
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM****SUBJECT:** 2008 Spring Break Sports Agreement**DEPARTMENT:** Economic Development**DIVISION:** Tourism**AUTHORIZED BY:** William McDermott**CONTACT:** Fran Sullivan**EXT:** 2906**MOTION/RECOMMENDATION:**

Approve and authorize the Chairman to execute an agreement with Spring Break Sports, Inc. for the 2008 Spring Break Sports Tennis and Lacrosse Event in the amount of \$12,422.

County-wide

Bill McDermott

BACKGROUND:

This event has been held at Sanlando Park, Lake Sylvan Park and Red Bug Lake Park since 2003. The 2007 event generated 817 room nights with an economic impact of \$1,290,975.

The 2008 event will be held February 16, 2008 through April 5, 2008 at various Seminole County public parks. The 2008 event has been expanded to include lacrosse and will bring men's and women's college tennis and lacrosse teams from all divisions to Seminole County. This will generate additional room nights because lacrosse utilizes more players per team and requires more substitutes than tennis.

Approximately 945 room nights are anticipated over the 48-day period. The estimated economic impact is \$1,465,292. Spring Break Sports plans to actively pursue future lacrosse business.

Funds will be used to promote and advertise the event for Seminole County. The Tourist Development Council recommends this expenditure, and funds are appropriated in Tourism Development's FY 07-08 promotional budget.

STAFF RECOMMENDATION:

Staff recommends the Board approve and authorize the Chairman to execute an agreement with Spring Break Sports, Inc. for the 2008 Spring Break Sports Tennis and Lacrosse Event in the amount of \$12,422.

ATTACHMENTS:

1. Agreement

Additionally Reviewed By: County Attorney Review (Ann Colby)

SPRING BREAK SPORTS AGREEMENT

THIS AGREEMENT is made and entered this _____ day of _____, 20____, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **SPRING BREAK SPORTS, INC.**, whose address is 2740 SW Martin Downs Boulevard, No. 295, Palm City, Florida 34990, hereinafter referred to as "SPRING BREAK SPORTS".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the *Local Option Tourist Development Act* in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based Spring Break Sports Event to be held February 16, 2008 through April 5, 2008 at various Seminole County public parks to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and SPRING BREAK SPORTS agree as follows:

SECTION 1. TERM. The term of this Agreement is from February 1, 2008 through September 30, 2008, the date of signature by the parties notwithstanding, unless earlier terminated, as provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party, as provided for herein, or, at the option of COUNTY, immediately in the event that SPRING BREAK SPORTS fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by SPRING BREAK SPORTS after SPRING BREAK SPORTS has received notice of termination. Upon said termination, SPRING BREAK SPORTS shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) SPRING BREAK SPORTS shall use funds from this Agreement to promote the Seminole County-based Spring Break Sports Event as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with the Seminole County Convention and Visitors Bureau telephone number and website address must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) SPRING BREAK SPORTS shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY shall not be eligible for reimbursement.

(d) Promotional and registration packages sent out by SPRING BREAK SPORTS for the event must contain a list of all Seminole County hotels, provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such packets must be approved by COUNTY prior to distribution in order to

qualify for reimbursement.

(e) SPRING BREAK SPORTS is required to use an Event Questionnaire approved by the Seminole County Convention and Visitors Bureau in order to qualify for reimbursement funds, SPRING BREAK SPORTS must provide to the Seminole County Convention and Visitors Bureau, after the event, a minimum number of completed questionnaires equal to ten percent (10%) of the projected attendance at the event or one hundred fifty (150), whichever is greater. Incomplete or partial questionnaires will not count toward the minimum number. Failure to provide the required number of completed questionnaires or failure to utilize the required questionnaire shall result in non-reimbursement of approved funds and shall also directly impact future consideration for tourist development tax funding.

(f) In order to qualify for reimbursement under this Agreement, SPRING BREAK SPORTS must submit  written proof of liability coverage to COUNTY upon execution of this Agreement.

(g) Preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after the event.

(h) A hotel poll reflecting an accurate accounting of room nights used for the event shall be conducted by SPRING BREAK SPORTS and submitted to COUNTY within thirty (30) days of the event.

