

PASCO COUNTY, FLORIDA
INTER-OFFICE MEMORANDUM

TO: Honorable Chairman and
Members of the Board of County
Commissioners

DATE: 9/29/11 FILE: TD12-018

THRU: Michele L. Baker
Chief Assistant County Administrator

SUBJECT: Event Sponsorship Agreement
for 2011 Little Everglades Cross
Country Invitational and the
FHSAA Cross Country State
Championships

FROM: Eric D. Keaton
Public Communications Manager

REFERENCE: All Commission Districts

It is recommended that the data herein presented be given formal consideration by the Board of County Commissioners (BCC).

DESCRIPTION AND CONDITIONS:

The purpose of this item is to bring before the BCC the Office of Tourism Development's request to enter into a sponsorship agreement with the Little Everglades Steeplechase Foundation, Inc. for the 2011 Little Everglades Cross Country Invitational and the FHSAA Cross Country State Championships in order to promote Pasco County as a Travel and Sports Destination.

The Little Everglades Ranch in Dade City hosts the two events in October and November. Both cross country race events produce overnight visitors from the State of Florida. The venue has hosted the cross country races since 2005 and both are destination events in the State. The event sponsorship for FY10-11 was for \$5,000. Every year the LESF has incurred additional costs to enhance the events. The cross country races are a major event for the County as defined by the Tourist Development Plan 2010-14.

The Office of Tourism Development requests the BCC enter into a contractual event sponsorship agreement for \$10,000. The Tourist Development Council approved this special event agreement at their September 14, 2011 meeting.

The LESF has also requested the BCC waive the fees for the two events:

- Building Department Fees of \$102.00 per event or \$204.00 to be reimbursed from General Fund Reserves.
- Temporary use Fee of \$100.00 per event for a total of \$200.00. These fees can be waived.
- Fire Marshall Fees of \$105.00 per event for a total of \$210.00. These fees can be waived.

ALTERNATIVES AND ANALYSIS:

1. Enter into an Event Sponsorship Agreement with LESF for \$10,000 and direct staff to waive the fees.
2. Enter into an Event Sponsorship Agreement but decline to waive the fees.
3. Do not enter into an Agreement.

RECOMMENDATION AND FUNDING:

The Pasco County Office of Tourism Development recommends that the Board approve Alternative 1, authorize the Chairman to execute the three agreements provided, and direct Board Records to distribute the agreement copies as follows: retain one copy at Board Records; one copy to the Office of Tourism Development; and mail the final copy to:

The Little Everglades Steeplechase Foundation, Inc.
38230 Jordan Road
Dade City, FL 33523
Telephone (813) 309-0561
Federal ID No. 59-3671823

Funding for the \$10,000 is available in Account No. B113-115300-88201 in the FY 2011-12 Budget. Reimbursement for the Building Department Fees will come from Account No. B001-11100-33205. Payment will be made for the total amount upon receipt of the invoice.

ATTACHMENT:

Event Sponsorship Agreement (Three Copies)

MB/EK/cc