
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM****SUBJECT:** 2008 Central Florida Scottish Highland Games 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 Scottish-American Society of Central Florida, Inc. for the 2008 Central Florida Scottish Highland Games in the amount of \$25,000.00.

County-wide

William McDermott

BACKGROUND:

The Scottish American Society has a 31-year history of managing the Central Florida Scottish Highland Games. The event has been held in Seminole County for the past 12 years. The 2008 event schedule was similar to past years, with the addition of a full day of events on Sunday. Event organizers partnered with the City of Winter Springs to roll out a new community event on Saturday evening in hopes of benefiting Seminole County hotels and area businesses.

The amount of last year's sponsorship was \$40,000. Event organizers reported a total of 2,124 room nights and calculated total direct economic impact at \$3,396,324 for the 2007 event.

Event organizers estimated total room nights for the 2008 event at 1,200, with projected direct economic impact of \$3,236,400. Staff used the services of Buckalew Hospitality to conduct a third-party, on-site random survey during the January 19-20, 2008 event. The surveyors questioned 1,578 attendees representing approximately 8% of total expected attendance of 20,000 over the two-day period.

Overall results indicate approximately 81% of total attendees traveled 50 miles or less. A copy of Buckalew's report is attached.

The Tourist Development Council recommended funding at their January 10, 2008 meeting, to promote and advertise the event. Funds are appropriated in the 07-08 Tourism Development budget.

STAFF RECOMMENDATION:

Staff recommends the Board approve and authorize the Chairman to execute an agreement with Scottish-American Society of Central Florida, Inc. for the 2008 Central Florida Scottish Highland Games in the amount of \$25,000.00.

ATTACHMENTS:

1. Agreement
2. Scottish Highland Games Impact on Seminole County 2008

Additionally Reviewed By:

County Attorney Review (Ann Colby)

**2008 CENTRAL FLORIDA SCOTTISH HIGHLAND GAMES
TOURIST DEVELOPMENT TAX 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 **SCOTTISH-AMERICAN SOCIETY OF CENTRAL FLORIDA, INC.**, whose mailing address is Post Office Box 2948, Orlando, Florida 32802, hereinafter referred to as "SOCIETY".

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, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based Central Florida Scottish Highland Games to be held January 19-20, 2008 at Central Winds Park in Winter Springs, Florida, to promote tourism in Seminole County.

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

Section 1. Term. This Agreement shall be in effect until September 30, 2008, 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 the COUNTY, immediately in the event that the SOCIETY fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the SOCIETY after the SOCIETY has received notice of termination. Upon said termination, the SOCIETY shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs, any unused funds provided hereunder.

Section 3. Services.

(a) The SOCIETY shall use funds from this Agreement to promote the Central Florida Scottish Highland Games in a manner as to encourage out-of-County visitors to attend the Games. Such effort shall be as described in Exhibit "A" attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with telephone numbers and website address must appear on all promotional material for which reimbursement will be requested.

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

(d) Promotional packages for the Games sent out by the SOCIETY must contain a list of 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 promotional packets must be approved by the COUNTY prior to distribution in order to qualify for reimbursement.

(e) The SOCIETY shall permit a third-party company, as designated by the COUNTY, to conduct on-site surveys during the Highland Games Event to coordinate the survey process. The Society shall cooperate in making their Event accessible in whatever manner necessary for completion of the survey.

(f) After-Event preliminary statistics for room nights and economic impact must be submitted to the COUNTY no later than thirty (30) days after the Event.

(g) A hotel poll reflecting an accurate accounting of room nights used for the Event shall be conducted by the SOCIETY and submitted to the COUNTY no later than one (1) week after the Event.

(h) The SOCIETY shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at the SOCIETY's 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.

(i) Failure to comply with or failure to meet the requirements of this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to SOCIETY by the COUNTY pursuant to this Agreement.

Section 4. Liability and Insurance.

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

(b) **Insurance.**

(1) SOCIETY shall furnish the COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). The COUNTY, its officials, officers and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that the 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 SOCIETY, SOCIETY shall provide the 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 of Insurance 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, SOCIETY shall, at the option of the COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement.

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

(4) Neither approval by the COUNTY nor failure to disapprove the insurance furnished by SOCIETY shall relieve SOCIETY of SOCIETY's full responsibility for performance of any obligation including SOCIETY's 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: 1) lose its Certificate of Authority, or 2) fail to maintain the requisite Best's Rating and Financial Size Category, SOCIETY shall, as soon as SOCIETY has knowledge of any such circumstance, immediately notify the 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 SOCIETY has replaced the unacceptable insurer with an insurer acceptable to the COUNTY, SOCIETY shall be deemed to be in default of this Agreement.

(6) Specifications.  Without limiting any of the other obligations or liability of SOCIETY, SOCIETY shall, at SOCIETY's 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 this Agreement, the insurance shall become effective prior to the commencement of the Event and shall be maintained in force until this Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) SOCIETY's insurance shall cover SOCIETY 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 SOCIETY (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
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 SOCIETY pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by the COUNTY or the COUNTY's officials, officers or employees shall be excess of and not contributing with the insurance provided by or on behalf of SOCIETY.

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

Section 5. Billing and Payment. The COUNTY hereby agrees to provide financial assistance to the SOCIETY up to a maximum sum of TWENTY-FIVE THOUSAND AND NO/100 DOLLARS (\$25,000.00) for all services provided hereunder by the SOCIETY 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 the COUNTY of a Request for Funds Form, attached hereto and incorporated herein as Exhibit "B", from the SOCIETY requesting all or part of the above amount. The Request for Funds Form shall be completed properly and documentation attached including original or copies of invoices and copies of canceled checks (front and back). Such request by the SOCIETY shall only be for services specifically provided for herein necessary to serve Seminole County and as authorized under Section 125.0104, Florida Statutes. 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 SOCIETY under this Agreement.

(b) Verification by the Seminole County Economic Development/Tourism Director that the SOCIETY is providing the services for which reimbursement is sought and has complied with all provisions of this Agreement including all reporting requirements;

(c) The final Request for Funds Form shall be accompanied by a detailed report of the economic impact on the COUNTY resulting from the Event, 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, restaurant meals consumed and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:



Original: Director
Seminole County Economic Development/Tourism
1230 Douglas Avenue, 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 the SOCIETY's compliance with the requirements as stated in Exhibit "A".

Section 6. Reporting Requirements. In the performance of this Agreement, SOCIETY shall maintain books, records and accounts of all activities in compliance with normal accounting procedures. SOCIETY shall transmit and certify interim records with each Request for Funds Form submitted to the COUNTY. Each Request for Funds Form shall detail costs incurred as referenced in Exhibit "A".

Section 7. Non-Allowable Costs. The purpose for which Tourist Development Tax grant funds are provided to the SOCIETY 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, 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. The SOCIETY 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 the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to the SOCIETY as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the SOCIETY after the SOCIETY has received such notice of termination. In the event there are any unused COUNTY funds, SOCIETY shall promptly refund those funds to the COUNTY, or otherwise use such funds as the COUNTY directs.