(i) SPRING BREAK SPORTS shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at SPRING BREAK SPORTS' event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(j) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of

this Agreement and forfeiture of all financial assistance rendered to SPRING BREAK SPORTS by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY and its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions, and negligence of SPRING BREAK SPORTS, its officers, employees, and agents in the performance of services provided hereunder; and SPRING BREAK SPORTS hereby agrees to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability, of whatsoever type or nature howsoever arising, relating, in any way, to the acts or omissions of SPRING BREAK SPORTS and its officers, members, agents, and employees.

(b) **Insurance.**

(1) SPRING BREAK SPORTS shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY and its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by SPRING BREAK SPORTS, SPRING BREAK SPORTS shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of

the statement on the Certificate, SPRING BREAK SPORTS shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, SPRING BREAK SPORTS shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by SPRING BREAK SPORTS shall relieve SPRING BREAK SPORTS of its full responsibility for performance of any obligation including its indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If during the period which an insurance company is providing the insurance coverage required by this Agreement an insurance company shall: (i) lose its Certificate of Authority, or (ii) fail to maintain the requisite Best's Rating and Financial Size Category, SPRING

BREAK SPORTS shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as SPRING BREAK SPORTS has replaced the unacceptable insurer with an insurer acceptable to COUNTY, SPRING BREAK SPORTS shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of SPRING BREAK SPORTS, SPRING BREAK SPORTS shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in the Agreement, the insurance shall become effective prior to the commencement of the event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.



(A) Commercial General Liability.

(1) SPRING BREAK SPORTS' insurance shall cover SPRING BREAK SPORTS for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by SPRING BREAK SPORTS (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

LIMITS

General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by SPRING BREAK SPORTS pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be in excess of and not contributing to the insurance provided by or on behalf of SPRING BREAK SPORTS.

(8) Occurrence Basis. The Commercial General Liability Insurance required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide financial assistance to SPRING BREAK SPORTS up to a maximum sum of TWELVE THOUSAND FOUR HUNDRED TWENTY-TWO AND 00/100 DOLLARS (\$12,422.00) for all services provided hereunder by SPRING BREAK SPORTS during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(a) Receipt by COUNTY of a Request for Funds form (a sample is attached hereto and incorporated herein as Exhibit B) from SPRING BREAK SPORTS requesting all or part of the above amount. The Request for Funds form shall be properly completed with documentation attached including original or copy of invoices and copies of canceled checks. Such request by SPRING BREAK SPORTS shall only be for services specifically provided for herein which are necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the event. Failure to comply with this requirement shall

result in termination of this Agreement and forfeiture of all financial assistance granted to SPRING BREAK SPORTS under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that SPRING BREAK SPORTS is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The final Request for Funds form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the event or activity, funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit C, shall include, but not be limited to, the actual number of hotel or motel rooms occupied and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1230 Douglas Ave., Suite 116
Longwood, Florida 32779

Duplicate: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon SPRING BREAK SPORTS' compliance with the requirements as stated in Exhibit A.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, SPRING BREAK SPORTS shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. SPRING BREAK SPORTS shall transmit and certify interim records with each Request for Funds form submitted to COUNTY. Each Request for Funds form shall detail costs incurred as referenced in Exhibit A. SPRING BREAK SPORTS shall submit a final financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to SPRING BREAK SPORTS shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit A. Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food, and beverages; and wages, salaries, administrative, or travel expenses other than those appearing, if any, in Exhibit A.

SECTION 8. UNAVAILABILITY OF FUNDS. SPRING BREAK SPORTS acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY'S obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to SPRING BREAK SPORTS as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by SPRING BREAK SPORTS after SPRING BREAK SPORTS has received such notice of termination. In the event there are any unused COUNTY funds, SPRING BREAK SPORTS shall promptly refund those funds to COUNTY, or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. SPRING BREAK SPORTS shall allow COUNTY, its duly authorized agent, and the public access to such of its records as are pertinent to all services provided hereunder, at reasonable times, and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

SECTION 10. LIAISON. SPRING BREAK SPORTS shall submit the originals of the Request for Funds form, the Narrative Progress Report form, and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1230 Douglas Ave., Suite 116
Longwood, Florida 32779

SECTION 11. NOTICES. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Ave., Suite 116
Longwood, Florida 32779



For SPRING BREAK SPORTS:

John Bellingham, President
Spring Break Sports, Inc.
2740 SW Martin Downs Blvd., No. 295
Palm City, FL 34990

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

SECTION 12. ASSIGNMENTS. Neither party to this Agreement shall assign this Agreement, or any interest arising herein, without the written consent of the other.

