GSOC to arrange for both contract completion in May and an announcement will be made in June during this year's start in Kissimmee.

May, 2005: Contracts drafted with Gainesville Raceway and with Hot Rod Magazine Power Tour. An announcement will be made June 10 in Kissimmee.

June, 2005: Attended 2006 tour announcement in Kissimmee. Promoted Alachua County VCB and Gainesville Raceway as partners. Very positive reception. Contract is being reworked by tour operators. Request has been made to add use of road course to the Gainesville Raceway contract. This potentially will increase riders' impact locally.

July, 2005: Contract has been signed and is being sent. Will negotiate use agreement with Gainesville Raceway, per Hot Rod Magazine Tour contract, for use of drag strip, pit areas, and now, the road course. Have obtained information from Kissimmee on hotel pick-ups, attendance and other items to be considered for 2006 stop here.

October, 2005: Tweaked contract. Working with raceway to prepare use agreement.

November, 2005: Made rights fee payment per contract. Arranged for VCB ad and logo and our logo be included in upcoming promotional materials.

December, 2005: Signed agreement with Gainesville Raceway and arranging use of track with tour promoters.

January, 2005: Awaiting check-list of items to handle.

*March, 2006: Working on two separate contracts for use of drag strip and road course during the tour stop.*

## **2006 Crappie Fishing Tournament**

March, 2005: Have secured this 200+ participant and 100 boat tournament for

November 18, 2006. Contract is on way. Have agreed to support with \$5,000 bid pool rights fee plus GSOC marketing and logistics support. This event will be on an away football weekend and will likely use a few upper end hotels, but many of the smaller hotels. Will be using Lake Lochloosa and Orange Lake.

April, 2005: Determined that staff will attend a summer tournament to meet with officials of the tournament and determine level of planning needed to support this event.

May, 2005: Have made contacts in Hawthorne to assist with effort.

Jun, 2005: No Activity.

July, 2005: No Activity

August-December, 2005: No Activity

January, 2006: Received contracts for review for both 2006 and 2007. We will sign a two-year agreement in February. Had to alter November dates for 2006 to avoid the 7<sup>th</sup> home football games just added to schedule. Lead operations person with Crappie USA has scouted Lake Lochloosa and Orange Lake and is very excited about fishing reports that show 2.5-3 lb. fish caught this fall.

## **NORCECA GIRLS YOUTH VOLLEYBALL CHAMPIONSHIP**

*March, 2006: Board Trustee, Tom Collett, alerted GSOC that an international girls volleyball event that was to be done in conjunction with UF and USA Volleyball was going to Lincoln, NE, unless we could assist with rental of O'Connell Center. Spoke with Mary Wise and her staff at UF and discussed hosting arrangement with USA Volleyball.*

*O'Connell Center booked, athletes from US, Canada, Mexico, Trinidad-Tobago, Jamaica, and 3 other Caribbean countries expected. Tying event into USA Volleyball camp. Athletes will stay on campus, USA Volleyball staff and college scouts will stay at Best Western, international representatives to stay at Hilton UF Hotel and Conference Center.*

*Applying for Florida Sports Foundation grant to partially fund the rent and other facilities charges at the O'Connell Center. Will use some bid pool, but amount will depend upon any surplus from FHSA Weightlifting events. Event scheduled for July 25-30. Maximum finals attendance expected to be 1,000. Most sessions will have 500+ in attendance. Also expected are between 150-200 family members who will be using area hotels.*

*This is the GSOC's first international competition.*

**GAR Head Race**

July, 2005: With water back in Newnan's Lake, GAR to host an October 22 head race for the first time in five years. 18 of the largest teams in Florida/Georgia to be invited with 700 participants and 700 spectators expected. Consulted on areas where we can help. Recommended shuttle system from Eastside HS and viewing from Palm Point. Will require coordination with Alachua County Parks, Gainesville Recreation and Parks, and will also require bid pool support.

August, 2005: Continue assisting. Trying to arrange for busses and parking to make this work. Some difficulties with obtaining both.

September, 2005: Busses still are an issue. Event scheduled for October 22. GSOC Staff to provide some resources; bid pool funding is recommended. We are now working to obtain use of bleachers at Palm Point and coordinate with the Gainesville Recreation and Parks Department.