Section 9. Access to Records. The SOCIETY shall allow the COUNTY, its duly authorized agent and the public access to such of the SOCIETY's 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. The SOCIETY 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 Economic Development/Tourism
1230 Douglas Avenue, 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, with return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Economic Development/Tourism
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

For SOCIETY:

Woodrow W. Crawford, Jr., President
Scottish-American Society of Central Florida, Inc.
Post Office Box 2948
Orlando, Florida 32802

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, nor 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, the SOCIETY 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 the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to the SOCIETY as provided hereinabove.

Section 15. Conflict of Interest.

(a) The SOCIETY 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 the 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) The SOCIETY hereby certifies that no officer, agent or employee of the 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 the SOCIETY 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, the SOCIETY hereby agrees that monies received from the COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

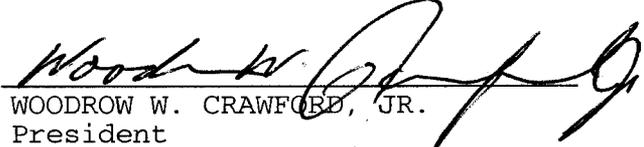
IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:

SCOTTISH-AMERICAN SOCIETY
OF CENTRAL FLORIDA, INC.


JACQUELINE SCHOOLING-ARTHURS
Secretary

By:


WOODROW W. CRAWFORD, JR.
President

(CORPORATE SEAL)

Date: 2-10-08

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

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

By: _____
BRENDA CAREY, 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

AC/lpk
1/16/08

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Attachments:

- Exhibit "A" - Project Description and Expenses
- Exhibit "B" - Request For Funds Form
- Exhibit "C" - Economic Impact Report



EXHIBIT A

**Seminole County Tourist
Development Council**

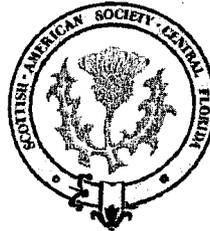
**Application for Tourism
Marketing Funds
Fiscal Year 2007/2008**

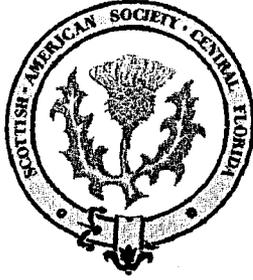
by the

**Scottish American
Society
of Central Florida**

Producers of the

**Central Florida
Scottish Highland Games**





On behalf of the Scottish American Society of Central Florida, let me express our gratitude for the opportunity to once again work in partnership with Seminole County for our mutual benefit.

We hope this 31st Anniversary Festival will bring new levels of success and tourism.

Thank you for your consideration of this request.

**Chip Crawford
President
Scottish American Society
of Central Florida**

CERTIFICATE OF AUTHENTICITY

I have reviewed this Application for Funds from the Tourist Development Council for fiscal year 2007/2008. 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 is accurate and complete.

Chip Crawford
President

Date

Jacqueline Schooling
Secretary

Date

RESOLUTION

THE FOLLOWING RESOLUTION WAS ADOPTED AT A SPECIAL MEETING OF THE BOARD OF DIRECTORS OF THE SCOTTISH AMERICAN SOCIETY OF CENTRAL FLORIDA, INC. ON THE 7TH OF OCTOBER, 2007.

WHEREAS, SEMINOLE COUNTY HAS BEEN A STRONG SUPPORTER OF THE SCOTTISH AMERICAN SOCIETY OF CENTRAL FLORIDA AND ITS CENTRAL FLORIDA SCOTTISH HIGHLAND GAMES FOR MANY YEARS; AND

WHEREAS, THE SCOTTISH AMERICAN SOCIETY OF CENTRAL FLORIDA, INC. DESIRES TO CONTINUE ITS RELATIONSHIP WITH THE SEMINOLE COUNTY CONVENTION AND VISITORS BUREAU; AND

WHEREAS IT IS THE DESIRE OF THE SOCIETY TO RETAIN ITS PERMANENT HOME IN SEMINOLE COUNTY;

NOW, THEREFORE, BE IT RESOLVED, THAT THE 31ST ANNUAL CENTRAL FLORIDA SCOTTISH HIGHLAND GAMES AND ALL EVENTS DIRECTLY ASSOCIATED THEREWITH WILL BE HELD IN SEMINOLE COUNTY, FLORIDA.

BE IT FURTHER RESOLVED, THAT THE HOST HOTEL FOR THE 2008 GAMES SHALL BE A SEMINOLE COUNTY HOTEL.

BE IT FURTHER RESOLVED, THAT THE BOARD DIRECTS THE PRESIDENT OF THE SOCIETY TO MAKE APPLICATION TO THE CITY OF WINTER SPRINGS IN SEMINOLE COUNTY FOR THE USE OF CENTRAL WINDS PARK FOR THE JANUARY 19—20, 2008 FESTIVAL.

ADOPTED THIS 6th DAY OF OCTOBER, 2007

**CHIP CRAWFORD
PRESIDENT
SCOTTISH AMERICAN SOCIETY
OF CENTRAL FLORIDA, INC.**

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Seminole County - Economic Impact
FY 05-06

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	1800	\$ 122.00	3	\$ 658,800.00
How many adult out-of state attendance/spectator days expected?	2000	\$ 122.00	3	\$ 732,000.00
How many out-of state media/professional days expected?	25	\$ 122.00	3	\$ 9,150.00
How many adult in-state attendance/spectator/participant days expected?	6000	\$ 91.00	3	\$ 1,638,000.00
How many youth out-of state participant days are expected?	150	\$ 61.00	3	\$ 27,450.00
How many youth in-of state participant days are expected?	1000	\$ 57.00	3	\$ 171,000.00
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 3,236,400.00
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ 3,236,400.00		1.5	\$ 4,854,600.00
Total earnings impact:	\$ 3,236,400.00		0.57	\$ 1,844,748.00
Total employment impact:	\$ 3,236,400.00	1,000,000	22	71.20
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 3,236,400.00		0.06	\$ 194,184.00
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 194,184.00	0.09653	\$ 18,744.58
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 3,236,400.00	\$ -	0.01	\$ 32,364.00
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:	1200			\$ -
	1758			
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 51,108.58
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:				\$ 51,108.58

31st Annual Central Florida Scottish Highland Games

We would like to open by thanking the Tourism Development Council and Board of County Commissioners for your invaluable support over the years. With your help we are building a truly world-class event. Last year we had people visiting from as far away as Belfast, Northern Ireland, Inverrary, Scotland, Thunder Bay, Ontario and British Columbia in Canada as well as points all across the United States.