SECTION 13. ENTIRE AGREEMENT.

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral

agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

Section 14. Compliance with Laws and Regulations. In providing all services pursuant to this Agreement, SPRING BREAK SPORTS shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to SPRING BREAK SPORTS as provided hereinabove.

SECTION 15. CONFLICT OF INTEREST.

(a) SPRING BREAK SPORTS agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

(b) SPRING BREAK SPORTS hereby certifies that no officer, agent or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5%) either directly or indirectly, in the business of SPRING BREAK SPORTS to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, SPRING BREAK SPORTS hereby agrees that monies received from COUNTY pursuant to this

Agreement will not be used for the purpose of lobbying the legislature or any other state or federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:



PAUL BELLINGHAM, Secretary

SPRING BREAK SPORTS, INC.

By: 

JOHN BELLINGHAM, President

[Corporate Seal]

Date: 9/26/07

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

By: 

CARLTON HENLEY, Chairman
Date: _____

For the use and reliance
of Seminole County only.

As authorized for execution by
the Board of County Commissioners
at their _____, 20____
regular meeting.

Approved as to form and
legal sufficiency.

County Attorney

Attachments:

- Exhibit A - Project Application
- Exhibit B - Request for Funds Form
- Exhibit C - Economic Impact Report Form

AEC/jjr
9/20/07

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EXHIBIT A

APPLICATION
TOURIST DEVELOPMENT SPONSORSHIP
FY 2007-08

I. GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

(1) NAME OF ORGANIZATION SPRING BREAK SPORTS INC

(2) NAME OF EVENT/PROJECT SPRING BREAK SPORTS

DATE OF EVENT 02/16 - 04/05/2008 LOCATION OF EVENT SANLANDO/SYLVAN/RED BUG

DESCRIPTION OF EVENT COLLEGE TENNIS AND LACROSSE TEAMS - SPRING BREAK

(3) CONTACT PERSON PAUL BELLINGHAM

(4) COMPLETE ADDRESS OF ORGANIZATION:

STREET 2740 SW MARTIN DOWNS BLVD, #295

CITY PALM CITY STATE FL ZIP 34990

PHONE: 786 512 9565 FAX: _____ E-Mail PAUL@SPRINGBREAKSPORTS.COM

(5) ORGANIZATION'S CHIEF OFFICIAL: PAUL BELLINGHAM

TITLE: DIRECTOR AND SECRETARY

ADDRESS (IF DIFFERENT FROM ABOVE)

STREET AS ABOVE

CITY AS ABOVE STATE AS ABOVE ZIP AS ABOVE

PHONE: AS ABOVE FAX: _____ E-Mail _____

(6) AMOUNT REQUESTED \$ 12,422

(7) INTENDED USE OF FUNDS:

Bid Guarantee

Promotion/Marketing

- (8) A DETAILED, ITEMIZED MARKETING PLAN IS REQUIRED. INCLUDE COSTS AND CIRCULATION/DISTRIBUTION. USE THE SPACE PROVIDED BELOW OR YOU MAY USE A SEPARATE SHEET IF YOU PREFER.

MARKETING PLAN FOR TOURISM FUNDS

BROCHURE/FLYER:

PLEASE SEE ATTACHED

MAGAZINE:

N/A

NEWSPAPER:

N/A

RADIO/TV:

N/A

INTERNET:

PLEASE SEE ATTACHED

OTHER MEDIA:

SPRING BREAK SPORTS INC
MARKETING BUDGET FOR 2007/2008

<u>Brochure/Flyer</u>	
<ul style="list-style-type: none"> • Information/Registration package to be sent to likely participants identified by e-mail blast, internet advertising and telephone calls. Cost includes, printing, copying and postage of the pack \$ 2,000.00 • Brochure to include 1 page full color advert for Seminole County - as per 2007 brochure. \$ 500.00 	
<u>Internet</u>	
<ul style="list-style-type: none"> • Website design, domain hosting, e-mail hosting, e-blasts, maintenance of on-line database and design and e-mailing of newsletters for tennis and lacrosse \$ 4,000.00 • ITA On-line Journal \$ 500.00 • Advertisement in "Bob Larson's Tennis News" – an on-line daily tennis e-mail newsletter \$ 2,400.00 	
<u>Exhibition</u>	
<ul style="list-style-type: none"> • Attendance at ITA Exhibition in Miami \$ 522.00 	
<u>Telephone Sales Calls to Out of State</u>	
<ul style="list-style-type: none"> • Cold calling and following up to database of all college tennis and lacrosse teams \$ 2,500.00 	
TOTAL	\$12,422.00

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
- (2) What services does your organization provide?
- (3) How will your organization monitor expenditure of funds?
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?
- (5) What is your organization's experience in managing sponsorships and grants?

Provide three (3) years of this event's history, if applicable.

Previous Event: SPRING BREAK SPORTS
Date 03/2007 Location SANLANDO/SYLVAN/RED BUG PARKS
Contact Name/Phone: PAUL BELLINGHAM - 786 512 9565
Out-of-State Participants 1260 Room Nights 817 Economic Impact \$1,290,975

Previous Event: SPRING BREAK SPORTS
Date 03/2006 Location SANLANDO/SYLVAN/RED BUG PARKS
Contact Name/Phone: PAUL BELLINGHAM - 786 512 9565
Out-of-State Participants 1300 Room Nights 687 Economic Impact \$1,257,340

Previous Event: SPRING BREAK SPORTS
Date 03/2005 Location SANLANDO/SYLVAN/RED BUG PARKS
Contact Name/Phone: PAUL BELLINGHAM - 786 512 9565
Out-of-State Participants 1100 Room Nights 632 Economic Impact \$1,071,140

SPRING BREAK SPORTS Inc

Fed ID #22 38 67 255



II DETAILS ON YOUR ORGANIZATION

1 *What are your organization's goals and objectives?*

To bring Men's and Women's College Tennis Teams from all Divisions (NCAA I, II, III, NJCAA and NAIA) to Seminole County to participate in Spring Break Sports' tennis program. Our objective is to provide each individual team with a spring break tailored to their specific requirements. For example, some teams wish to use the majority of their time for practice, whilst others play up to 8 matches in one week.

Our goal is to see a year on year increase in numbers of participating teams. We will achieve this by running an attractive, efficient program that will encourage repeat business and, through aggressive marketing and word of mouth, attract teams who currently either do not take a spring break or who use the services of our main competitor in Hilton Head, South Carolina.

For 2008 we are also extending the program to include lacrosse. Because of the number of players per team being higher – and also the need to bring more substitutes than with tennis – the average number of room nights per team for lacrosse will be higher than for tennis. Whilst we anticipate only a fairly small number of lacrosse teams for 2008, we will nevertheless actively pursue this business.

2 *What services does your organization provide?*

Spring Break Sports arranges all the teams' requirements for their Spring Break trip. These include booking their hotel accommodation, booking their vehicles, booking their court facilities, arranging their match schedule and facilitating the setup of individual teams match schedules whilst in Orlando.

For lacrosse, this will initially probably be limited to accommodation and rental vehicle bookings only.

2740 SW Martin Downs Blvd, #295, Palm City, FL 34990
Tel: 786-512-9565 E-mail: paul@springbreaksports.com
Web site: www.springbreaksports.com

SPRING BREAK SPORTS Inc

Fed ID #22 38 67 255



3 *How will your organization monitor expenditure of funds?*

Spring Break Sports will maintain close control of its expenditure through basic accounting processes, rigorous scrutiny of receipts and by employing the services of a qualified external accountant.

4 *How will your event bring additional visitors and hotel room nights to Seminole County?*

By the very nature and location of our business, Spring Break Sports is attractive to out of state teams – primarily those from colder climates in the North East and Mid West. Each team has a minimum of six players and one coach – and very often teams use this session as a warm up and so bring many more players – sometimes up to 14 per team with more coaching staff. Some of the larger, usually Division 1 teams, also bring their trainer. The vast majority of teams stay for a full week and we locate them as close to our main facilities of Sanlando Park, Lake Sylvan and Red Bug Park as possible. With some schools having a policy of only one person per bed, this further increases the number of room nights required.