October, 2005: Hurricane Wilma affected many of the teams planning to attend. Event cancelled and rescheduled for December, 2005. Will meet with committee and they will determine in writing the needs from the bid and event pool.

November, 2005: Received request to fund with Bid Pool Dollars. Event scheduled for December 10.

December, 2005: Awaiting report.

**ALACHUA COUNTY  
BOARD OF COUNTY COMMISSIONERS**

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**Sept. 26, 2006 BOCC Regular Board Meeting  
Agenda Item #38**

**Title**

Gainesville Sports Organization Committee: Agreement Amendments (Revised)

**Amount**

N/A

**Description**

Amendments to the Agreements with the Gainesville Sports Organizing Committee for Administration and the Bid Pool

**Recommendation**

Approve the amendments to the agreements and authorize the Chair's signature

**Alternative(s)**

Do not approve the amendments

**Requested By**

John Pricher

**Originating Department**

Tourist

**Attachment(s) Description**

Amendments to the Administration Agreement and the Bid Pool Agreement

**Documents Requiring Action**

Amendments to the Agreements with the Gainesville Sports Organizing Committee for Administration and the Bid Pool

**Executive Summary**

The amendment to the Gainesville Sports Organizing Committee (GSOC) administration agreement changes the term to read October 1, 2006 to September 30, 2008 with the ability to extend the agreement through an amendment approved by both parties. Additionally, GSOC will now provide a full audit every other year with a compilation audit being provided in the off years. The amendment to the GSOC Bid Pool changes the term date to October 1, 2006 to September 30, 2008 with the ability to extend the agreement through an amendment approved by both parties. Additionally, the agreement allows GSOC to use no less than 85% of the Bid Pool funds shall be used in the recruiting of existing events to Alachua County and no more than 15% of the Bid Pool funds shall be used in the aiding or creation of inaugural events by the Agency GSOC or other local agencies. GSOC will also now be required to submit to the Visitors and Convention Bureau (VCB) a report on the events the GSOC has bid on and the status of the bids to the VCB regarding the amount of bid pool money applied to each event, the total direct dollar impact of the sporting event, and the number of room nights from each hotel generated by each event. The GSOC also is required to present to the Tourist Development Council the end of the Fiscal Year report focusing on the investment of funds to room night conversion and day visitors.

**Background**

Administration: On June 21, 2001 the Board of County Commissioners approved funding for the GSOC out of the VCB fund 002 at 16% of the estimated revenues for that fund. These funds serve to aid in the operation of the GSOC as the sports marketing arm of the County. The 1<sup>st</sup> amendment to the contract clarified payment amounts and schedule of payments to the GSOC versus reimbursement, allowed for the option to renew the agreement upon mutual consent at the end of the current agreement, updated the president and address change for GSOC and gave the County the ability to terminate the agreement due to unavailable funds.

Bid Pool: On July 21, 1999, the TDC recommended that GSOC be awarded a \$100,000 sports promotion bid pool which was approved in concept by Internal Support on 10/5/1999. On 3/14/2000 the Board approved a 3 year contract dedicated to the development of a sports promotional bid pool to be used to promote or make an event bigger although if the bid/bids are not won, the money is to be refunded. Amendment #1, dated 9/26/2000, clarified the use of the funds for refundable or non-refundable bid application fees, the Agency's travel expenses related to the submission of the bid, and event expenses paid directly by the Agency or by a local event host that are negotiated by the Agency during the bid process and Amendment #2, May 28, 2002, extended the term of the contract to renew annually. The 3<sup>rd</sup> amendment to the contract provided for renewal of the Bid Pool Agreement with Gainesville Sports Organizing Committee (GSOC) and realign their funding which currently begins in May to coincide with the County's fiscal year and required a room night report to be submitted prior to the next fiscal year contract renewal and stipulates that with each request for funding GSOC shall include a copy of the official request for bids from the sponsoring agency.

**Issues**

None

**Fiscal Recommendation**

None

**Fiscal Alternative(s)**

None

**Funding Sources**

N/A

**Account Code(s)**

N/A

Attachment: [GSOC BID POOL TLW Final 9-06.pdf](#)Attachment: [GSOCoperations TLW Final 9-06.pdf](#)