This year will push the envelope just a little bit further and enhance the reputation of Seminole County as the premier destination in Florida for folks of Scottish and Celtic descent in the month of January. We have become an icon on the national Scottish event scene. Plus this year we are partnering with the City of Winter Springs to roll out an all new event that will greatly benefit the surrounding businesses. Here are a few more highlights of the weekend events in addition to what can be found in our application:

CENTRAL FLORIDA SCOTTISH HIGHLAND GAMES

- **Two full days of events on the field at Central Winds Park**
- **Four days of events starting on Thursday (Dinner with the Shotts at Black Hammock)**
- **Two major pipe bands (House of Edgar Shotts and Dykehead Pipe Band and the Dunedin City Pipe Band)**
- **Major entertainers from Scotland (Tannahill Weavers)**
- **Seven Nations and Rathkeltair on the same stage**
- **Major Pipe Band Concert**
- **Major gathering of the clans**
- **More pipe bands than ever**
- **Much much more**

WINTER SPRINGS HIGHLAND GATHERING

- **Seven Nations**
- **Rathkeltair**
- **The Wyndbreakers**
- **Dunedin City Pipe Band**
- **Highland Dancers**
- **Fireworks (Winter Springs officials hope they can do this)**
- **Parade of clans and bagpipes**
- **Knights in combat**
- **Children's games**

In conclusion, it is quite clear that the continuing partnership of the Central Florida Scottish Highland Games with Seminole County is a productive one. We are growing! We have gotten the attention of people from around the continent and the world. The best is yet to come...

THANK YOU!

Application - Tourism Development Sponsorship FY 2005/06 Criteria

I) Society Overview

The Scottish American Society of Central Florida, Inc. is a Florida not-for-profit (501-C-3) corporation founded in 1977 to promote Scottish culture and heritage in the Central Florida area. During the more than 30-year history of the Society, it has educated and entertained tens of thousands through the production of many cultural programs and events including the Central Florida Scottish Festival and Highland Games.

II) Soundness of Proposed Project

The 2008 Central Florida Scottish Festival and Highland Games are a sound proposition. This will be the twelfth Festival held in Seminole County and the thirty-first produced by the Society. The 2006 Games drew an estimated 20,000* people from around the world.
(*City of Winter Springs Police estimate)

III) Stability and Management Capacity

The Scottish American Society of Central Florida has a proven track record of presenting Scottish Highland Games that have been acclaimed both locally and nationally. This thirty-year history of successfully managing the vast number of tasks, resources, and persons required to deliver an event of this caliber demonstrates the commitment of the Scottish American Society to put forth whatever effort is required to ensure a successful event.

IV) Quality and Uniqueness of Proposed Project

The Central Florida Scottish Highland Games is the oldest event of its kind in Central Florida and the largest of its kind in the state of Florida. Its competitions receive international recognition. This event brings a unique cultural addition to Seminole County unmatched by any neighboring county.



I General Information

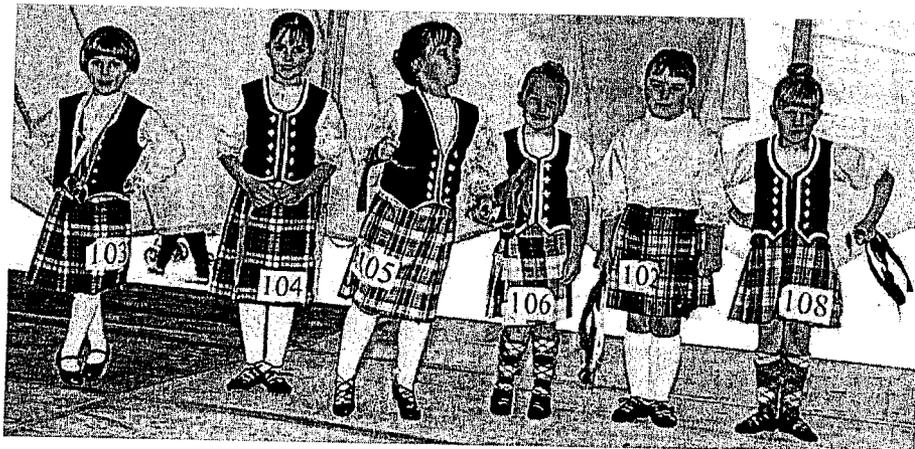
- 1) **Name of Organization**
The Scottish American Society of Central Florida, Inc.
- 2) **Name of Event/Project**
The Central Florida Scottish Highland Games
January 18-20, 2008 Central Winds Park, Winter Springs

- 3) **Contact Person**
Chip Crawford President 407-426-7268
Charles McGrew, Vice-President 407-426-7268
Rick Marshall, Games Chairman 407-491-3170
- 4) **Complete Address of Organization**
Post Office Box 2948
Orlando, FL 32802-2948
Phone: 407-I AM SCOT (426-7268)
- 5) **Organization's Chief Official**
Chip Crawford, President
- 6) **Intended Use of Funds—Goals of the 2007/2008 Marketing Campaign**
 - A) **Increase in-state, out of state tourism**
We know that a substantial percentage of the event's attendance comes from inside Florida, but outside the greater Orlando region. The numbers indicate this category of attendee is likely to stay in Seminole County hotels. Since our surveys show that our cable TV campaign in the Orlando area was a big success, we intend to dedicate a large portion of this year's funds in an expansion in targeted areas outside of metro Orlando to include Tampa/St. Pete, Daytona, Vero Beach, and Jacksonville.
 - B) **Increase International Guests**
Over the past few years, we have seen an increase in international participation. we will encourage that by hosting a group of Highland dancers from Canada. Our headline entertainment act is the world famous Tannahill Weavers from Scotland. BBC Radio Scotland is airing our announcements. We are once again proud to partner with Icelandair as a major sponsor.
 - C) **Solidify Support throughout U.S.**
The Central Florida Scottish Highland Games continues to attract participants from across the country with dancers coming from as far away as Scotland and athletes from Oklahoma. We'll continue to help that along that with intelligent use of Internet and national Scottish advertising.
 - D) **Further Expand Web Presence**
The Internet continues to provide an inexpensive way to publicize the event. We continue to add to the utility and convenience of our web site.

7) **Amount Requested**
\$25,000

8) **If entire request cannot be funded, can the project be restructured for less funding?**

Yes, but the impact of the event would be diminished. We have realized our goal of creating the most prestigious Scottish festival in the State of Florida. We are not satisfied. Our new goal is to create a festival that attracts competitors and attendees on a World Class level. With our move to Central Winds Park, we now have a site that is as charming as our events are exciting and compelling. In partnership with Seminole County and the City of Winter Springs, we continue to attract the very best from around the world.



II Details of the Organization

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

The Scottish American Society of Central Florida is a not-for-profit corporation whose aims are as follows:

To promote, perpetuate, and encourage Scottish traditions and heritage in the Central Florida area. This aim is accomplished through the following:

To use all available means to disseminate information about the multitude of contributions made by Scots and Scot descendants to the economic, scientific, cultural, military, and public life of the United States and the State of Florida.

To provide educational programs to the public and private school systems, service clubs, and other organizations by supplying books, pamphlets, speakers, lecturers, visual learning aids, and demonstrations of dance, art, and piping, among other items of Scottish origin.

To further educate, acquaint, and entertain the general public in the Scottish traditions by the production of Scottish Highland Clan Gatherings and Highland athletic events.

To further assist, educate, and entertain the general public by actively seeking to bring to the area other events of a Scottish nature as may be available.

2) What services does your organization provide?

As laid out in our objectives, the Society supports the furtherance of Scottish culture in the Central Florida area.

Every month the Society presents a program of cultural interest that is open to the public at no charge.

Weekly Scottish Country Dancing classes are being held the Cathedral of St Luke, Orlando.

3) How will your organization monitor expenditure of funds?