For lacrosse, the number of players per team and substitutes required is significantly higher than for tennis. We hope that cross pollination of teams via the college athletics department will allow us to capitalize on the lacrosse market.

We also actively encourage parents and friends of the team to accompany them. Coaches often bring their families with them and a number of teams have very active participation from their parents who regularly travel with the team to support them. Again, we make all hotel arrangements for the parents.

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Tel: 786-512-9565 E-mail: paul@springbreaksports.com
Web site: www.springbreaksports.com

SPRING BREAK SPORTS Inc

Fed ID #22 38 67 255



5 *What is your organization's experience in managing sponsorships and grants?*

Paul Bellingham has experience in this area from his previous employment at Grenelefe Golf and Tennis Resort and his relationship with Polk County Sports Marketing, with the sole objective of generating sporting events and room nights at Grenelefe Resort.

With the increase in administrative staff, Spring Break Sports now has the resources to effectively manage grants and to seek new marketing opportunities.

**2740 SW Martin Downs Blvd, #295, Palm City, FL 34990
Tel: 786-512-9565 E-mail: paul@springbreaksports.com
Web site: www.springbreaksports.com**

III. EVENT INFORMATION (Use additional sheets where necessary.)

(1) NAME OF EVENT: SPRING BREAK SPORTS

(2) NUMBER OF DAYS: 48 DATE: 02/16 - 04/05/2008

(3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)

COMPANY NAME: N/A

ADDRESS: _____

PHONE: _____

(4) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY?

PLEASE SEE ATTACHED SHEET

(5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS?

PLEASE SEE ATTACHED SHEET

(6) PROJECTED NUMBER OF:

LOCAL PARTICIPANTS 0

LOCAL GUESTS 20

OUT-OF TOWN PARTICIPANTS 1522

OUT-OF-TOWN GUESTS 40

OUT-OF-TOWN MEDIA 03

(7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: 945

(8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. \$1,465,292.00

**PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM.
(A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON
www.visitseminole.com)**

SPRING BREAK SPORTS Inc

Fed ID #22 38 67 255



III EVENT INFORMATION

4 How will this event contribute to a positive image for Seminole County?

By participating in an efficient, well run event at several of the County's facilities, this will not only encourage teams to return in future years but will also lead to further expansion of the program through personal recommendation. The proximity of a number of hotels to the facilities is a major advantage in attracting teams to the event.

Spring Break Sports only uses first class sporting facilities, thereby ensuring that teams will not be disappointed. By pricing the event a reasonable level, coaches will come away feeling that they have had excellent value for money. By providing ancillary activities for the players – such as discounted theme park tickets and a weekly party, players will leave having thoroughly enjoyed their time in Seminole County.

5 Does this event have future implications, spin-offs or other considerations?

Spring Break Sports intends to run its tennis program on an annual basis for the foreseeable future. It is the company's intention to further expand the program by aggressively selling the concept of a spring break trip to all ITA affiliated educational establishments. The company maintains a data base of all previous participants, which is the basis for the next year's sales, as well as regular e-mail blasts to all ITA coaches. In addition to this, the company makes literally thousands of telephone calls to coaches across the US to raise awareness of our program and to encourage them to attend. Further expansion is also considered to the Preparatory School market who, increasingly, want to take planned trips for their students and who's sporting abilities are being realized at younger and younger ages.

As outlined last year, SBS has now expanded its program to include the sport of lacrosse. For 2008 we intend to concentrate on continued expansion of the tennis market as well as entering the lacrosse market – initially concentrating on those

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Web site: www.springbreaksports.com

SPRING BREAK SPORTS Inc

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universities who already have tennis teams participating in the SBS program. We will start our relationship with them by offering our accommodation booking service – where we are able to match teams with local hotels in Seminole County.

By working on relationships already established with existing tennis coaches – who often coach another sport as well – it is expected that this organic expansion can be realistically achieved.