The Scottish American Society has an established track record of fiscal responsibility. In the past twenty-eight years the Festival budgets have totaled more than two million dollars. These funds have been handled without major incident due to the rigorous controls.

A) Budgeting Process

The Games Council submits a detailed line item budget for review by the officers of the Society. The final budget is then presented to the Board of Directors of the Society for final approval. Budgets are viewed on a "not to exceed" basis. Each area of the Games Council is monitored to ensure they remain under budget. All requests for budget overruns (if any) must be approved by the Board of Directors and all bills approved for payment by the president of the Society.

B) Large Expense Review

Each member of the Games Council must get approval for any single expenditure in excess of \$300. This approval comes from the President. The Board must approve expenditures in excess of \$500.

C) Bonded Persons Responsible for Disbursements

The Treasurer prepares checks (with appropriate documentation) for signature by the President or Vice-President. An honesty bond covers all three of these officers.

D) Documentation Requirement

The Treasurer of the Society is responsible for keeping an original invoice for each expenditure. The Society President must approve each disbursement.

E) Budget and Expense Review by Board

Every month the Treasurer provides a detailed income statement and budget vs. actual report to the Board of Directors of the Society.

F) Financial review by a CPA

Each year, the records of the entire Society are submitted to a CPA for review. The Board of Directors of the Society reviews the results.

4) How will your event bring additional visitors to Seminole County?

The Scottish community in Central Florida is maintaining the ancient tradition of clan gatherings for competition and socializing. The 2007 Festival had 66 clans registered with up to 30 people attending in each clan. We also had 19 bands, 223 dancers, 36 vendors, and many entertainers using Seminole County hotels.

A) Largest Scottish Festival in Florida

This event is the largest of its kind in Florida. The majority of participants from outside the area will stay in hotels in Seminole County since events and setup start as early as 4:30 am.

B) International Appeal

Appreciable numbers attend from Canada and Europe. These visitors, unfamiliar with the Central Florida area, stay in the host hotel located in Seminole County.

5) What is your organizations experience in managing sponsorships and grants

We now have several years under our belt working hand in hand with Seminole County TDC to create many thousands of positive visitor impressions. We hope to continue this relationship for many years to come.

Previous Events sponsored by your organization

We have an unbroken string of 30 years of hosting the Central Florida Scottish Highland Games. There is a detailed economic impact spreadsheet included at the back of the booklet.

III Event Information

1) Event name

The Central Florida Scottish Highland Games

2) Type of Event

The Central Florida Scottish Highland Games provide a combination of the best in Scottish competitions and entertainment.

A) Nationally Recognized Competitions

B) Entertainment and Festivities

- 1) Parade of Tartans and Massed Bands**
- 2) The Royal Mile**
- 3) Children's Highland Games**
- 4) Scottish Country Dance**
- 6) Sheep Herding by Border Collies**
- 7) Scottish Cuisine**
- 9) Woodcrafts, Weavers, and Spinners**

3) Date of Event

January 18-20, 2008

4) Number of Days and hours

January 18, 3 pm—12 am

January 19, 8 am—12 am

January 20, 8 am—5 pm

5) Event Promoter

The event will be self-promoted by the Scottish American Society of Central Florida.

6) -12) Projected Number of Out-of-town participants and Length of stay in Seminole County

Impact Dates		Average Expenditure (per person/day)	Fri 1/18	Sat 1/19	Sun 1/20	Mon 1/21	
Out of State Visitors							
Attendees in category	1900						
% of total attendees	9.8%						
Percent active each day			100%	100%	75%	25%	
Hotel rooms (Sem C0) (estimate 1 room/2 attendees)		\$42.77	\$81,263.00	\$81,263.00	\$60,947.25	\$20,315.75	\$243,789.00
Food and Beverage		\$31.32	\$59,508.00	\$59,508.00	\$44,631.00	\$14,877.00	\$178,524.00
Admission Fees		\$10.75	\$20,425.00	\$20,425.00	\$15,318.75	\$5,106.25	\$61,275.00
Nightclubs/Lounges		\$18.43	\$35,017.00	\$35,017.00	\$26,262.75	\$8,754.25	\$105,051.00
Shopping		\$63.24	\$120,156.00	\$120,156.00	\$90,117.00	\$30,039.00	\$360,468.00
Auto Expense		\$33.88	\$64,372.00	\$64,372.00	\$48,279.00	\$16,093.00	\$193,116.00
Other Transportation		\$5.91	\$11,229.00	\$11,229.00	\$8,421.75	\$2,807.25	\$33,687.00
Other		\$7.56	\$14,364.00	\$14,364.00	\$10,773.00	\$3,591.00	\$43,092.00
Subtotal		\$213.86	\$406,334.00	\$406,334.00	\$304,750.50	\$101,583.50	\$1,219,002.00
In State/out of area Visitors							
Attendees in category	6255						
% of total attendees	32.2%						
Percent active each day			19%	100%	75%	6%	
Hotel rooms (Sem C0) (estimate 1 room/10 attendees)		\$8.55	\$10,161.25	\$53,480.25	\$40,110.19	\$3,208.82	\$106,960.50
Food and Beverage		\$17.44	\$20,726.57	\$109,087.20	\$81,815.40	\$6,545.23	\$218,174.40
Admission Fees		\$2.11	\$2,507.63	\$13,198.05	\$9,898.54	\$791.88	\$26,396.10
Nightclubs/Lounges		\$1.43	\$1,699.48	\$8,944.65	\$6,708.49	\$536.68	\$17,889.30
Shopping		\$11.23	\$13,346.29	\$70,243.65	\$52,682.74	\$4,214.62	\$140,487.30
Auto Expense		\$5.43	\$6,453.28	\$33,964.65	\$25,473.49	\$2,037.88	\$67,929.30
Other Transportation		\$0.53	\$629.88	\$3,315.15	\$2,486.36	\$198.91	\$6,630.30
Other		\$2.12	\$2,519.51	\$13,260.60	\$9,945.45	\$795.64	\$26,521.20
Subtotal		\$48.84	\$58,043.90	\$305,494.20	\$229,120.65	\$18,329.65	\$610,988.40
Central Florida Guests							
Attendees in category	11276						
% of total attendees	58.0%						
Percent active each day			5%	100%	75%	3%	
Hotel rooms (Sem C0-estimate 1 room/100 attendees)		\$0.85	\$479.23	\$9,584.60	\$7,188.45	\$575.08	\$17,827.36
Food and Beverage		\$7.72	\$4,352.54	\$87,050.72	\$65,288.04	\$5,223.04	\$161,914.34
Admission Fees		\$2.11	\$1,189.62	\$23,792.36	\$17,844.27	\$1,427.54	\$44,253.79
Nightclubs/Lounges		\$1.43	\$806.23	\$16,124.68	\$12,093.51	\$967.48	\$29,991.90
Shopping		\$11.23	\$6,331.47	\$126,629.48	\$94,972.11	\$7,597.77	\$235,530.83
Auto Expense		\$3.32	\$1,871.82	\$37,436.32	\$28,077.24	\$2,246.18	\$69,631.56
Other Transportation		\$0.53	\$298.81	\$5,976.28	\$4,482.21	\$358.58	\$11,115.88
Other		\$2.12	\$1,195.26	\$23,905.12	\$17,928.84	\$1,434.31	\$44,463.52
Subtotal		\$29.31	\$16,524.98	\$330,499.56	\$247,874.67	\$19,829.97	\$614,729.18
TOTAL PROJECTED ATTENDEES	19431						
Totals			\$480,902.88	\$1,042,327.76	\$781,745.82	\$139,743.13	\$2,444,719.58

- 13) Provide a list of other event sponsors and the amounts of their sponsorships
- A) **Icelandair:** tickets for two round trip to Glasgow or London from anywhere in USA
 - B) **Dunedin Brewery:** Discount on beer, free distribution equipment and refrigeration equipment.
 - C) **Glenmorangie:** Donation of whisky for whisky tasting and bottles of product for each individual sponsor.
 - D) **Center For Dance and the Performing Arts:** Donation of stages and support personnel for Highland Dance competition.
 - E) **Several upscale hotels and/or Bed and Breakfasts in UK:** Donation of multiple nights stay and meals for raffle winners.
 - F) **City of Winter Springs**
 - G) **Oviedo/Winter Springs Chamber of Commerce**
 - G) **This list will be added to over the coming months**
- 14) **Provide contact info for past 3 years:** This has been stable for many years
- 15) **Provide details of how the event will work (See next page)**

15) Please provide details of how the event will work:

Proposed Schedule of Events

(Subject to minor changes)

Friday, January 18, 2008

Whisky Tasting

5 pm - 6:30 Host Hotel

An industry expert will lead the the tasting and discuss how whisky is made and specifically, what makes Scotch Whisky so unique.

Sponsor's Reception

7:30 - 9:00 pm Host Hotel

Our way of saying thank you to our many sponsors. This is an opportunity for us to honor the folks who make it all possible. This is a dressy affair with many decked out in their Highland finery.

Pub Night

9:00 - 11:30 pm Host Hotel

The name speaks for itself. A recreation of a real Scottish pub for an evening with our terrific entertainers and YOU! \$10 at the door or in advance.

Scottish Country Dancing

9:00 -11:30 pm Host Hotel

Bring your ghillies and your spirit of fun and adventure for a wonderful evening of authentic Scottish country dancing. You'll see where many of the early American folk dances came from. No charge! This is the night to practice for the Country Dance Ball on Saturday night.

Saturday, January 19, 2008

31st Annual Central Florida Scottish Highland Games

8 am - 5 pm (rain or shine)

Central Winds Park

8 am - close Highland Athletics, Highland Dance competition, Pipe band and individual competition
Entertainers and Pipe bands will perform throughout the day.

Opening ceremonies - 12 noon main field

You won't want to miss this! Thrill to skirl of the pipes and the beat of the drums as the Massed Pipe bands officially open the Games at the head of the impressive Parade of Tartans. Clan members shout their ancient war cries as they enter the field of now friendly competition. Be sure to visit all the clan tents and many Scottish vendors throughout the day.

Winter Springs Highland Gathering

5:30 - til...

Our entertainers perform along with other talented individuals in a casual "free for all" atmosphere with casual food and lot's of "dancin', singin', and carryin on". Scots call this a "bit of a knees up" Y'all come!

Sunday, January 20, 2008

Our first ever Sunday in Central Winds Park

9 am - 4:30 pm (rain or shine)

Central Winds Park

9 am - close Kirkin o' the Tartans, Highland Athletics, Highland Dance competition, Pipe band and individual competition, Entertainers and Pipe bands will perform throughout the day.

Project Budget Recap

1) Income Sources

Tourism Development Tax Request	\$25,000
Additional Funding Sources	
Corporate Sponsorships (Icelandair, Dunedin Brewery)	\$5,000
Clan and individual Sponsorships	\$5,500
Total Additional Funds	<u>\$10,500</u>
Other Income Sources	
Ticket Sales	\$65,000
Vendor Fees	\$5,000
Advertising Sales	\$1,000
Ceilidh Ticket Sales	\$1,500
Competition Fees	\$4,500
Total Other Income	<u>\$72,000</u>
TOTAL INCOME	\$112,500

2) Expenses

National Marketing— Scottish Community			
Periodical Publications			
Family Tree	Oct/Dec	2 ea Full Page @\$550	\$1100
Scottish Life	Fall/Winter	2 ea 2/3 Page @\$510	\$1020
Scottish Banner	Winter	Full page @\$1000	\$1000
Brochures	10,000 printed		\$1000
Games Display	(Updates)		\$500
Web Site	Setup and maintenance fees		\$578
International Marketing	Scottish Publications and Journals		\$5150
Florida Marketing—Out of Metropolitan Orlando			
Newspaper Advertising			
Orlando Sentinel	(28% billed for outside area)		\$11600
Gainesville Sun			\$1000
Tampa Tribune			\$2540
Total Tourism Funds (Excess to be paid by Society)			\$25,488

Competitions	
Athletics	\$2000
Highland Dancing	\$7000
Piping and Drumming	\$10800
Trophies	\$2500
Children's Games	\$1000
Entertainment	
The Wyndbreakers, "Enter the Haggis", etc	\$8000
Field	
Central Winds Park Rental	\$3000
Tents/Tables/Chairs	\$9500
Golf Carts/Radios/Dumpsters	\$2500
Paramedics	\$250
Electrician	\$5500
Security and Support Staff	\$4100
Hospitality	
Sponsor's Reception	\$4000
Information/Hospitality Tables	\$1500
Publicity & Communications	
Local Publicity	
Posters	\$1250
TDC Overage	\$488
Billboards	\$8000
Flyers	\$850
Press Relations	\$1000
Games Materials	
Programs	\$6000
Honored Clan	
	\$300
Administration	
Tickets	\$1200
General Administration	\$1500
Insurance	\$750
Sponsor Relations and Marketing	
Sponsor Giveaways	\$500
Total Project Expenses	<u><u>\$102,188</u></u>
Projected Profit	\$10,312

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 =				\$ -
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	\$ -
		Non-Taxable Sales		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax Generated	Disbursement Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:	\$ -		0.09653	\$ -
		Non-Taxable Sales	Option Sales Tax Rate	
	Direct Impact	Sales		
COUNTY LOCAL OPTION SALES TAX:	\$ -		0.01	\$ -
	Estimated Rooms Per Night To Be Secured	Estimated Nights in Town	Approximate Hotel Rooms Secured	
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:				\$ -

Scottish Highland Games Impact on Seminole County

January 19-20, 2008
Winter Springs, FL
Central Winds Park

Survey Commissioned by
Seminole County Convention and Visitor's Bureau

Survey Conducted by
Buckalew Hospitality
3719 Landlubber St.
Orlando, FL 32812
Office: 407-810-6596
Fax: 407-273-1225

Introduction

Buckalew Hospitality was commissioned by the Seminole County Convention and Visitor's Bureau to conduct a third party random sampling of the Scottish Highland Games. The purpose of the survey was to measure the impact the games had on the Seminole County hotel industry.