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Tel: 786-512-9565 E-mail: paul@springbreaksports.com
Web site: www.springbreaksports.com

IV. SPORTING EVENT (If Applicable)

- (1) NAME OF SPORT/EVENT: SPRING BREAK SPORTS
- (2) LOCATION OF EVENT: SANLANDO/SYLVAN/RED BUG PARKS
Have Facility(s) been secured? YES Facility(s) cost: \$9,000 APPROX
- (3) TOTAL NUMBER OF FIELDS NEEDED: 50 COURTS
- (4) TOTAL NUMBER OF FIELDS NEEDED PER DAY: 50 COURTS
- (5) NUMBER OF LIGHTED FIELDS REQUIRED: 50 COURTS
- (6) PROVIDE FIELD USE TIMES BY DAY: ALL COURTS 8AM - 10PM AS AGREED WITH SEMINOLE COUNTY
- (7) SPECIAL FIELD REQUIREMENTS (PLEASE SPECIFY):
ALL COURTS MUST BE IN GOOD PLAYING CONDITION AND MAINTAINED ON A DAILY BASIS - SWEEP ETC. HARD COURTS ONLY
- (8) SPECIAL SITE REQUIREMENTS:
ALL SITES MUST HAVE BATHROOM FACILITIES, DRINKING WATER, ICE, SINGLES STICKS, CHAIRS/BENCHES ON COURT SPECTATOR SEATING AND CHANGING FACILITIES IF POSSIBLE.

V. CULTURAL/CIVIC EVENT

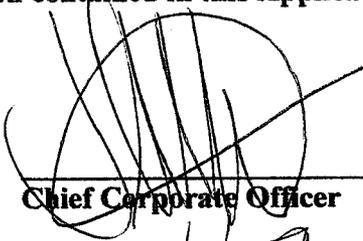
SITE REQUIREMENTS:

N/A

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	1450	\$ 139.00	7	\$ 1,410,850.00
How many adult out-of state spectator days expected?	40	\$ 139.00	7	\$ 38,920.00
How many out-of state media/professional days expected?	3	\$ 139.00	2	\$ 834.00
How many youth out-of state participant days are expected?	0	\$ 69.50		\$ -
How many youth out-of state spectator days are expected?	0	\$ 69.50		\$ -
How many in state participant/spectator/media/ professionals expected?	72	\$ 68.00	3	\$ 14,688.00
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 1,465,292.00
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ 1,465,292.00		1.5	\$ 2,197,938.00
Total earnings impact:	\$ 1,465,292.00		0.57	\$ 835,216.44
Total employment impact:	\$ 1,465,292.00	1,000,000	22	32.24
		Non-Taxable Sales		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 1,465,292.00		0.06	\$ 87,917.52
			Florida DOR	
		State Sales Tax Generated	Disbursement	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 87,917.52	0.09653	\$ 8,486.68
		Non-Taxable Sales	Option Sales Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	Direct Impact	\$ -	0.01	\$ 14,652.92
	Estimated Rooms	Approximate Hotel Rooms Secured	Average Room Rate Per Night	
	Per Night To Be Secured	945	\$125.00	\$ 118,125.00
TOTAL HOTEL IMPACT:				
	Total Hotel Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOVERED:	\$ 118,125.00		0.03	\$ 3,543.75
TOTAL RESORT TAX & STATE SALES TAX RECOVERED BY COUNTY:				\$ 26,683.35
RENTAL COSTS OF FACILITIES OWNED & RECOVERED BY THE COUNTY:				\$ 9,000.00
RENTAL COSTS OF FACILITIES OWNED & RECOVERED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOVERED BY THE COUNTY ON THE EVENT:				\$ 35,683.35

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.



Chief Corporate Officer

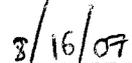


Date

Seal



Corporation Secretary



Date

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

REQUEST PERIOD FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)
Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

**Exhibit C
Seminole County - Economic Impact**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	\$	139.00		\$
How many adult out-of state spectator days expected?	\$	139.00		\$
How many out-of state media/professional days expected?	\$	139.00		\$
How many youth out-of state participant days are expected?	\$	69.50		\$
How many youth out-of state spectator days are expected?	\$	69.50		\$
How many in state participant/spectator/media/ professionals expected?	\$	68.00		\$
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$
Total output economic impact:	Direct Impact	Divider	Multiplier	
Total earnings impact:	\$ -		1.5	\$
Total employment impact:	\$ -	1,000,000	0.57	\$
	\$ -		22	
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:	\$ -		0.09653	\$
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ -		0.01	\$
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:				\$
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$