The survey was conducted on-site at the 2008 Scottish Highland Games. Two surveyors were used to engage the participants in a series of questions. The surveyors were positioned inside the main entrance to the games. Those surveyed were chosen at random and no profiling was used to qualify the attendee. The randomly selected attendees were asked 3 – 4 questions. They were surveyed as they entered the gate. The survey was conducted from 8am until 3:30pm on January 19, 2007 and 8am until 3:30pm on January 20, 2007. No particular demographic information was gathered and anyone willing to answer the questions of the surveyor was used.

The surveyors questioned 1578 attendees over two days. This amount was used in order to get a fair assumption of the presumed 10,000 people expected in attendance each day. The numbers here should represent approximately 8 percent of the total attendance.

The Survey

The survey consisted of three questions and one follow up question to those who qualified. The first question asked the attendee to estimate their distance from their home that they traveled to the event. 4 choices were given: 0-10 miles, 11-50 miles, 51-200 miles and over 200 miles. The breakdown of this category was to represent, Seminole county residents, greater Central Florida residents, Florida Residents, and out of State residents. The results will be discussed below.

The second question asked the attendee if this was their first time to the event or not. A simple yes or no answer was gathered. The results of this question will be discussed below.

The third question asked the attendee if they were staying at a hotel while attending the games. If they answered no the survey was completed. If they answered yes the surveyor would then ask the attendee what hotel they were staying at. If they were staying outside the Seminole county area it was noted only as that. If they were staying within the Seminole County area, the particular

hotel they were staying at was noted. Only the hotels mentioned by the attendees will be addressed within the report. The attendees were given a list of forty-one Seminole County hotels to choose from, along with a do not know/remember option, RV Campground option and an Orange County hotel or Volusia County hotel option.

Weather

The weather on Saturday was a high of 74 and low of 63. There was a thick fog in the air throughout the morning hours. It was sunny throughout the afternoon hours. On Sunday the temperature started at 45 degrees. There was a fairly steady 10 mph hour wind throughout the day. The temperature approached 65 towards the afternoon. It did not rain on either of the days.

Operation of the Survey

The survey was broken up into three parts. The first part was the morning crowd, which was from 8am-10am. The second part was the mid morning crowd from 10am-12noon. The third was the afternoon crowd, which was conducted from 12:30-3:30pm. No surveys were conducted from 12noon-12:30 pm. The surveyors wore Seminole County Polo shirts to stand out. The attendees were asked the questions and the surveyors jotted down their results. If a person refused to answer the survey or did not answer all of the questions, their survey was not counted.

Buckalew Hospitality

Buckalew Hospitality is a third party evaluation company. The company and the two contractors that conducted the survey are not employees of Seminole County's CVB and have no vested interest in Seminole County's Convention and Visitor's Bureau. They are also not connected with, employees or volunteers of the Scottish Highland Games or the Scottish American Society of Central Florida. They were commissioned by the Seminole County CVB.

Saturday's Results

The first breakdown will be of those attendees surveyed from 8am-10am on Saturday January 19th.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of polling
0-10 Miles	59	35.54%
11-50 Miles	67	40.36%
51-200 Miles	28	16.87%
201 + Miles	12	7.23%
TOTAL RESPONDENTS	166	100.00%
Is this your first Scottish Highland Games?		
Yes	46	27.71%
No	120	72.29%
TOTAL RESPONDENTS	166	100.00%
Are you staying in a hotel while attending the games?		
Yes	16	9.64%
No	150	90.36%
TOTAL RESPONDENTS	166	100.00%

166 people were surveyed between the times noted above.

The second breakdown will be of those attendees surveyed from 10am-12noon on Saturday January 19th

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of polling
0-10 Miles	168	36.52%
11-50 Miles	177	38.48%
51-200 Miles	81	17.61%
201 + Miles	34	7.39%
TOTAL RESPONDENTS	460	100.00%
Is this your first Scottish Highland Games?		
Yes	194	42.17%
No	266	57.83%
TOTAL RESPONDENTS	460	100.00%
Are you staying in a hotel while attending the games?		
Yes	25	5.43%
No	435	94.57%
TOTAL RESPONDENTS	460	100.00%

460 people were surveyed between the times noted above.

The third breakdown will be of those attendees surveyed from 12:30pm-3:30pm on Saturday January 19th.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of poling
0-10 Miles	128	42.52%
11-50 Miles	124	41.20%
51-200 Miles	35	11.63%
201 + Miles	14	4.65%
TOTAL RESPONDENTS	301	100.00%
Is this your first Scottish Highland Games?		
Yes	162	53.82%
No	139	46.18%
TOTAL RESPONDENTS	301	100.00%
Are you staying in a hotel while attending the games?		
Yes	11	3.65%
No	290	96.35%
TOTAL RESPONDENTS	301	100.00%

301 people were surveyed between the times noted above.

Sunday's Results:

The fourth breakdown will be of those attendees surveyed from 8am-10am on Sunday January 20th.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of poling
0-10 Miles	26	29.21%
11-50 Miles	39	43.82%
51-200 Miles	22	24.72%
201 + Miles	2	2.25%
TOTAL RESPONDENTS	89	100.00%
Is this your first Scottish Highland Games?		
Yes	50	56.18%
No	39	43.82%
TOTAL RESPONDENTS	89	100.00%
Are you staying in a hotel while attending the games?		
Yes	12	13.48%
No	77	86.52%
TOTAL RESPONDENTS	89	100.00%

89 people were surveyed between the times noted above.

The fifth breakdown will be of those attendees surveyed from 10am-12noon on Sunday January 20th

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of poling
0-10 Miles	125	40.85%
11-50 Miles	130	42.48%
51-200 Miles	35	11.44%
201 + Miles	16	5.23%
TOTAL RESPONDENTS	306	100.00%
Is this your first Scottish Highland Games?		
Yes	147	48.04%
No	159	51.96%
TOTAL RESPONDENTS	306	100.00%
Are you staying in a hotel while attending the games?		
Yes	13	4.25%
No	293	95.75%
TOTAL RESPONDENTS	306	100.00%

306 people were surveyed between the times noted above.

The sixth breakdown will be of those attendees surveyed from 12:30pm-3:30pm on Sunday January 20th.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of poling
0-10 Miles	123	48.05%
11-50 Miles	115	44.92%
51-200 Miles	15	5.86%
201 + Miles	3	1.17%
TOTAL RESPONDENTS	256	100.00%
Is this your first Scottish Highland Games?		
Yes	146	57.03%
No	110	42.97%
TOTAL RESPONDENTS	256	100.00%
Are you staying in a hotel while attending the games?		
Yes	2	0.78%
No	254	99.22%
TOTAL RESPONDENTS	256	100.00%

256 people were surveyed between the times noted above.

The Results of the different breakdowns

The peak time for this event was from 10am-12noon. We noticed that the closer to the event attendees lived, the later in the day they arrived. Those that lived the farthest away seemed to arrive the earliest. Regardless of the time of day, the highest concentration of attendees lived between 11-50 miles from the event. Those who had been to the event before tended to arrive earlier in the day. Those who were staying in a hotel generally arrived in the morning instead of the afternoon.

Overall Results

The next results are an overall tally for Saturday. 927 people were surveyed on Saturday.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of polling
0-10 Miles	355	38.30%
11-50 Miles	368	39.70%
51-200 Miles	144	15.53%
201 + Miles	60	6.47%
TOTAL RESPONDENTS	927	100.00%
Is this your first Scottish Highland Games?		
Yes	402	43.37%
No	525	56.63%
TOTAL RESPONDENTS	927	100.00%
Are you staying in a hotel while attending the games?		
Yes	52	5.61%
No	875	94.39%
TOTAL RESPONDENTS	927	100.00%

The next results are an overall tally for Sunday. 651 people were surveyed on Sunday.

How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of polling
0-10 Miles	274	42.09%
11-50 Miles	284	43.63%
51-200 Miles	72	11.06%
201 + Miles	21	3.23%
TOTAL RESPONDENTS	651	100.00%
Is this your first Scottish Highland Games?		
Yes	343	52.69%
No	308	47.31%
TOTAL RESPONDENTS	651	100.00%
Are you staying in a hotel while attending the games?		
Yes	27	4.15%
No	624	95.85%
TOTAL RESPONDENTS	651	100.00%

The final results are an overall tally for the event. 1578 people were surveyed in total.

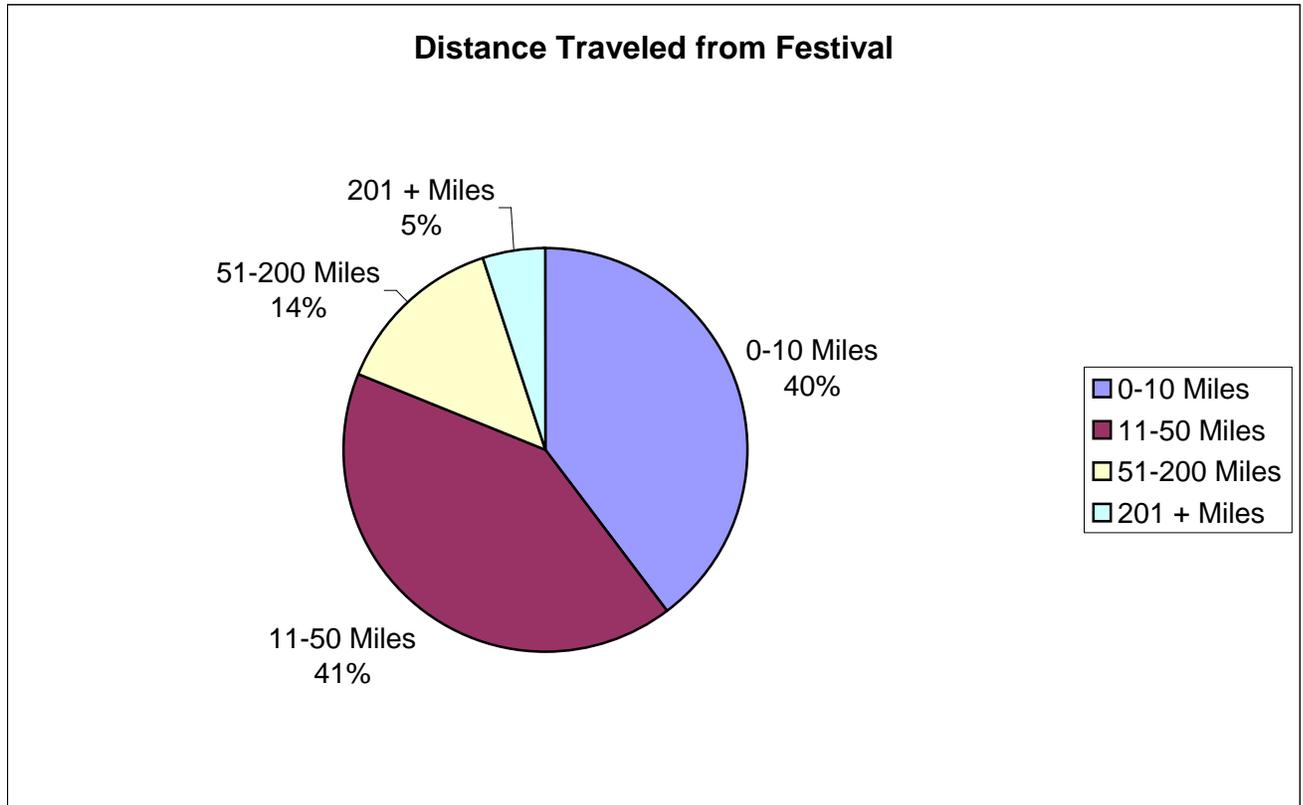
How many miles did you travel to get to the highland games?	Number of Respondents	Percentage of polling
0-10 Miles	629	39.86%
11-50 Miles	652	41.32%
51-200 Miles	216	13.69%
201 + Miles	81	5.13%
TOTAL RESPONDENTS	1578	100.00%
Is this your first Scottish Highland Games?		
Yes	745	47.21%
No	833	52.79%
TOTAL RESPONDENTS	1578	100.00%
Are you staying in a hotel while attending the games?		
Yes	79	5.01%
No	1499	94.99%
TOTAL RESPONDENTS	1578	100.00%

Observations:

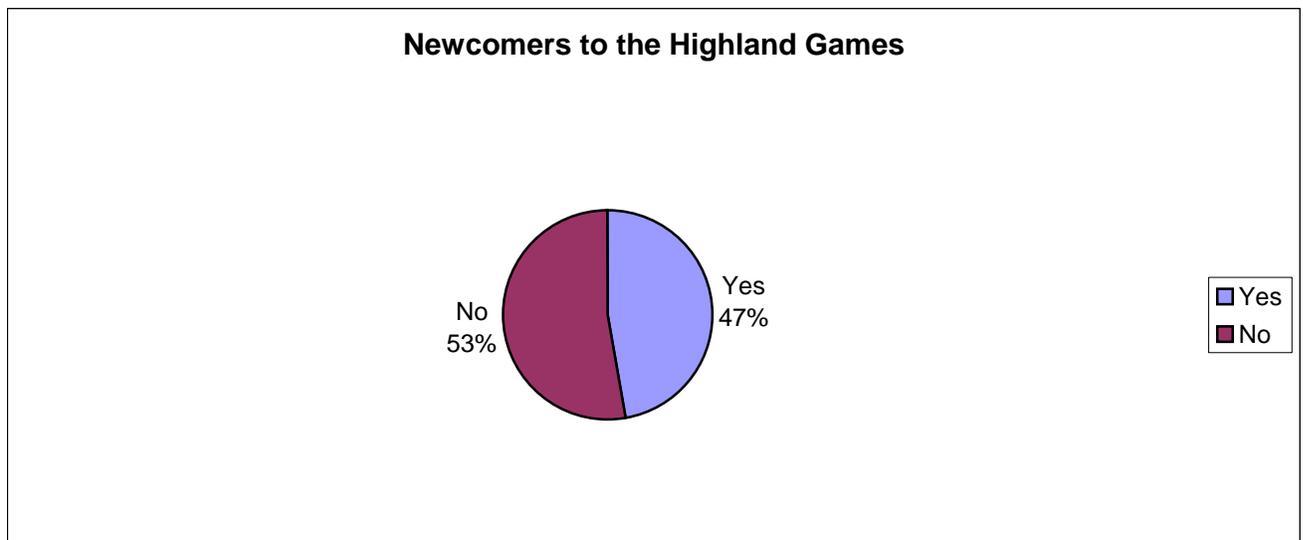
The surveys were conducted over the same amount of time on both days and resulted in a significant amount less participants on Sunday. Sunday also saw a 1.44% decrease in the amount of hotel rooms used. Those surveyed on Saturday were not resurveyed on Sunday, which could make up for the decrease in participants. There was a significant difference in the amount of participants traveling a distance of over 51 miles on Sunday. 4.53 percent more participants traveled the greater distance on Sunday. It can be noted that this weekend was part of the three day Martin Luther King Day weekend. It should be noted that 2008 was the first year in which the games were expanded to two days. The additional day was Sunday. Sunday saw a higher percentage of new participants over Saturday.

Overall Results:

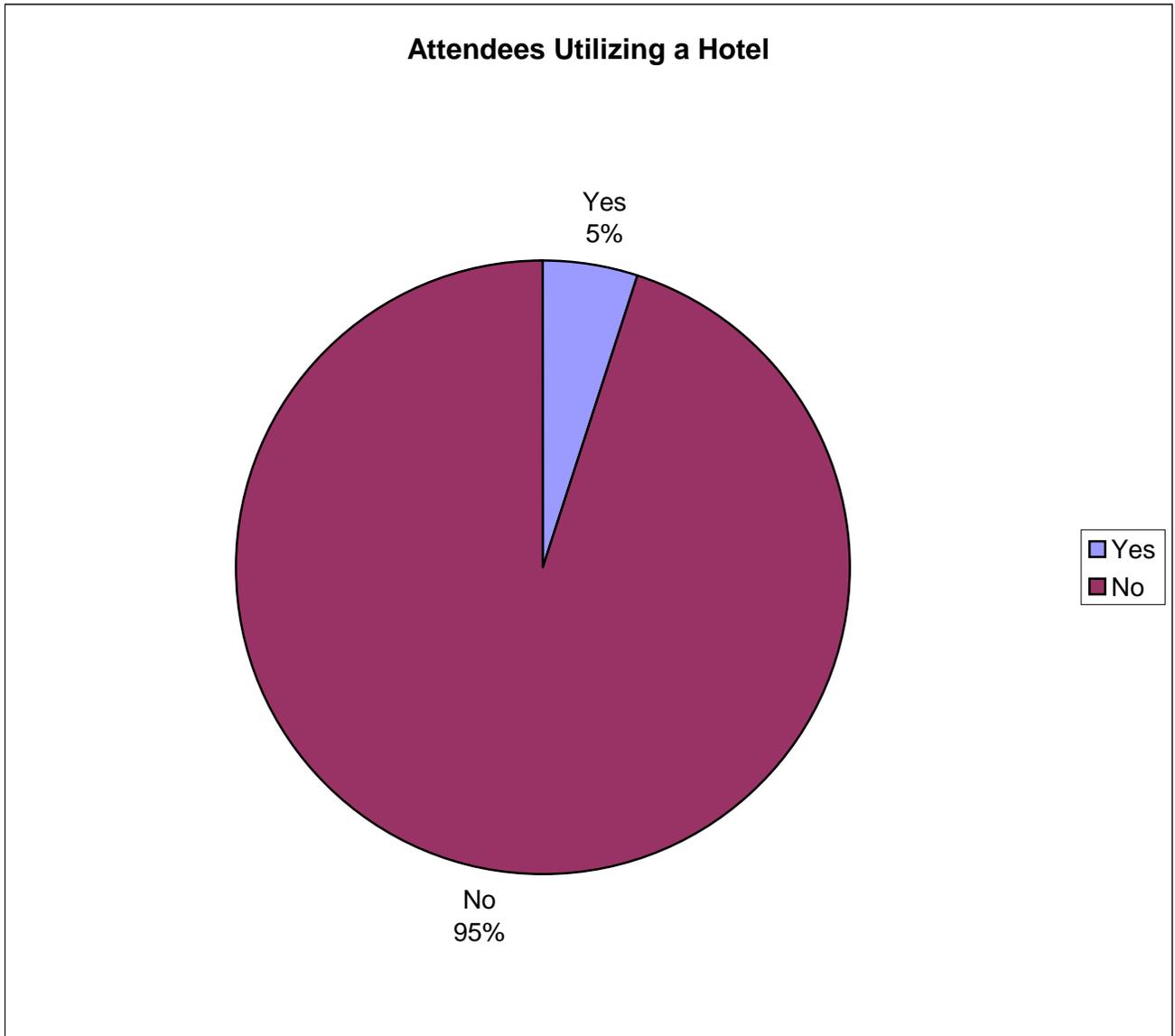
The figure below is a pie graph description displaying how many miles the attendees traveled to get to the games.



The pie graph below is a visual representation of whether the attendee was at the Scottish Highland games for the first time or if they have been here previously.



The pie graph below answers the question of whether the attendee is utilizing a hotel while attending the Scottish Highland Games.



This question does not necessarily mean the attendee is staying at a Seminole County hotel while in town. That will be addressed in the following tables and graphs.

Hotel Breakdown

79 respondents stated that they were staying in a hotel/rv park while attending the games. This is an increase in 18 actual rooms from last but a decrease in the percentage of rooms used compared to total participants. Last year, 6.10% of respondents polled stated they were utilizing a hotel while in attendance of the games compared to 5.01% this year.

When the attendee responded that they were utilizing a hotel, the surveyor would follow up to find out which hotel was being used. Below is a graph that shows the specific hotels that respondents stated they were staying at. Only the hotels mentioned by the respondents are represented in the graphs and charts below

Of those staying in a hotel where were they staying

Orange County Hotel	16	20.25%
Osceola Hotel	1	1.27%
RV Park	2	2.53%
America Best Value Inn	1	1.27%
Hilton Garden Inn	1	1.27%
Homestead Village	1	1.27%
Courtyard by Marriott	1	1.27%
Suburban Extended Stay	1	1.27%
Extended Stay America	2	2.53%
Embassy Suites Altamonte	3	3.80%
Springhill Suites Sanford	2	2.53%
Days Inn Altamonte Springs	4	5.06%
Comfort Inn North Orlando	5	6.33%
Quality Inn Altamonte	6	7.59%
Holiday Inn Altamonte	14	17.72%
Hilton Orlando Altamonte	19	24.05%
TOTAL	79	100.00%

Findings:

Other findings include: 62 of the 79 respondents are utilizing a Seminole County accommodation. This represents 78 percent of those whom responded that they were utilizing hotels while attending the games. This is an increase of 11 percent and 21 actual rooms from last year's figures. This also represents 3.93% percent of the 1578 polled used a Seminole county hotel while attending the games. The findings included 16 people who stated they were staying at an Orange County hotel and one that stated they were staying in an Osceola Hotel. The most popular hotel mentioned in Seminole County was the Hilton Orlando Altamonte, which was the host hotel for this event. 2 respondents also mentioned that they were utilizing RV or Campground accommodations while attending the games.

The next display is a bar graph illustration of the different hotels mentioned by the respondents

Total Hotel Breakdown

